



Independent customer satisfaction for Oracle



Customer

Oracle Deutschland GmbH

Industry

Service providers

Company profile

Oracle Corporation is the world's largest developer of corporate software and offers software and services that provide firms with the most current information from their business systems. It supplies databases, tools, applications, consulting services, training, and support. In FY2007, Oracle generated global sales of about \$18 billion, employing over 74,000 persons.

Role of ec4u

ec4u was charged with applying its field proven Customer Satisfaction Index (CSI) to conduct a methodologically proven independent survey of German users of Siebel systems.

Benefits

The analysis differentiated customer satisfaction in terms of strengths and weaknesses. This gave Oracle a solid basis for instituting optimization measures.

Soon after acquiring Siebel, Oracle deemed it necessary to have reliable analyses of how the users of Siebel CRM software rated their integration into Oracle, and what experiences they had gained with the system.

Two years after acquiring the CRM software producer Siebel in 2005, Oracle decided to review its strategic focus in the market by determining the level of integration of German users of the Siebel system. Accordingly, it initiated a customer satisfaction survey of relevant performance factors. The primary goal was to evaluate the status quo in order to be able to implement a sustained and effective optimization strategy. To ensure impartiality, Oracle awarded the project to ec4u expert consulting AG.

Werner Keller, Vice President Application Sales at Oracle, succinctly justified the grounds for the project, "It is clear that Oracle bears great responsibility towards its customers and seeks to provide above-average service. That is why we need precise analysis and must treat the results in a self-critical manner. We want to build constructive and positive partnerships characterized by an active information policy, comprehensive customer care, and products that offer high-performance, are economic, and fit for the future."

SURVEYED SOLELY BY EC4U

From July to September 2007, ec4u conducted the following tasks:

- Identified candidates/companies in the following sectors: chemicals, pharmaceuticals, IT, telecom, entertainment, finance, transportation, hotel/restaurants, electronics, consumer goods, healthcare, and social services,
- Selected the interviewees independently,
- Organized and interviewed 20 decision-makers with responsibility for budgets in functional and IT areas,
- And maintained strict anonymity of interviewees.

OBJECTIVE METHODS FOR PRECISE FINDINGS

The findings flow into a Customer Satisfaction Index (CSI), based on 36 questions classified in seven categories: quality of integration, performance, cost-benefit ratio, claims and complaint management, and collaboration from a partner-

ship standpoint. In addition, the survey also determined the positive and negative aspects of the customer relationship and future expectations.

The merits of CSI are that:

- Extreme dissatisfaction with important issues cannot be offset by satisfaction with less critical aspects;
- Fulfillment of important criteria is weighted higher than less relevant ones;
- It allows benchmarking of results over the long-term, or for comparing various vendors.

ec4u not only planned the content of the survey and executed the CSI methodology, it relieved

"For us, the critical aspect was to find out how satisfied key decision-makers were with our Siebel solutions. ec4u provided solid support for the project by conducting targeted interviews with selected managers."

Werner Keller,
Vice President Application Sales
Oracle Deutschland GmbH

Oracle of the burden of evaluating and interpreting the findings as well.