C2M.V2.7.CCB

3.1.2 Select Customers and Manage Programs

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Brief Description

Business Process: 3.1.2 C2M.CCB.Manage Marketing Programs

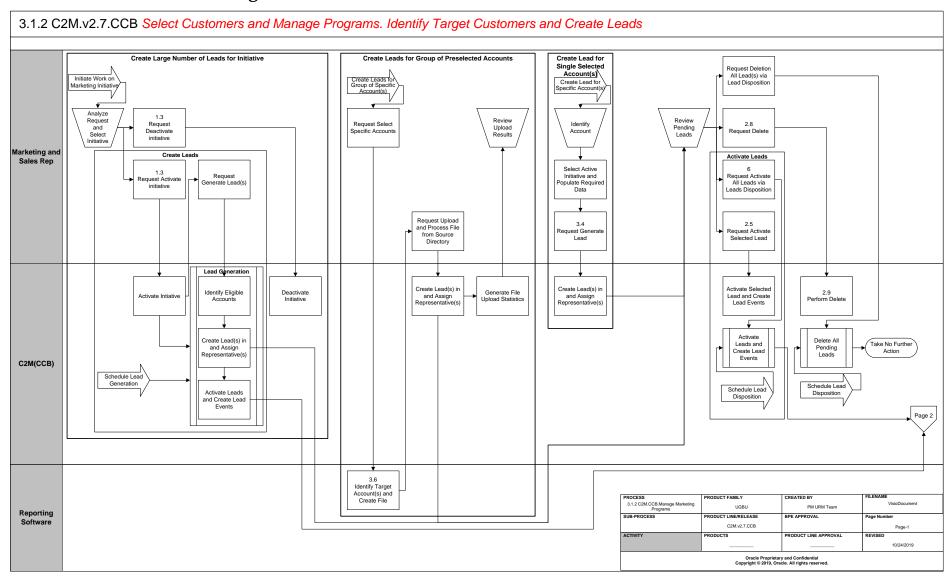
Process Type: Process

Parent Process: Sibling Processes:

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.

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Business Process Model Page 2

3.1.2 C2M.v2.7.CCB Select Customers and Manage Programs. Manage Leads and Lead Events Process, Complete Events and Leads Accumulate Initiative Statistics Active Selected Page-Request Cancel Leads Lead and and Lead Events Lead Event(s) Analyze Marketing & Initiative Initiative Sales Rep Request Comple quest Complete Statistics 7.0 Request Discard and Request Statistics Review Event Lead for Initiative Cancel Pending Evaluate Lead Accumulate Add Lead Event(s) Cancel Pending Success Criteria for Account Initiative Statistics Monthly and Total Statistics Lead Events(s) Lead Event and Discard Lead Take No Further Accumulate Monitor Schedule Monito Trigger Date C2M(CCB) Complete Event "Customer Complete Event "Discard Lead", Complete Event Complete Event Complete Event Complete Event Complete Even Complete Event Communication Preference "Create CSS Notification" "Create Bill Message" "Send Sales Rep E-Mail" Cancel Pending Contact* Events and Discard Lead Monitor Lead Completion Lead Events(s) and Lead and Complete Schedule Monitor Success Lead C2M.CCB.Manag e Bill C2M.CCB.Manage Customer Contacts Customer Process Request Process Request Create, and Send Create and Send Service Email or SMS SMS (OUCSS) PROCESS 3.1.2.1 C2M.CCB.Manage Marketing LIGRU PM URM Team SUB-PROCESS PODLICT LINE/RELEASE RPE APPROVAL C2M.v2.7.CCB Page-2 Receive SMS Receive SMS Receive Email Receive Email PRODUCT LINE APPROVA REVISED Customer 10/25/2019 Oracle Proprietary and Confidential Copyright © 2019, Oracle. All rights reserved.

Test Documentation related to the Current Process

ID	Document Name	Test Type

Document Control

Change Record

Date	Author	Version	Change Reference
05/14/2014	Galina Polonsky		Reviewed, Approved
09/02/2015	Muhssin Suliman		Update to CCBv2.5
10/21/2015	Galina Polonsky		Reviewed, Approved
09/07/2017	Ekta Dua		Updated format
09/12/2017	Genti Kondili		Updated for C2M.CCB2.6
09/27/2017	Galina Polonsky		Reviewed, Approved
05/28/2019	Satya Kalavala		Updated format for v2.7