

Oracle Utilities Customer Care and Billing Release 2.4.0

Utility Reference Model

3.1.2 Select Customers and Manage Programs

December 2015

Oracle Utilities Customer Care and Billing Utility Reference Model 3.1.2, Release 2.4.0

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Contents

3.1.2 Select Customers and Manage Programs

3.1.2 Select Customers and Manage Programs.....1

 Brief Description 2

 Business Process Diagrams 3

 Select Customers and Manage Programs Process Model - Page 1 3

 Select Customers and Manage Programs Process Model - Page 2.....4

3.1.2 Select Customers and Manage Programs

This section provides a description of the “Select Customers and Manage Programs” business process, including:

- ♦ [Brief Description](#)
- ♦ [Business Process Diagrams](#)
 - ♦ [Select Customers and Manage Programs Process Model - Page 1](#)
 - ♦ [Select Customers and Manage Programs Process Model - Page 2](#)

Brief Description

Business Process: 3.1.2 Select Customers and Manage Programs

Process Type: Process

Parent Process: 3.1.2 CC&B.Manage Marketing Programs

Sibling Processes: n/a

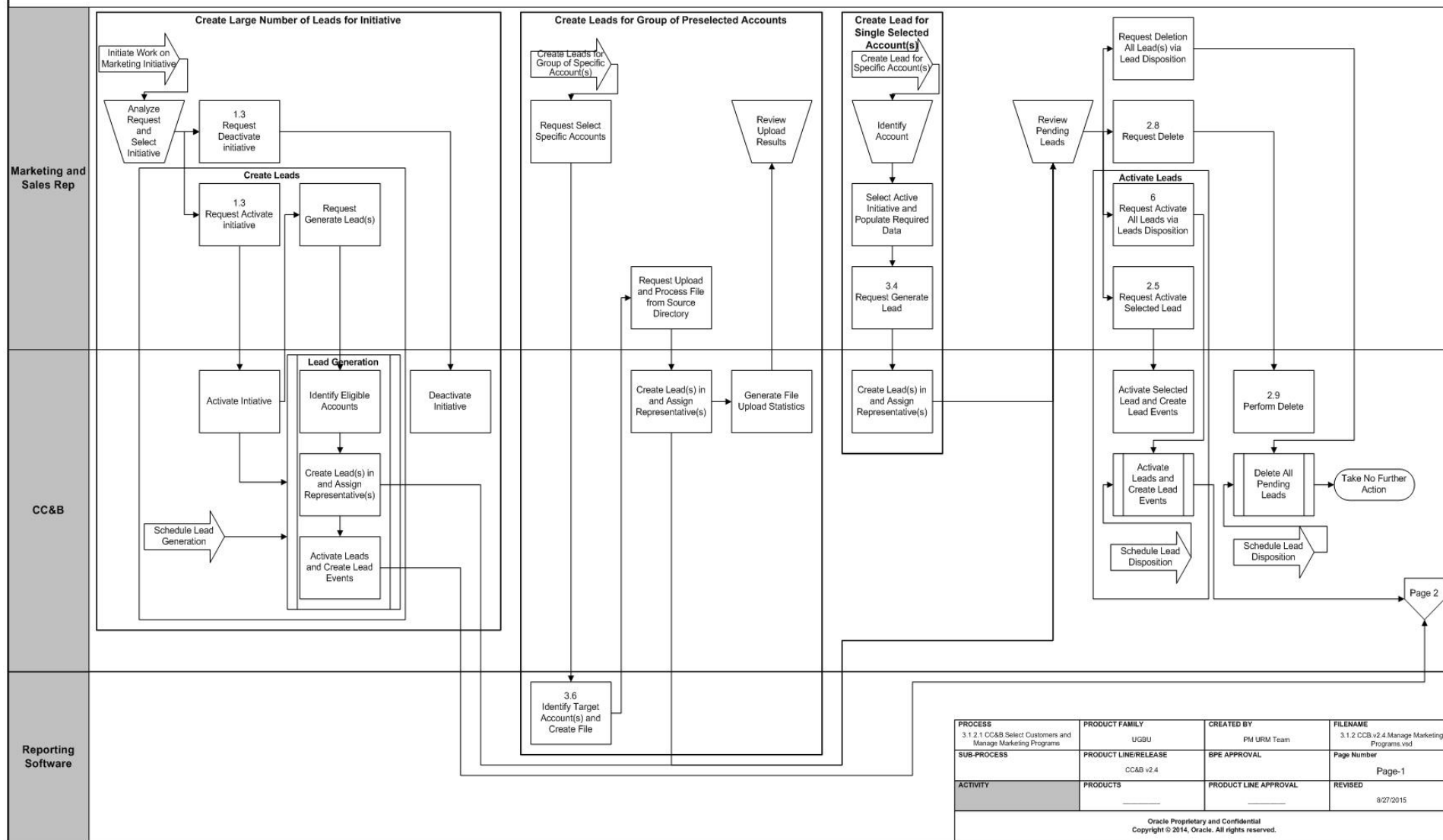
This process takes place when Utility organization markets various programs and services designed to encourage selected customers to enroll in various sales and marketing initiatives and measures success of efforts. Examples of typical programs include Enrollment to conservation program, sign up for special contract options, setting up marketing surveys.

Process allows target individuals and groups of customers selected by specific criteria. Application initiates various types of customer contacts (e.g. e-mails, text messages, bill messages, letters) and controls how successful communication with customer is. Other words, application checks if any of the data reflecting customer activity in response to marketing efforts has been added and stored. Users have ability to measure success of the marketing initiative, analyze performance and manage sales representatives effectively based on available statistics.

Business Process Diagrams

Select Customers and Manage Programs Process Model - Page 1

3.1.2 CC&B v2.4 *Select Customers and Manage Programs. Identify Target Customers and Create Leads*



Select Customers and Manage Programs Process Model - Page 2

3.1.2 CC&B v2.4 *Select Customers and Manage Programs. Manage Leads and Lead Events*

