



Industry	Technology
Founded	11/04/1984
Employees	96 000 (2010)
Offline Service Channel	200 000 Service Calls/day 20 000 Support Agents 25 Service Centers 15 Countries 30 Languages
Offline Sales Channel	100 000 Sales Calls/day 15 000 Sales Agents 25 Service Centers 15 Countries 30 Languages



Real Time Decisions

- ▶ Self learning predictive analytics
- ▶ Multichannel support
- ▶ Time aware learning allows for sliding time window that places greater emphasis on recent behavior
- ▶ Business goal arbitration for competing business goals, such as increasing revenue while decreasing servicing costs
- ▶ Balanced rules-driven and model-driven decision-making

UPGRADING THE CUSTOMER EXPERIENCE

Dell transforms its Call Centers into Profit Centers with Oracle RTD and Objectifi

OPPORTUNITY

Dell Inc., an American multinational information technology corporation, is known worldwide for its customer-centric approach. Dell connects with more than 5.4 million customers every day — on the phone, in person, on Dell.com, and on social networking sites. With 200 000 service calls and 100 000 sales calls into its call centers each day, Dell needed to increase revenue and margin without impacting Customer Experience metrics.

When customers call into the Service or Sales Channels, agents have the opportunity to offer new or upgraded products and services. Choice from a selection of offers was up to agent discretion, which often led to customers receiving irrelevant offers or no offer at all. This also created a steep learning curve for new agents.

Dell set out to optimize the offers on an individual customer level, effectively predicting what the customer is most likely to buy. From this concept, Dell developed “Octane”, their Predictive Analytics Engine built on Oracle Real Time Decisions. "Dell was looking for a one-stop-shop to build a better personalized experience for our customers, and Octane (Oracle RTD) was it!" says Mark Sucrese, Senior Technology Consultant at Dell.

Success with Oracle RTD & Objectifi:

- ▶ Agent Adoption Rate: 70%
- Service Channel:**
 - ▶ Revenue per Call: 10% increase
 - ▶ Margin per Call: 20% increase
 - ▶ Call Handle Time: Unchanged
- Sales Channel:**
 - ▶ Incremental Revenue Increase: 5%
 - ▶ Incremental Margin Increase: 8%
 - ▶ Call Handle Time: Unchanged



REAL-TIME MARKETING SOLUTIONS

Objectifi's one-to-one marketing implementations using real-time customer behavior:

Realize 10-15% lift in sales within three months of implementation

Seize every opportunity to communicate with customers, building loyalty while maximizing revenue

Unify your cross-channel marketing strategy in real-time for both prospects and existing customers

Create a single repository of campaigns, offers and marketing rules

Capture relevant information across all channels to develop powerful customer segmentations and to enhance customer life-time value

SOLUTION

Oracle's Real-Time Decisions platform combines both rules and predictive analytics to power solutions for real-time enterprise decision management, enabling real-time intelligence to be instilled into any type of business process or customer interaction. To implement this new technology, Dell turned to Objectifi Inc., a leader in strategic marketing consultation for inbound and outbound optimization and personalization. Dell chose Objectifi Inc. because of their high success rate, industry reputation, speed of implementation, and thorough knowledge of the product. "At Dell, we work under tight timelines to get innovation to market. If not for the Objectifi team, we would have never met our goals and objectives." (Mark Sucrese, Dell Inc.).

"Oracle RTD and Objectifi have truly allowed Dell to communicate in a more relevant manner with all our customers, across all segments," says Mark Sucrese, "The numbers speak for themselves."

Objectifi put together an experienced team to support IT and Marketing at Dell. They used their proven process of identifying business needs and system requirements to design a solution that would allow for a seamless integration with existing call center and customer data sources. Objectifi then developed the system, and completed the testing and deployment phases. The final step focused on ensuring a complete knowledge transfer to all agents and end-users. It is this unique methodology that allows Objectifi to offer the highest level of quality under even the most restricted timelines. "We were able to use our proven Unified Marketing methodology to implement a scalable RTD solution for Dell in less than four months," says Shameem Rahman of Objectifi Inc., "We are thrilled with the results Dell has achieved from this project."

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-Mark Sucrese, Dell Inc.

Before Oracle RTD, Dell struggled to deliver targeted messages to their customers. Dell tried various marketing strategies including weekly promotions, best sellers, and targeted lists. Dell also looked at other technologies but nothing provided the flexibility and adaptability of Oracle RTD. Oracle RTD allows Dell to easily add new rules to their system to cover a multitude of customer scenarios, without increasing the time they spend analyzing results. This kind of automated, real-time interaction just wasn't possible with Dell's previous system.



Oracle RTD uses five years of worldwide consumer data to select the most suitable offers for Dell customers. For each customer, it considers attributes such as the total spent (in the last 30, 90, and 365 days), the number of systems purchased, hobbies and interests, Online and Email click patterns, Sales and Service history data, and buying patterns. With this information, it is possible to focus efforts on customer engagement in Online and Offline Sales and Service, Email, Chat, and Social Media.

In the simplest terms, Oracle RTD reviews thousands of attributes of customer data and interactions to predict, influence, and optimize Dell offers for customers in all segments and touch points. RTD consumes this transactional and aggregated data along with business rules, campaign strategies, and contact strategies, and uses them to best determine customer needs. Where this technology showcases its cutting edge abilities is in its real time, adaptive self-learning models. It is constantly improving offers and communications with Dell customers, as if it's

"listening" to what the customers want at any time, delivering personalization at its best.

RESULTS

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With Oracle RTD and Objectifi, Dell has experienced a 19% rise in close rates. 70% Agent Adoption has led to a 10% increase in Revenue per Call and a 20% increase in Margin per Call. The Cost of Dispatch has decreased 150% without increasing Call Handle Time. Dell has succeeded in doing exactly what they set out to; a better understanding of their customers' needs and wants has led to an improved customer experience and a marked increase in revenue and margin.

Through simple and proven interactive strategies and technologies, Objectifi's clients have realized tremendous lift in revenue and customer satisfaction across the board. Contact Objectifi today to find out how a Real-Time Marketing Solution can help you exceed business goals and offer the best in customer service.



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