

August 30th, 2016



Siebel Customer Relationship Management (CRM)

On August 30th, 2016 ATL311 Customer Service Center hosted members of the City of Ft. Worth Texas to discuss utilization and implementation of Oracle's Siebel Customer Relationship Management (CRM) Application.

Pictured left to right in first Row: Myesha Good (ATL311), Lynnette Lemon (ATL311), Lynda Johnson (Ft. Worth), Sharon Gamble (Ft. Worth), Maenica Berry (Ft. Worth), Lemeki Davis (ATL311), James West (Ft. Worth), Elizabeth Young (Ft. Worth), Salethea Graham (ATL311).
Second row: Marilyn Jackson (Ft. Worth), Andrea Dozier (ATL311)

What is Siebel?

Siebel is Oracle's Customer Relationship Management (CRM) that delivers solutions for: Call Intake, Correspondence and Record Management, Business Intelligence & Analysis, Integration, and Web & Mobile Service.

The discussion with City of Ft. Worth centered around the following application functionalities:

Call Intake

- ✓ System of Record
- ✓ Service Request Creation
- ✓ Knowledge Base Article (KBA)

Correspondence and Record Management

- ✓ Case Management
- ✓ Employee Record Management

Integration

- ✓ External System Integration
- ✓ GIS Map Integration
- ✓ Computer Telephony Integration

Business Intelligence and Analysis

- ✓ Dashboard Reporting - Multi-Levels
- ✓ Productivity Reports

Web and Mobile Self-Service

- ✓ Customer Initiated Service Request Creation
- ✓ 24/7 Accessibility to Knowledge Base Article (KBA)