



Driving Entel Marketing success with Oracle Siebel

Enhancing Marketing efficiency and accelerating results

Client:

Entel

Industry:

Telecommunications

Technology:

Oracle Siebel

Country:

Chile & Peru

The challenge

Entel is a telecommunications company operating in Chile and Peru, serving more than 18.2 million mobile subscribers. In Chile, Entel offers mobile telephony services and integrated fixed network operations, while in Peru, it provides mobile telephony services and various fixed services.

Entel faced several challenges with its existing marketing tool, Sumate - SGA, and required a replacement that could better meet its needs.

The company wanted to optimize batch load times for campaign members, ensure seamless integration with various channels, capture responses to measure campaign effectiveness and generate analytical data for decision-making.

Finding a partner capable of handling these integrations and delivering a comprehensive solution was essential for Entel's marketing success.

- Replace Entel's customized proprietary marketing tool
- Optimization of batch load times
- Integrations for the delivery of campaigns to all Entel-enabled channels
- Capture member responses to campaigns
- Measure effectiveness and generate data for analysis
- Create a dashboard summarizing campaign results



Solution overview

After a thorough evaluation of requirements, Readiness IT recommended upgrading to Oracle Siebel, a more versatile and comprehensive tool that aligned perfectly with Entel's needs.

The solution involved designing and implementing new campaign programs and workflows within Siebel Marketing, effectively relieving the strain on Entel's existing marketing system.

Furthermore, Readiness IT provided extensive training to Entel's functional team, equipping them to handle the tool's administration autonomously.

Accomplished results

The deployment carried out by Readiness IT led to significant improvements in Entel's marketing operations.

By utilizing the full range of Oracle Siebel's capabilities, Entel achieved a 100% utilization rate, maximizing the tool's potential.

The standardization of tools following industry best practices ensured efficient and streamlined processes, while compatibility with Entel's existing marketing configurations in Siebel CRM simplified maintenance.

The project was completed on time, meeting all design, development, and delivery timelines, and successfully optimized processing times and integrations. Most importantly, the team's efficient training empowered them to handle technical administration and marketing campaign management with ease.

- 100% utilization of the tool's native capabilities, without resorting to further customizations.
- Standardization of tools using the capabilities of Oracle Siebel and following industry best practices
- 100% compatibility with Entel's marketing configurations for easier maintenance
- Training for the team in charge of technical administration & mkt campaign management