

# SIEBEL CRM ON DEMAND MARKETING

## ORACLE<sup>®</sup> CRM ON DEMAND

THE WORLD'S MOST  
COMPREHENSIVE CRM ON  
DEMAND SOLUTION

- Easy to use
- Fast to deploy
- Powerful analytics
- Built-in contact center
- Prebuilt industry solutions
- Embedded sales, marketing, and service best practices

*Whether you have a full staff of marketing professionals or a lean do-it-all business development team, Siebel CRM On Demand Marketing provides organizations with a smart, simple, integrated solution for managing marketing campaigns and activities. By leveraging best-in-class end-to-end marketing automation solutions, users will be able to intelligently maximize campaign effectiveness and optimize lead management.*

### **AUTOMATED LEAD ASSIGNMENT**

Siebel CRM On Demand automatically assigns leads to the appropriate individual every time. As business changes, leads can be re-assigned in one easy step, using rules based on territory assignments, product expertise, or other criteria. When new leads are assigned, email notifications are automatically sent to the owners in order to ensure that leads are acted upon quickly and appropriately.

### **IMPROVED LEAD QUALITY**

Because a key part of the sales process is the identification of qualified leads to optimize sales representatives' valuable time, Siebel CRM On Demand provides an easy-to-use lead qualification tool. This scripting tool walks sales users through a guided questionnaire that calculates a lead score and disposition. The scripting tool allows companies to embed their lead qualification best practices right into the Siebel CRM On Demand application, to provide consistent, high-quality lead qualification with minimal training.

Siebel CRM On Demand provides a complete closed-loop solution, enabling organizations to track leads through each stage of the lead management process—from lead qualification to closed revenue. Inside sales representatives can focus on qualifying leads, while field sales representatives can focus on converting qualified leads into revenue generating opportunities. With this two-tiered lead management system, organizations can easily identify actionable leads, resulting in higher closure rates.

### **ACCELERATE LEAD CONVERSION**

Regardless of an organization's size and structure, Siebel CRM On Demand helps sales representatives rapidly convert high-potential leads into sales opportunities. Leads can be associated with a company, a contact, a campaign, or any combination of the three. Details such as lead source, product interest, and estimated close date are easy to view and update. When leads are ready to convert into a sales opportunity, Siebel CRM On Demand provides a simple conversion page that lets sales professionals insert information directly from the lead record into the new opportunity profile.

**KEY FEATURES****LEAD ASSIGNMENT**

- Automated lead assignment
- Email notification for new leads

**LEAD MANAGEMENT**

- Closed-loop lead tracking
- One-step lead conversion
- Historical lead tracking
- Lead qualification scripts
- Two-tier lead management

**CAMPAIGN MANAGEMENT**

- Comprehensive campaign planning and management
- Real-time tracking of budgetary and other metrics
- Multidimensional contact segmentation

**BUSINESS PROCESS****CUSTOMIZATION**

- Workflow
- Advanced field management

**MAXIMIZE CAMPAIGN EFFECTIVENESS**

Siebel CRM On Demand provides tools that enable organizations to easily and effectively manage campaigns and related activities. The Segmentation Wizard enables marketers to create highly targeted contact lists. By segmenting contacts using multidimensional criteria, users can ensure the right message is being delivered to the right customer or prospect at the right time, improving ROI and delivering immediate business impact. Closed-loop metrics such as cost per lead, cost per closed sale, projected revenue, ROI and lead follow-up analysis can be used to measure campaign effectiveness and optimize future marketing efforts.

**BOTTOM LINE**

Siebel CRM On Demand can help organizations generate more leads, manage those leads more effectively through to the closed sale, and track marketing effectiveness to continually optimize marketing budgets. Siebel CRM On Demand streamlines campaign planning and management, increases sales revenues and reduces marketing costs to maximize return on investment.

For more information on how Siebel CRM On Demand can maximize the effectiveness and efficiency of your marketing programs, call +1.866.906.7878 or visit [www.crmondemand.com](http://www.crmondemand.com).

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