



Siebel Social Media Guide

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Contents

Chapter 1: What's New in This Release

Chapter 2: Overview of the Integration of Siebel CRM with Oracle Social Relationship Management

Overview of the Integration 7

Benefits of the Integration 8

Architecture of the Integration 8

Requirements for Integrating Siebel CRM with Oracle Social Relationship Management 9

Chapter 3: Configuring Siebel CRM with Oracle Social Relationship Management

Process of Configuring the Integration 11

Assigning Responsibilities to Social Media Views 11

Configuring the Inbound Web Services Service Ports 11

12

Chapter 4: Working With Social Media Screens and Views

Example of Sending a Social Media Post from Oracle Social Engagement and Monitoring to Siebel Service 13

Viewing Social Media Posts and Sending Posts to Siebel Service 13

Viewing Social Media Posts in Siebel Service 13

Example of Adding Details to the Siebel CRM Social Profile View 14

Adding Details to the Siebel CRM Social Profile View 14

Chapter 5: Social Media Administration

Social Media Administration Views 15

Services View 15

Service Users View 16

Channels View 16

Chapter 6: Social Media and Siebel Marketing

About Using Siebel Marketing with Social Media 17

About Creating Marketing Leads from Social Media Data 17

Chapter 7: Social Media and Siebel Loyalty

About Siebel Loyalty and Social Media 19

About Social Rewards Promotions 19

About Siebel Loyalty Web Services for Social Media 20

Appendix A: Social Media Components

Siebel CRM Social Media Components 21

Index

1

What's New in This Release

What's New in Siebel Social Media Guide, Siebel Innovation Pack 2016

No new features have been added to this guide for this release. This guide has been updated to reflect only product name changes.

2

Overview of the Integration of Siebel CRM with Oracle Social Relationship Management

This chapter provides an introduction to integrating Siebel CRM with Oracle Social Relationship Management. It has the following topics:

- [Overview of the Integration on page 7](#)
- [Benefits of the Integration on page 8](#)
- [Architecture of the Integration on page 8](#)
- [Requirements for Integrating Siebel CRM with Oracle Social Relationship Management on page 9](#)

Overview of the Integration

This guide details the product-integration framework that enables the Siebel application to integrate with Oracle Social Relationship Management products as well as a framework for partner and custom solutions.

NOTE: The procedures in this guide assume that you do not use left-hand navigation. However, you can set up left-hand navigation. For more information about left-hand navigation and about implementing it, see *Siebel Fundamentals for Siebel Open UI*.

- For more information on Oracle Social Relationship Management, see the following:
http://www.oracle.com/us/solutions/social/overview/index.html?sckw=srch:Oracle_SRM&SC=srch:Oracle_SRM
- For more information on social media partner integration, see (Article ID 1535209.1) on My Oracle Support.

Customers and prospects share information about companies, their products, services, support, and competitors through social Web channels and sites, such as Twitter, Facebook, as well as blogs and other social media sites. Integrating with social media has become a social channel for Customer Relationship Management (CRM). The social channel of CRM can enable companies to strengthen customer service levels, improve customer retention, and expose new sources for lead generation.

Integrating Oracle Social Engagement and Monitoring with Siebel CRM enables you to automatically collect, store, analyze, and incorporate content from social media outlets. With Oracle Social Engagement and Monitoring, you choose the topics and streams that you want to collect and analyze, such as your company name, brands, products, competitors, topics and other information. Oracle Social Engagement and Monitoring collects and analyzes information from public posts on social media sources, such as the following:

- Twitter®, Facebook® (public posts, pages, and reviews)
- Blogs and RSS discussion boards
- YouTube® comments, Amazon reviews, iTunes® reviews, and Android Market reviews

Integrating Oracle Social Marketing with Siebel CRM enables you create leads from a Facebook page. Customers can complete form data on a Facebook page and the information can then be pushed to the Siebel application where a lead is automatically created.

It is also possible link a Siebel campaign to Oracle Social Marketing campaigns, allowing you to use previously published outbound social media campaign posts and relate new leads to a Siebel campaign.

Benefits of the Integration

Benefits of integrating Oracle Social Relationship Management with Siebel CRM are as follows:

- Creating a new CRM channel for Siebel sales, Siebel service, and Siebel loyalty
- Optimizing your channel strategy to improve customer intimacy
- Taking advantage of a new data source across Siebel CRM
- Reducing your dependency on third-party marketing data
- Creating an extended influence or impact with prospects and customers
- Improving your branding
- Improving your customer service
- Strengthening customer loyalty
- Gaining better insight into your customers
- Creating leads from Facebook pages
- Linking Siebel campaigns to social marketing campaigns

Architecture of the Integration

Integrating Oracle Social Relationship Management products with Siebel CRM is done through a push-integration model. In other words, a listening platform pushes inbound social media data to Siebel CRM.

How Oracle Social Engagement and Monitoring Is Integrated with Siebel CRM

Oracle Social Engagement and Monitoring works with Siebel CRM as follows:

- 1 Oracle Social Engagement and Monitoring filters inbound social media posts by using criteria that you define.
- 2 Oracle Social Engagement and Monitoring sends the posts to the Siebel Social Media Workflow. Inbound posts are created manually using Oracle Social Engagement and Monitoring.
- 3 After the inbound post is received, Siebel CRM workflows activate and call services to do the following:

- a Look up the social author from the existing list of Siebel CRM contacts.
NOTE: Contact look-up is based on the author's unique social media network ID and community. If the social author does not exist as a current contact in the Siebel database, then a new contact is created using the author's user name as a temporary contact first and last name.
- b Create a service request for the existing or newly created contact and optionally route the request or lead through Siebel Assignment Manager.
- 4 The Siebel CRM user can respond to the social media contact through the Oracle Social Engagement and Monitoring user interface.
- 5 Oracle Social Engagement and Monitoring posts the response to the social Web or to a Web channel.

How Oracle Social Marketing Is Integrated with Siebel CRM

Oracle Social Marketing works with Siebel CRM as follows:

Leads

Leads can be created through a Facebook page in the following manner:

- 1 After setting up a Facebook page, a customer completes and submits an Oracle Social Marketing form.
- 2 Oracle Social Marketing sends the form data to the Siebel application by way of an inbound Web service.
- 3 The Create Lead business service method is executed to create the lead.
- 4 As part of the Create Lead process, existing leads are verified against the data provided in the form to ensure a duplicate leads was not created.

Campaigns

Oracle Social Marketing campaigns can be linked to a Siebel campaign from Oracle Social Marketing in the following manner:

- 1 When setting up an Oracle Social Marketing campaign, the user enters Siebel connectivity information in order to find Siebel campaigns to link to the social marketing campaign.
- 2 The Get Campaigns business service method is executed from the inbound Web service allowing the user to view existing Siebel campaigns, and link to them.

Requirements for Integrating Siebel CRM with Oracle Social Relationship Management

To integrate Siebel CRM with Oracle Social Relationship Management you must have the following:

- A subscription to the required Oracle Social Relationship Management Cloud.

NOTE: You must sign in to Oracle Social Relationship Management Cloud separately.

- A secure firewall port that is open to allow for social data from Oracle Social Relationship Management to be sent through the inbound Web service to the Siebel CRM implementation.

For a full list of requirements, see *Siebel System Requirements and Supported Platforms* on Oracle Technology Network.

3

Configuring Siebel CRM with Oracle Social Relationship Management

This chapter describes how to set up your integration of Siebel CRM and Oracle Social Relationship Management. It includes the following topic:

- [Process of Configuring the Integration on page 11](#)

Process of Configuring the Integration

To configure Siebel CRM to work with Oracle Social Relationship Management, perform the following tasks:

- 1 [“Assigning Responsibilities to Social Media Views” on page 11](#)
- 2 [“Configuring the Inbound Web Services Service Ports” on page 11](#)

Assigning Responsibilities to Social Media Views

Use this task to register new social media views in your Siebel application. This task is a step in [“Process of Configuring the Integration” on page 11](#).

To assign responsibilities to new Social Media views

- 1 Create a new responsibility, for example, Social Media User, for the following Social Media views:
 - SM Contact Social Profile View
 - Email Offer Social URLs View
 - Lead Social Post List View
- 2 Associate the new responsibility with users, or verify that an existing responsibility is valid for your business requirements or for your deployment.
- 3 Click the Clear Cache button, then close the Siebel application.
- 4 Log in to the Siebel application, and verify that the new views are present under that responsibility.

NOTE: Other social media views are for use only with partner or custom integrations.

Configuring the Inbound Web Services Service Ports

Use this task to integrate Oracle Social Relationship Management with Siebel CRM by using Web services to send and submit data to the Siebel application. This task shows you how to set up the required inbound Web service.

This task is a step in ["Process of Configuring the Integration"](#) on page 11.

To configure inbound Web services service ports

- 1 Navigate to Administration - Web Services, then Inbound Web Services.
- 2 In the Inbound Web Services list, perform the following query in the Namespace field:
Social

The following namespace appears: `http://siebel.com/SocialMedia`.

- 3 In the Service Ports view, change the address field value to a URL that refers to your environment for each of the service ports.

NOTE: The Service Post Address value is the same endpoint that is required when setting up Siebel connectivity in Oracle Social Relationship Management.

4

Working With Social Media Screens and Views

This chapter provides an overview of using Oracle Social Engagement and Monitoring with Siebel Service. It includes the following topics:

- [Example of Sending a Social Media Post from Oracle Social Engagement and Monitoring to Siebel Service on page 13](#)
- [Example of Adding Details to the Siebel CRM Social Profile View on page 14](#)

Example of Sending a Social Media Post from Oracle Social Engagement and Monitoring to Siebel Service

Oracle Social Engagement and Monitoring allows you to define searches and review social media posts over a given period. When a post is identified as a potential service issue, a community manager can select the individual post and forward it to Siebel Service through a Send-to-Siebel operation.

Viewing Social Media Posts and Sending Posts to Siebel Service

Use the following task to view and send social media posts to Siebel Service.

To view social media posts and send a post to Siebel Service

- 1 In Oracle Social Engagement and Monitoring, navigate to the Streams screen.
The Streams screen displays multiple social media channels in an inbox format, which allows you to filter by channel or message.
- 2 Select a message to view a detailed view.
- 3 Click the Tools button, and select Send to Siebel from the menu.

After the social media post has been sent to Siebel Service, a service request number is returned to Oracle Social Media Engagement and Monitoring to confirm the creation of the service request.

Viewing Social Media Posts in Siebel Service

Use the following task to view social media posts in Siebel Service.

To view the social media post in Siebel Service

- 1 In Siebel Service, navigate to Service Requests, then All Service Requests.
- 2 In the All Service Request view, query on the service request number that was sent to Oracle Social Media Engagement and Monitoring.
- 3 Click the SR # link and view the service request in the Service Request detail view.

The Service Request detail view includes a link to the original post in Oracle Social Engagement and Monitoring. Click the link to return to Oracle Social Engagement and Monitoring where you can re-engage with the customer.

Example of Adding Details to the Siebel CRM Social Profile View

The Social Profile view provides a framework and data model for storing social profiles and related social profile attributes for a Siebel contact. It provides a more comprehensive view of each contact incorporating data from social media channels. You can do the following:

- Store an unlimited number of named social media accounts and profiles for each contact in the Individual Contacts view.
- Store detailed profile and attribute data, such as interests, likes, followers, friends, tweets, retweets, and the location of each social media account.

Adding Details to the Siebel CRM Social Profile View

Use the following task to adding details to the Siebel CRM Social Profile view.

To view and add contact details in the Social Profiles view

- 1 In Siebel CRM, navigate to the Contacts screen, then click the Social Profile view tab.
- 2 Select a social profile.
The Social Profile Attributes view appears.
- 3 In the Social Profile Attributes view, add attributes, such as a Twitter profile, a user's number of followers, a Facebook profile, the number of Likes, and so on to the Social profile.

5

Social Media Administration

This chapter provides an overview of the Social Administration views in Siebel CRM. It includes the following topic:

- [Social Media Administration Views on page 15](#)

Social Media Administration Views

The Social Media Administration views enable you to administer all social media channels in one place. You can do the following tasks from your Siebel application:

- Manage the social media channels of your business.
- Track your outbound posts to social media channels, such as a Facebook wall, a corporate page, or a tweet.

Many social channels that companies use for integration require inbound and outbound Web services, which you define in your Siebel application. The integration also enables maintenance of user-specific API keys or authentication keys. For more information, see [“Configuring Siebel CRM with Oracle Social Relationship Management” on page 11](#).

Currently, the Social Media Administration views are not required for configuring your integration of Siebel CRM with Oracle Social Relationship Management products. The views provide a framework for partner and custom integrations to social media services and are intended for future integrations with Oracle Social Relationship Management.

The Social Administration views are as follows:

- [“Services View” on page 15](#)
- [“Service Users View” on page 16](#)
- [“Channels View” on page 16](#)

Services View

In the Services view you define social media services. [Table 1](#) describes the fields.

Table 1. The Services View

Field	Description
Name	The name of the social media service, such as Oracle Social Relationship Management.
Source	The name of the service or source, such as Oracle Social Relationship Management.

Table 1. The Services View

Field	Description
Description	Custom value.
Web Service	Maps to a Web service.
Web Service Type	Optional. Can be an inbound or outbound Web service.

Service Users View

In the Services view, individual user accounts are required for authentication with an outbound Web service or symbolic URL. You manage user accounts from this view. A one-to-many relationship exists between a service and service users. [Table 2](#) describes the fields.

Table 2. The Service Users View

Field	Description
First name	Picked from the User business component.
Last name	Picked from the User business component.
Login name	Picked from the User business component.
Api key	The API or authentication key for the social media service.
role	A custom defined value, such as a community manager.

Channels View

Channels refer to the different social channels used by your integration. You define channels for the Social Media Web service in the Channels view. For example, a company might use three different Twitter accounts for three different product lines. In other words, a one-to-many relationship can exist between the Web service and channels. [Table 3](#) describes the fields.

Table 3. The Channels View

Field Name	Description
Name	The name of the channel.
Description	Custom defined value.
Channel id	The Channel ID. It is usually determined by the social channel or integration API.
Channel url	URL.
Channel link	Clickable URL.
Channel type	Custom defined value.

6

Social Media and Siebel Marketing

This chapter describes using Siebel Marketing with social media. It includes the following topics:

- [About Using Siebel Marketing with Social Media on page 17](#)
- [About Creating Marketing Leads from Social Media Data on page 17](#)

About Using Siebel Marketing with Social Media

Siebel Marketing provides functionality that allows you to use social media channels to complement and enhance your marketing campaigns. There are two aspects to this functionality:

- Siebel Marketing can be integrated with social relationship management systems using the Social Media Service Web service. Using the Social Media Service, you can:
 - Capture leads for a campaign based on an individual's social interactions.
 - Capture social media post data for the new lead and save it in Siebel Marketing.
 - Make Siebel Marketing campaigns available to external social relationship management systems.
- Social media channels can also be integrated into marketing campaigns. When defining email treatments, Social Sharing URLs can be embedded in the email treatment. Customers targeted for the email campaign can share the URL with their social networks directly from the email offer.

About Creating Marketing Leads from Social Media Data

You can integrate Siebel Marketing with social relationship management systems using the Social Media Service business service. This business service provides the following methods that enable you to capture leads for a campaign from information provided by individuals on social platforms:

Get Campaigns Method

Use the Get Campaigns method to retrieve campaigns defined in Siebel Marketing. You can use the Get Campaigns method to return a campaign with a specific name or code, or campaigns with specified start or end dates. You can then associate the campaign with online surveys or forms created in the social relationship management system, which allows leads created from the survey or form data to be associated with the campaign.

NOTE: A newly created lead can be associated with an existing campaign provided that you specify the campaign row ID returned by the Get Campaign method in the SOURCE_ID parameter of the Create Lead method.

Create Lead Method

Use the Create Lead method to create leads in Siebel Marketing from information gathered by social relationship management systems from social posts, social forms, and other social interactions. If social post information is available for a lead, then it can also be saved in Siebel Marketing.

When a lead is created using data about an individual derived from social networking sites, the Create Lead method does the following:

- Checks whether a contact already exists for the individual in Siebel Marketing by matching the attributes First Name, Last Name, Cellular Phone #, Work Phone, Fax Phone, and email address. If a Siebel contact record does not already exist, then it is created.
- Checks whether a social media profile already exists for the contact in Siebel Marketing by matching the attributes Author name, Author link, and Community. If a social media profile does not exist for the contact, then it is created. Social media profile information can be viewed by navigating to the Contacts tab, selecting the new contact from the Contacts list, then selecting the Social Profile tab.
- Checks whether a lead already exists for the contact based on the attributes passed from the social relationship management system. If a lead does not already exist for the contact, then it is created.
- If social post information is passed from the social relationship management system for the new lead, then this data is stored in Siebel Marketing. This information can be viewed by navigating to the Leads tab, selecting the new lead, then selecting the Social Media tab.

Two integration objects are provided for use with the Create Lead method as follows:

- **Mktg SM Personal Address IO**

This integration object provides the field mappings necessary to create an address for the new lead. The address is assigned to the contact who is associated with the new lead.

- **Mktg Social Data IO**

This integration object provides the field mappings necessary to allow social post data for a new lead to be stored in Siebel CRM. This integration object allows the relationship between leads and their social media post data to be managed in Siebel CRM.

For information on using these methods with the GetCampaign Web service and the CreateLead Web service, see *Siebel CRM Web Services Reference*.

7

Social Media and Siebel Loyalty

This chapter describes using Siebel Loyalty with social media. It includes the following topics:

- [About Siebel Loyalty and Social Media on page 19](#)
- [About Social Rewards Promotions on page 19](#)
- [About Siebel Loyalty Web Services for Social Media on page 20](#)

About Siebel Loyalty and Social Media

Siebel CRM Social Media Integration allows Siebel CRM to integrate with social media, such as Facebook and Twitter, using third-party listening platform partners and social aggregators. Siebel CRM Social Media Integration captures social profile data which Siebel Loyalty users can incorporate in programs and promotions designed to build brand affinity and promote customer retention. Specifically, Siebel Loyalty can employ Siebel CRM Social Media Integration functionality to do the following:

- Acquire members through social networks
Customers can be encouraged to enroll into promotions by being awarded a joining bonus at the time of enrollment.
To enable the functionality to acquire loyalty members through social networks, you must configure membership schemes for members enrolled on social media platforms.
- Define social reward promotions that reward members for actions performed on social channels and that encourage increased user activity.

About Social Rewards Promotions

Loyalty managers can create the following types of social reward promotions:

- Promotions that reward loyalty members for their actions on social networks, such as rating or reviewing a product or promotion, or Liking a product or promotion. Members can also be rewarded for entering their location details, or for location-based actions. Knowledge of a customer's location allows members to be presented with promotions that are specific to that location.

Siebel Loyalty provides Social Action Type attributes and a Location Code attribute to support this functionality. To see an example of creating a reward-referrals promotion for social actions, see *Siebel Loyalty Administration Guide*.

- Promotions that reward members a referral bonus when their friends enroll in promotions on social networks as a result of their recommendations. A promotion action, Reward Referrer, is provided which supports this functionality.

The Reward Referrer action can also be used to assign recurring rewards to the member who received the initial referral bonus for the referred member's ongoing accrual transactions. For an example of creating a reward-referrals promotion to reward members, see *Siebel Loyalty Administration Guide*.

You can use the existing Siebel Loyalty tier-class and point-type frameworks to create tiers and point types that recognize members' social influence and other activities on social networks. For example, you can define a point type such as Social Reward, which members can be assigned to reward them for activities on social networks, and you can create tier promotions, for example, Brand Ambassador, Brand Advocate, and so on to recognize members based on their social profile attributes. Members can be assigned a tier status according to the number of Social Reward points accumulated. For information on creating tiers and point types, see *Siebel Loyalty Administration Guide*.

About Siebel Loyalty Web Services for Social Media

The functionality to reward Siebel Loyalty members for social actions and to acquire loyalty members through social networks is provided by methods of the following Siebel Loyalty Web services:

- **Enrolling contacts as loyalty members.** Using the Siebel CRM Social Media Integration functionality, Siebel contacts can be created for users on social media platforms using only an individual's social profile information. These Siebel contacts can then be enrolled on a loyalty program using functionality provided by the EnrolContactAsMember method of the LOY Batch Enrollment service. The MemberEnrollment method cannot be used in these circumstances because it requires mandatory inputs, such as Program ID and Product ID, which might not be available for contacts created using social profile data.

- **Capturing social action data.** To capture the actions of loyalty members on social networking sites so that members can be assigned rewards for those actions, the ProcessSocialActionTxn method of the LOY Accrual Service is used.

The ProcessSocialActionTxn method captures the social action details of loyalty members and creates Siebel Loyalty transactions which can be used to reward members or update attributes.

- **Rewarding members with a referral bonus when their friends enroll in promotions.** To enroll members into a promotion and reward the member who referred them, the PromotionEnrolmentForSMS method of the LOY Member Service is implemented.

The PromotionEnrolmentForSMS method is used to enroll the member onto the promotion, award the member a promotion enrollment bonus, and assign a referral bonus to the referrer.

For detailed information on each of the Web services and operations described in this topic, see *Siebel CRM Web Services Reference*.

A

Social Media Components

This appendix provides information about the components used for integrating Siebel CRM Social Media. It includes the following topic:

- [Siebel CRM Social Media Components on page 21](#)

Siebel CRM Social Media Components

[Table 4](#) shows the components added to Siebel CRM to enable social media integration.

Table 4. Siebel CRM Components to Enable Social Media Integration

Object Type	Description
Table	<p>The Service Request database table was extended to related a service request to a social medial post.</p> <p>A new Social Post table was created. It contains information for all post data sent to Siebel CRM. Generic columns provide joins to the Service Request table. For more information, see "Tables" on page 25.</p>
Business Components, Applets	<p>Business components and applets that are based on the newly created and enhanced database tables were created. For more information, see "Business Components" on page 24.</p>
Screens, Views	<p>New screens and views were created. For more information, see "Screens" on page 23.</p>
Administration	<p>New screens, views, applets, and business components were created to support the linkage of named users, API keys, and outbound Web services. For more information, see Chapter 5, "Social Media Administration."</p>
Inbound Web services	<p>A new generic inbound Web service definition was created for the social service. It includes methods for creating a lead or service request. For more information, see "Inbound Web Service" on page 22.</p>
Workflows	<p>A new workflow was created to process the creation of a service request from social media. Lead creation is performed only though a business service. For more information, see "Workflows" on page 26.</p>

Inbound Web Service

Table 5 lists the inbound Web service used for Siebel CRM Social Media integration.

Table 5. Inbound Web Service Used for Social Media Integration

Inbound Web Service	URL	Description
Social Media Service	http://siebel.com/SocialMedia	Generic inbound Web service for social media integration.

Service Ports

Table 6 lists the service ports used by inbound Web services for Siebel CRM Social Media integration.

Table 6. Inbound Web Service Service Ports Used for Social Media Integration

Service Port	Service Type	Description
SM Activity WS	Business Service	Social media service request activity creation. It is used for partner integrations..
SMServiceRequest	Workflow Process	Social media service request creation with a mapping to the Social Post database table. It is used for partner integrations.
SMServiceRequestUnMapped	Workflow Process	Social media service request creation without a mapping to the Social Post database table. It is used for partner integrations.
Mktg Social Media	Business Service	Lead creation service.
SMServiceRequestSRM	Workflow Process	Service Request creation. It is used with Oracle Social Engagement and Monitoring integrations.
EchoService	Business Service	Used to validate the Siebel CRM deployment when associating a campaign in Oracle Social Marketing.

Project

Table 7 lists the new projects created to enable Siebel CRM Social Media integration.

Table 7. Projects Used for Social Media Integration

Project	Description
Social Media	All generic social media objects are part of the project social media.
Social Marketing	All marketing objects that are specific to social media are part of the project social marketing.

Screens

Table 8 lists the screens used for Siebel CRM Social Media integration..

Table 8. Screens Used for Social Media Integration

Screen	Description
SM Social Media Administration Screen	For partner integrations.
SM All Posts Screen	For partner integrations.

Views

Table 9 lists the screens and views used for Siebel CRM Social Media integration.

Table 9. Views Used for Social Media Integration

View	Description
SM Social Media Administration View	For partner and custom integrations.
SM All Posts 1 View	For partner integrations.
SM All Posts 2 View	For partner integrations.
SM Contact Social Profile View	For Oracle Social Relationship Management integrations.
SM Dashboard 1 View	For partner integrations.
SM Dashboard 2 View	For partner integrations.
SM Service Request Response 1 View	For partner integrations.
SM Service Request Response 2 View	For partner integrations.
Email Offer Social URLs View	For Oracle Social Marketing integrations.
Lead Social Post List View	For Oracle Social Marketing integrations.

Business Objects

The following business objects are used for Siebel CRM Social Media integration.

- SM Social Profile
- SM Social Media Admin
- SM Service Request
- SM Lead
- SM Data SR
- SM Data Lead
- Mktg Social Data

Business Components

Table 10 lists the business components used for Siebel CRM Social Media integration.

Table 10. Business Components Used for Social Media Integration

Business Component	Table	Usage
SM Contact Social Profile	S_CON_SM_PROF	The Contact Social Media Profiles view.
SM Contact Social Profile Attributes	S_CON_SM_ATTR	The Contact Social Media Profile Attributes view.
SM Data	S_SM_DATA	All social media posts and interactions.
SM Dashboard 1	S_SM_DTASRC_USR	For partner integrations: (((Source No] = '1') AND([Login Name]=LoginName()))).
SM Dashboard 2	S_SM_DTASRC_USR	For partner integrations: (((Source No] = '2') AND([Login Name]=LoginName()))).
Admin Social Media Channel	S_SM_CHANNEL	The Administration Channels view.
Admin Social Media Services	S_SM_DTA_SOURCE	The Administration Services view.
Admin Social Media User	S_SM_DTASRC_USR	The Administration Services – Users view.
Email Offer Social URLs	S_DCP_URL	The Marketing screen.
Lead Social Post	S_SM_DATA_LEAD	The Marketing screen.

Tables

Table 11 lists the tables used for Siebel CRM Social Media integration.

Table 11. Tables Used for Social Media Integration

Table	Usage
S_CON_SM_PROF	The Contact Social Media Profiles view.
S_CON_SM_ATTR	The Contact Social Media Profile Attributes view.
S_SM_DATA	The All Social Media Posts view or the Interactions view. There is a one-to-one relationship with the Service Request table and many-to-many relationship with the Lead table.
S_SM_DTASRC_USR	Stores dashboard arguments for rendering symbolic URLs with user context.
S_SM_CHANNEL	The Administration Channels view.
S_SM_DTA_SOURCE	The Administration Services view.
S_SM_DTASRC_USR	The Administration Services – Users view.
S_SM_DATA_LEAD	The Intersection table between the Lead and the Data tables.

Integration Objects

The following integration objects are used for Siebel CRM Social Media integration.

- SM Social Profile IO
- SM Service Request IO
- SM Lead IO
- SM Action IO
- SM Data Lead IO
- SM Data SR IO
- Mktg Campaign IO
- Mktg Social Data IO

Business Services

Table 12 lists the business services used for Siebel CRM Social Media integration.

Table 12. Business Services Used for Social Media Integration

Business Service	Usage
SM Activity WS	For partner integrations.
Mktg Social Media Service	Lead creation performed by the business service and not through a workflow.

Workflows

Table 13 lists the workflows used for Oracle's Siebel CRM Social Media integration.

Table 13. Workflows Used for Social Media Integration

Workflow	Usage
SM Contact Social Profile	Searches social profiles using the author value to see whether there is a match. Returns the contact ID.
SM Lead with DataMap	Creates an SM data record, checks for an existing social profile, and creates a new lead from the contact record. Calls the subprocess SM Update Lead or SM Update Lead for a new contact. There is an additional workflow step that enables you to map to the SM_DATA schema.
SM Lead	Creates a record in the SM data table, then it checks for an existing contact social profile. Depending on the result, then it creates a new lead for the social author.
SM Service Request with DataMap	Creates a record in the SM data table, then it checks for an existing contact social profile. Depending on the result, then it creates a new service request for the social author and uses Siebel Assignment Manager to assign the service request to a resource. Calls the subprocess SM Update Service Request or SM Update SR for a new contact. There is an additional workflow step that enables you to map data to the SM_DATA schema.
SM Service Request	Creates a record in the SM Data table, then it checks for an existing contact social profile. Depending on the result, then it creates a new service request for the social author and then uses Siebel Assignment Manager to assign the service request to a resource.
SM Social Data	A social data update workflow for testing.
SM Update Lead with New Contact	Subprocess for SM Lead with DataMap.
SM Update Lead	Subprocess for SM Lead with DataMap.
SM Update SR with New Contact	Subprocess for SM Service Request with DataMap.
SM Update Service Request	Subprocess for SM Service Request with DataMap.

Index

I

integration

- architecture of 8
- benefits of 8
- overview 7
- process of configuring 11
- process of configuring, assigning responsibilities 11
- process of configuring, service ports 11
- requirements 9
- with Siebel Loyalty 19
- with Siebel Marketing 17

S

Siebel CRM Social Media Components

- about 21
- business components 24
- business objects 23
- business services 25
- inbound Web service 22

- integration objects 25
- projects 23
- screens and views 23
- service ports 22
- tables 25
- workflows 26

Siebel Loyalty

- social rewards promotions 19
- Web services for social media 20

Siebel Marketing

- and social media 17
- creating leads from social media data 17

Social Media Administration views,

- about 15
- channels view 16
- service users view 16
- services view 15

Social Profile View

- about 14

