

Oracle CRM On Demand Best Practice: Delivering Actionable Insight Into Sales

Through 2010, sales organizations that successfully apply analyses and insights to improve sales practices will increase win rates against competitors by at least 5% (0.7 probability) – *Gartner**

Sales analytics empowers users to proactively and continually improve their performance by providing every member of the sales organization with the information and insight required to identify issues, diagnose causes, and develop targeted action plans to improve results. These capabilities can dramatically transform sales organizations' ability to respond to issues and take corrective actions.

Common Challenges in Delivering Actionable Insight

Despite the tremendous potential benefits, few organizations provide their sales professionals with the up-to-the-minute information necessary for taking prompt and effective action. Although sales professionals are faced with rapidly changing situations and require current information to accomplish their goals, most organizations base their sales strategies and tactics upon dated information that can be months old. As a result, actions can often come too late to make a difference. Organizations that fail to deliver real-time, interactive diagnostic capabilities to their salespeople fail to maximize sales effectiveness.

With Oracle CRM On Demand, every member of the sales organization has access to the critical information and insight required to identify sales opportunities and challenges, diagnose causes, and develop targeted action plans to improve results. The traditional sales organization can be transformed into a proactive, performance-driven sales force, equipped with the information necessary for continually improving performance and rapidly responding to emerging issues and opportunities.

Specifically, Oracle CRM On Demand makes it possible for an organization to:

- Effectively mine large amounts of customer data to identify customer preferences and trends.
- Deliver best-practice sales insight to all levels of the sales organization, so that sales professionals can consistently achieve excellent results through improved decision-making.
- Provide unparalleled real-time visibility through ad hoc analysis capabilities, ensuring that sales professionals can respond more rapidly, addressing issues before they escalate into problems.
- Identify key business trends by tracking and analyzing historical data stored in a data warehouse.

Key Lessons for Delivering Actionable Insight

Drawing on its experience in more than 5000 customer deployments, Oracle has developed the following key lessons for delivering actionable insight into the sales team:

- **Sales analytics must extend across the organization** – Provide salespeople with insight into each relevant functional area of the organization, so that they can effectively manage all aspects of the customer relationship. For example, a sales representative may need to review a customer's history of service requests before making an account call.
- **All members of the organization require sales analytics specific to their role** – Provide all members of the sales organization with the insight necessary for managing their business – from the executives to the front-line representatives. However, since executives, managers, and sales representatives have different responsibilities, goals, and concerns, it is critical that this insight be tailored to the data appropriate to each role.
- **Salespeople need an easy and intuitive way to interact with information** – provide interactive dashboards that enable everyone in the sales organization to see both the big picture and the details.
- **Salespeople need access to critical real-time information** – Provide real-time insight to the sales organization so that all decisions in the organization are made in light of the best information available. This includes threshold reporting, in which everyone is instantly informed whenever important events or situations occur.

About Oracle CRM On Demand

Oracle CRM On Demand is a comprehensive hosted CRM solution that is delivered over the Web as a subscription service. It is designed for companies seeking an easy-to-use CRM solution that can be deployed quickly, easily, and affordably, without any up-front IT investment. Oracle CRM On Demand is part of Oracle's wide range of on demand and on premise CRM offerings. Oracle is the world's leading provider of CRM.

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