



Lesite.tv
Paris, France
www.lesite.tv

Industry:

Media & Entertainment

Employees:

Fewer than 500

Oracle Products & Services:

Oracle CRM On Demand

Oracle Partner:

Logica Management Consulting
www.logica.com/france

"With Oracle CRM On Demand as the backbone of our CRM efforts, we have increased our campaign rate of return to 50% and boosted sales productivity. With the hosted model, we can quickly construct a multi-channel customer relationship and bypass hardware constraints while fully controlling costs."

– David Blanchard, Customer Center Executive, Lesite.tv

Lesite.tv Improved Marketing Campaign Success and Increased Sales Productivity While Controlling Costs

Lesite.tv is the premier educational videos on demand (VOD) internet site for France and French-speaking countries. It is a subscription service provided by France 5 and the SCEREN that uses streaming and downloading to give teachers, researchers, and pupils access to more than 2,500 video sequences, such as documentaries, magazines, and archives, covering 15 disciplines, at three educational levels—primary school, secondary school, and high school.

Challenges

- Provide a multi-channel, easy-to-use customer relationship management (CRM) system that can be deployed rapidly
- Optimize customer knowledge over the various life-cycle phases: pre-sales, after sales, marketing, etc.
- Categorize different types of prospects more effectively (establishment heads, teachers, institutional users, local authorities, etc.)
- Communicate a unified customer vision and avoid increasing the number of silo commercial databases within the company

Solution

- Worked with Logica Management Consulting to deploy Oracle CRM On Demand to 15 users in less than four months over the key customer relations functions—managing campaigns, sales, commercial opportunities, support, and requests for assistance
- Managed the sub-contracted multi-channel contact center more effectively, from categorizing inquiries to converting them into sales opportunities
- Used Oracle CRM On Demand to achieve net optimization of prospect targeting (by type of prospect) and marketing campaign effectiveness—boosting the conversion rate to 50%
- Used scripts included in the CRM tool to construct customer satisfaction inquiries
- Increased lead conversion rate and accelerated contract closings
- Reduced technical resources and support, despite doubling the number of subscribers from 1,300 to 3,000, with immediate total cost of ownership visibility
- Increased sales productivity by providing users with access to sales reports—such as opportunity follow-up, long-term outlook, and progress reports—in a click of a mouse