

CRM On Demand Solution for Mid-sized Banks



For more information, or to schedule an application demo, contact Jason Hillner on (972) 398-5918 or at hillnerj@evergroup.com

Oracle and eVerge Group have jointly developed a CRM OnDemand solution specifically designed to address the unique needs of retail banks. Changing market conditions are driving the need for more complete, timely and insightful information on a bank's current customers. In order to retain and expand their current customer base, more efficient sales and marketing tools are necessary to acquire and grow new customer relationships.

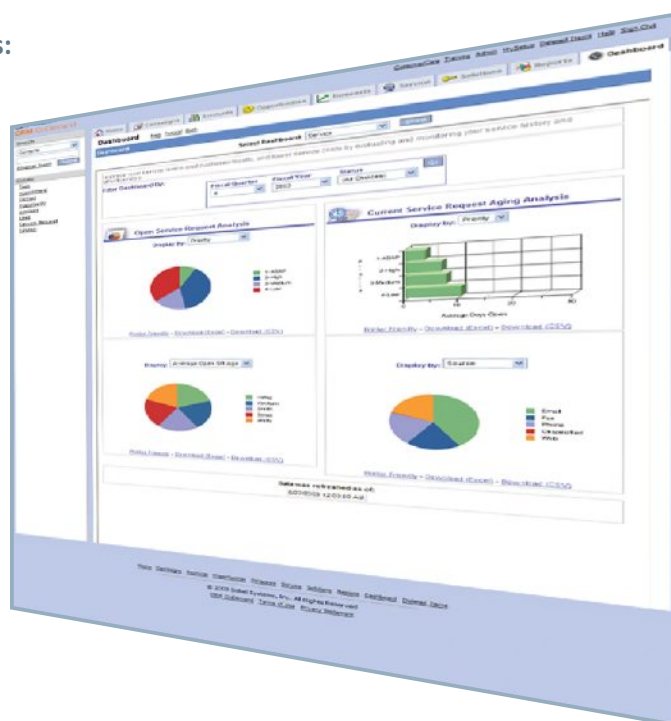
Through a hosted solution, integrated with core banking applications, banks can now have enterprise class Oracle/Siebel CRM Technology, which enables them to achieve their customer-focused strategies with rich banking functionality, a low monthly cost, rapid deployment and a proven customer deployment model.

Oracle's CRM On Demand CRM Banking application provides:

- Single and actionable 360° view of your customer
- Sales, service & marketing functionality
- Lead referral and management
- Business intelligence & reporting
- Integrated telephony
- Cross line-of-business support
 - Consumer/Branch
 - Call Center
 - Small Business
 - Wealth Mgmt
 - Marketing/Campaign
 - Analytics

Our rapid deployment CRM On Demand solution for banking makes it easy!

- Fast to deploy
- Easy for business users to customize
- High user adoption
- Affordable subscription based pricing
- Reliable (hardware and application managed by Oracle)
- Integrates to existing infrastructure



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Supporting Key Banking Strategic Initiatives:

THIS SOLUTION IMPROVES BANKS' ABILITY TO:	KEY BENEFITS:	FEATURES:
Improve Customer Acquisition	<ul style="list-style-type: none"> • Improve sales productivity • Increase cross and up-selling • Streamline forecasting • Maximize pipeline visibility 	<ul style="list-style-type: none"> • Account and opportunity management • Contact management • Activity and calendar management • Outlook email integration • Outlook and Palm synchronization
Increase Marketing Effectiveness	<ul style="list-style-type: none"> • Accelerate lead-to-opportunity conversion • Maximize marketing spend efficiency and ROI 	<ul style="list-style-type: none"> • Closed-loop lead referral management • Automatic lead assignments • Campaign management • Import account, lead and contact lists
Improve Customer Service	<ul style="list-style-type: none"> • Integrated support across multiple channels at low cost • Enhanced service effectiveness • Increased customer satisfaction • Support dispersed service agents 	<ul style="list-style-type: none"> • Hosted contact center: phone, web, email and chat • Intelligent call queuing and routing • Computer telephony integration • Service request management • Solutions management
Empower your Organization Enable Business Insight	<ul style="list-style-type: none"> • Maintain a 360° view of the customer • Drive more informed decisions across all levels • Convert insight into action • Track and manage historical trends 	<ul style="list-style-type: none"> • Embedded interactive analytics • Pre-built dashboards with drillable charts • Pre-built reports supporting Sales, Service & Pipeline Management • Powerful ad hoc analysis tool • Pre-built data warehouse
Implement the System Quickly and Cost-Effectively	<ul style="list-style-type: none"> • Fast to deploy • Easy for business users to customize • High user adoption • Affordable subscription based pricing • Reliable (hardware and application managed by Oracle) • Integrates to existing infrastructure 	<ul style="list-style-type: none"> • Provides capabilities in Marketing, Sales and Services areas • Next-generation Web 2.0 usability • CRM On Demand on Oracle Grid • Advanced administration and customization • Flexible data access and visibility • Standards-based integration • Expanded CRM breadth and depth

Solution to support your entire customer Lifecycle: Oracle CRM On Demand

Fast, easy, and affordable

- Easy to use
- Fast deployments
- No hardware, no software, and no additional IT required
- Monthly subscription model

Designed for hosted CRM

- Built on J2EE and Web Services standards
- Operates on proven Siebel Data Model
- Provides seamless migration and integration to Siebel OnPremise