

DQ-Connector Oracle Siebel CRM

Also for world-wide leading CRM platforms such as Oracle Siebel the same rule applies: that a CRM system is only as good as the quality of data contained and used in it. In particular, customer, contact, and address data play a key role, because only highest address quality and duplicate-free customer data enables a single view of the customer (SVC). The Uniserv DQ connector for Oracle Siebel CRM plays a major part in improving the data quality in Oracle Siebel CRM. Only then can the full performance of its CRM be fully exploited.

FEATURES

- ▶ Avoidance of additional costs and loss of image caused by incorrect addresses and returned deliveries.
- ▶ Avoidance of duplicated contact data which undermines the targets and functions of a CRM system. Because when different information about the same customer exists in different datasets, this counteracts the target of a complete and unified 360° view over the fields of sales, marketing, professional services and help desk; and thereby prevents efficient and complete implementation of CRM.
- ▶ Fast access and error tolerant search for information in the SAP Business Suite. Careful data input is maintained and promoted by fast processing times. The good status quo of the customer data in the CRM system remains at a permanent high level.

ADVANTAGES

- ▶ guaranteed high quality data in the Oracle Siebel CRM system
- ▶ highly efficient sales and marketing processes
- ▶ satisfied customers and stronger customer loyalty
- ▶ motivated employees, who with a well maintained CRM system adequately represent the demands of corporate quality during their external contact to customers

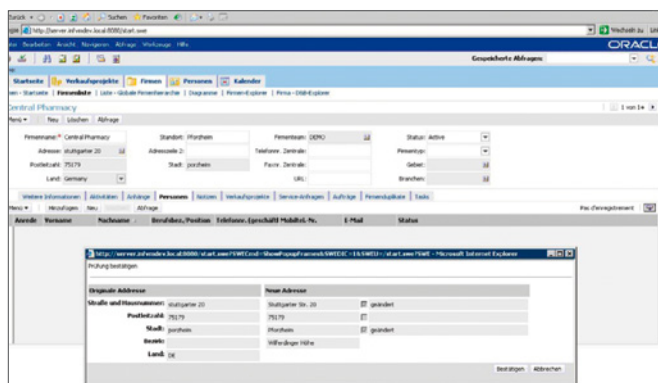
FUNCTIONS

For improvement and security of the data quality, update.seven CRM provides Uniserv Data Quality connector routines for:

- ▶ a qualitatively optimal search for customer data
- ▶ gathering and alteration of customer data

The quality securing functions can be used as required, either separately or together. These quality securing functions enable:

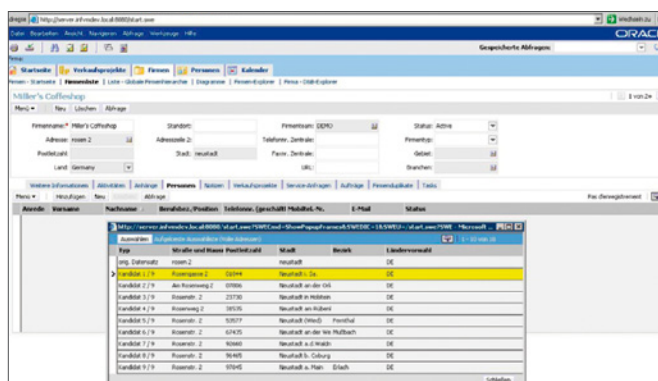
▶ Check (and where necessary, correction) of addresses



Address correction direct in the Oracle system

- Validation, norming and correction of addresses directly during input (real time)
- Automatically created selection lists of possible address candidates following input of an ambiguous address
- Enrichment with additional address elements
- Automatic check for correct postal details without an “extra click”

▶ Check for possible duplicates



Duplicate identification direct in the Oracle system

- Fast error tolerant check with individual parameters finds possible duplicates immediately during input
- Duplicate identification starts automatically when a new account is registered or an existing account is altered
- During duplicate matching, possible duplicates are compared error-tolerantly to each other
- In the event of possible duplicates being found, a list is created. The user then selects an alteration dialogue, from which data cleansing rules can also be set.

PRE-REQUIREMENTS

Before installation of the real time Oracle Siebel CRM DQ connector, the following software must already have been installed:

- ▶ **Oracle “Siebel Business Applications” 8.0.0.6 or above**
The real time Oracle Siebel CRM DQ connector has been tested for applications from Siebel Enterprise Applications (SEA) and Siebel Industry Applications (SIA) product lines
- ▶ **Uniserv Software**
 - mailRetrieval address retrieval system (with loaded index pool)
 - post postal checking system (installation must be made individually according to country)
 - International Postal Framework (IPF) add-on
 - interface kit and COM interface.

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