

Siebel eAdvisor

Product Specifications

Key Features

- High Interactivity
- Rapid deployment
- Flexible User Interface
- Easy Integration
- High Scalability
- Unconstrained Customer Guidance

Attract and Engage Customers with Online Advice.

As part of the Siebel Interactive Selling Suite, Siebel eAdvisor provides interactive Web advice to attract and engage customers across multiple channels—including the Web, telesales, a direct sales force and dealer networks.

Overcoming the "one size fits all" design of many Web sites, Siebel eAdvisor provides instant, expert guidance to match customer needs with the ideal product or service.

With Siebel eAdvisor, users do not need prior product knowledge or well-developed searching skills to find their ideal solution. They are presented with a series of interactive questions that allow "what if" scenarios, choices and instant feedback—similar to a conversation with the best sales or service professional.

Multi-channel Advice

Behind all types of advice is a customer-centric, interactive, unconstrained customer experience. Every selection returns an

immediate, customer specific response. This user-friendly environment attracts and engages customers, improving customer acquisition and retention.

End Users

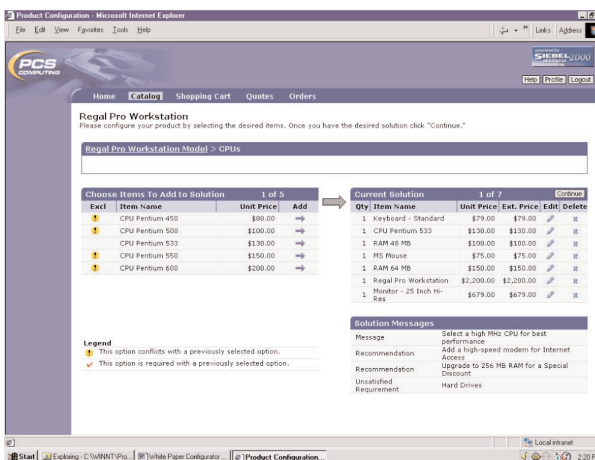
Deployed on the Web for direct use by end-users, Siebel eAdvisor presents products or services based on specific customer needs. Empowered by complete, easily accessible information, these Web educated customers are often happier with their final decision.

Telesales

Used to support the telesales department, Siebel eAdvisor reduces training costs. New representatives can answer tough questions with one call and with the confidence of the most senior representative.

Partners

Deployed to reseller partners, Siebel eAdvisor provides a competitive edge. Partners have access to the same employee knowledge base which minimizes training,



Siebel eAdvisor presents a series of interactive questions to help users make better decisions. Deployed on the Web and across all sales channels, Siebel eAdvisor provides consistent advice improving customer satisfaction.

and provides consistent positioning, making it easier to showcase the company's products.

Direct Sales

With many customer inquiries answered directly over the Web, or accurately through telesales or reseller representatives, the organization's direct sales representatives are freed to focus on revenue generation.

Broad Industry Application

Not only does Siebel eAdvisor support multiple sales channels, its advice flexibility supports business customers or consumers in any vertical industry or government agency. The application understands the needs of every user, whether novice or expert, and subsequently presents them with the ideal solution. No matter what the industry, Siebel eAdvisor improves customer satisfaction.

Centralized Advice Repository

Advice knowledge is centralized in a single database, used by all channels of the organization. Customers receive the same advice via the Web, through a direct or telesales representative or by contacting a reseller partner. Consistent cross-channel advice increases confidence in the recommendation and in the company.

Complete User Interface Customization

Siebel's eAdvisor user interface is completely flexible so screens can be designed to match the brand identity of any Web site. The application supports check-boxes, pull-down

menus, radio button selections and even graphical interaction with Macromedia Flash, DHTML, or other graphical web tools.

Standalone or Integrated Sales Solution

As a standalone online advisor, Siebel eAdvisor helps users decide on the best course of action. For example: how to comply with local building regulations, configure PC accessories, or select the ideal educational curriculum.

To help users make faster, more accurate purchase decisions, Siebel eAdvisor can be deployed as a front-end purchase advisor to Siebel eConfigurator or Siebel eCatalog.

Capture Marketing Intelligence Behind Advice Decisions

While users interactively define their needs, Siebel eAdvisor captures click-by-click marketing intelligence on the customer's decision behavior. Used with Siebel eMarketing, companies can analyze this information to continually optimize the user's experience.

Deploy with Confidence of eBusiness Success

Siebel eAdvisor comes with a complete set of design tools to build, integrate and maintain Siebel eAdvisor applications, quickly and cost effectively.

Supporting current and future eBusiness investments, Siebel eAdvisor's open standards ensure integration with 3rd party, ERP, order management and other Web applications.

Siebel Interactive Selling Suite

Siebel ISS is a complete suite of applications designed to help organizations acquire, engage, close and retain their customers across multiple touch points.

Siebel eAdvisor provides interactive advice to help users decide on an ideal course of action.

Siebel eCatalog makes it fast and easy for customers to electronically locate, evaluate and select products from unlimited choices.

Siebel eConfigurator helps organizations simplify the sale of complex and customizable products and services ensuring clean orders.

Siebel eSales captures and manages online orders to provide order confirmation, shipping information and ongoing order status.

Siebel ePricer helps to eliminate price confusion and enhance customer loyalty by facilitating consistent, customized pricing.

Siebel ISS Gateway and Application Integration Tools simplify data integration between enterprise databases and automatically update Siebel ISS Applications.

Siebel ISS Server provides the platform foundation to support open, standards-based integration to 3rd party ERP and order management systems for a seamless purchase experience from initial advice and product selection to order submission and tracking.



www.siebel.com

World Headquarters

Siebel Systems, Inc.
2207 Bridgepointe Parkway
San Mateo, CA 94404
United States
Tel: 650-295-5000
Fax: 650-295-5111

Europe

Siebel Systems UK Limited
Siebel Court
20-22 The Avenue
Egham, Surrey TW20 9AU
United Kingdom
Tel: +44-0-1784-494900
Fax: +44-0-1784-494901

Asia Pacific

Siebel Systems Australia
Level 1, 80 Pacific Highway
North Sydney, NSW 2060
Australia
Tel: +61-2-9012-3100
Fax: +61-2-9012-3333

Japan

Siebel Systems Japan K.K.
Ebisu Prime Square 7F
1-1-39 Hiroo, Shibuya-Ku
Tokyo, 150-0012, Japan
Tel: +81-3-5469-3811
Fax: +81-3-5469-3812