

## The Siebel Tune Up

### Gaining More From Your Siebel CRM Investment

#### TAKING SIEBEL CRM TO THE NEXT LEVEL

Many organizations working with a Siebel platform have a critical need to reap increased benefits from their current systems prior to making any other larger investments. This is due to the less than desired system performance resulting from configuration or customization that systems underwent following implementation.

To address this lackluster performance, organizations do not have to make a substantial investment or suffer until a larger enhancement initiative is underway. Improving system perform-

ance will not only rapidly lead to higher overall productivity, but it will also enable organizations to better achieve their business outcomes, in terms of **improved customer service**, **enhanced sales volume**, and **increased business profitability**.

Along with these benefits, improved performance better positions CRM systems for future planned enhancements, including upgrades, marketing automation or analytics functionality, or an integration project to tie back-end systems into CRM.

#### A FIRST STEP TOWARDS IMPROVEMENT

To assist companies who would like to improve the performance of their Siebel solution, Innoveer Solutions offers the *Siebel Tune Up*. This two-week engagement is designed to rapidly diagnose the cause or causes of performance problems, layout a path for immediate correction, and perform short-term modifications to bring performance up to expectations, leading to **dramatic improvements in contact center, marketing, and sales productivity**.

#### SUCCESS STORY

Innoveer Solutions recently partnered with a large retail organization to determine the causes of the company's low performance, make the necessary changes to bring performance up to expectations, and ensure that the company achieves its desired business outcomes, in terms of productivity and profitability. During its analysis, Innoveer discovered that when the company had implemented Siebel for three separate groups — using a different integrator — it had not considered the differences between the groups' CRM needs. Therefore, all groups used the same system, and as a result, the system did not map to each group's specific business processes. This led to low system usage and performance, and as a result, the company was not able to achieve its desired business goals.

Innoveer then evaluated each group's needs and the configuration of the Siebel system — suggesting a series of small improvements to augment the overall success of the system, including configuration, Smartscripts, and data consolidation and clean up. All changes were designed, tested, and rolled out with heavy user involvement and the necessary end-user training.

As a result of these performance enhancements, this leading retailer is now able to find data faster and more efficiently, increase its customer knowledge, improve tracking of all customer information, and enhance selling capabilities — leading to a substantial increase in revenue.

## WHAT DOES THE DISCOVERY INVOLVE?

The *Siebel Tune Up* will focus on three areas:

- **Performance Assessment** - investigate the utilization and system demands of the platform, review configuration and customization, and examine integration points
- **Remediation Plan** - identify short-term corrections and mid-term enhancements for both immediate and long-term performance gains
- **Immediate Resolution** - perform the short-term corrections for immediate performance improvements

These activities will enable your organization to benefit from instant performance improvements, in terms of call center agent response time, field sales representative synchronization time, and user navigation speed, among others.

At a fixed price of \$14,900\*, the *Siebel Tune Up* will identify the system performance constraints, as well as carry out modifications for immediate benefit. (\*The fixed price fee does not include possible travel expenses or additional areas of scope, which are available by request.)

Tangible benefits from the *Siebel Tune Up* may include:

- Reduced call time for contact center agents
- Increased productivity for field sales representatives
- Improved efficiency for marketing professionals
- Reliable reporting for management

## ABOUT INNOVEER SOLUTIONS

INNOVEER SOLUTIONS, an award-winning customer strategy and solutions consultancy, provides world-class CRM solutions to clients throughout the United States and Western Europe. The firm offers planning and strategy, technology implementation, and optimization services designed to ensure positive outcomes in the areas of business growth, internal efficiencies, and customer experience. Innoveer Solutions has focused exclusively on customer management since 1998 and has completed more than 500 successful projects.

## PAST CLIENT SUCCESSES INCLUDE:

- Staples
- LEK
- Inlumen
- Genzyme Corporation

## BUSINESS OUTCOMES:

- 22% savings in call time
- 85% reduction in synchronization time
- 48% decrease in campaign run time
- 70% reduction in time to develop and run reports

## CONTACT US

For more information about how Innoveer Solutions can help you improve the performance of your current Siebel system, please contact Jennifer Yanoff at [jjanoff@innoveer.com](mailto:jjanoff@innoveer.com) or at +1 617-225-7914.

