

# Siebel Retail Store Manager Workbench

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# Siebel Retail Store Manager Workbench

## OVERVIEW

Store managers can make or break a brand. The challenge for many retailers is finding, developing, and retaining the talent necessary to deliver on the strategies and tactics developed at headquarters. Managing retail stores is a daunting task: hundreds of geographically distributed stores, high turnover of hourly sales associates, dozens of task requests from multiple departments, and few tools to help the store manager deal with the workload. Moreover, low staffing levels frequently force the store management team to attempt to do 60 to 70 hours of work in 45 hours of scheduled time. It is no surprise that something will suffer, whether it is labor budget, employee and customer satisfaction, or store manager retention. What is needed is a way to help align actions with strategies and free up store managers to focus on what they do best: motivating store employees and taking care of customers.

Oracle's Siebel Retail Store Manager Workbench enables retailers to close the gap between strategy and execution and consistently deliver on their corporate initiatives. Comprising more than 12 fully integrated applications, Siebel Retail Store Manager Workbench is a broad and comprehensive suite of packaged store manager applications for store operations executives, field management, and store managers. Based on five guiding principles—alignment, managing performance, continuous communication, workforce development, and streamlining access to company resources—Siebel Retail Store Manager Workbench allows store operations professionals to optimize their business processes by leveraging embedded best practices. As a result, retail organizations can take advantage of proven industry best practices and expertise while dramatically improving productivity, revenue, efficiency, and employee and customer satisfaction at their retail stores.



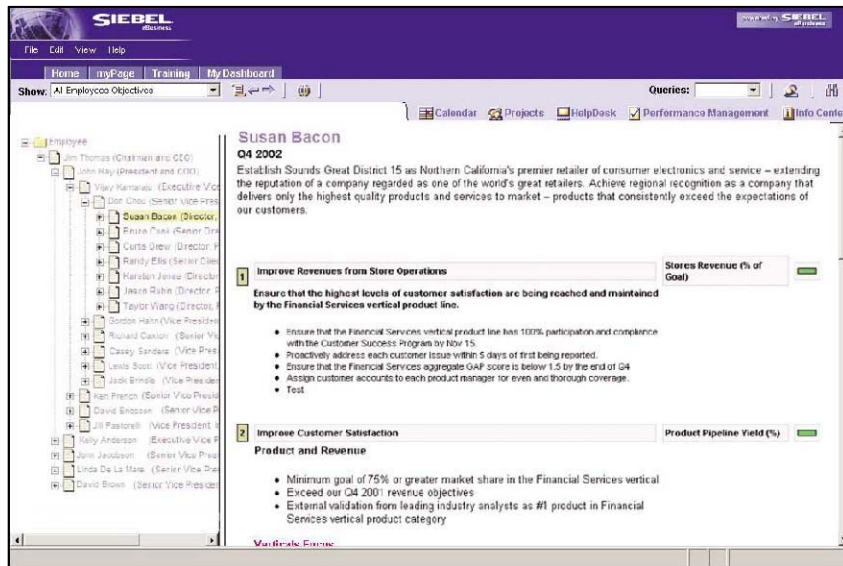
**Figure 1: Siebel Retail Store Manager Workbench saves time by integrating critical information.**

## **ALIGN GOALS WITHIN THE ORGANIZATION**

Getting an entire retail organization aligned around common goals is challenging. Executing on revised operating strategies is even more complex, often requiring significant changes in organizational structures, market positioning, and financial plans. As a result, corporate goals can become unclear and even more difficult to communicate across the retail enterprise. Driving consistent high performance has become a significant challenge to most chief executives, particularly in retail where organizations are geographically dispersed with thousands of employees. Siebel Retail Store Manager Workbench delivers an integrated suite of applications to effectively align, manage, and reward performance across the extended enterprise.

### **Siebel Objectives and Reviews**

Siebel Objectives and Reviews is a comprehensive and scalable solution that enables retail organizations to effectively align and manage business objectives, reinforce corporate values, and measure employee performance. It makes performance measurement a collaborative and efficient process that produces actionable results. Siebel Objectives and Reviews provides broad and deep functionality for disseminating corporate objectives throughout the enterprise and the cascading of individual employee objectives. It also provides best-practice functionality for periodic and annual reviews, 360-degree evaluations, and skills assessments.



**Figure 2: Align goals within the organization by publishing corporate goals.**

## Siebel Competency Management

Siebel Competency Management provides store managers with visibility into individual and group competency profiles, allows for the approval of employee competency self-assessments, and provides a mechanism for team competency planning.

## Siebel Career Management

Siebel Career Management provides an online career development system, where managers can view their current job profiles, browse through potential career paths, and define a next career step. It also provides employees with an analysis of their skill gaps. Employees can assess the skill gaps between their current competencies and the proficiency levels of any future job profile or next career step they would like to reach. Based on this future career gap analysis, employees are automatically recommended training courses they can take to bridge existing or potential gaps, allowing organizations to reap the full benefits of all employee training investments.

## Siebel Executive Analytics

Siebel Executive Analytics provides the retail executive with one place to view, monitor, and analyze the entire organization's health. Siebel Executive Analytics includes more than 40 prebuilt reports and indicators based on best practices for analysis of customer, partner, service, sales, marketing, and employee data. The prebuilt reports enable organizations to quickly roll out best practices to their key executives and better leverage their existing systems investment by analyzing all the data captured through Siebel and non-Siebel applications and presenting it through one interface. This application allows the organization to see relationships between sales and service data, partner training and effectiveness, and many other cross-functional areas of analysis.

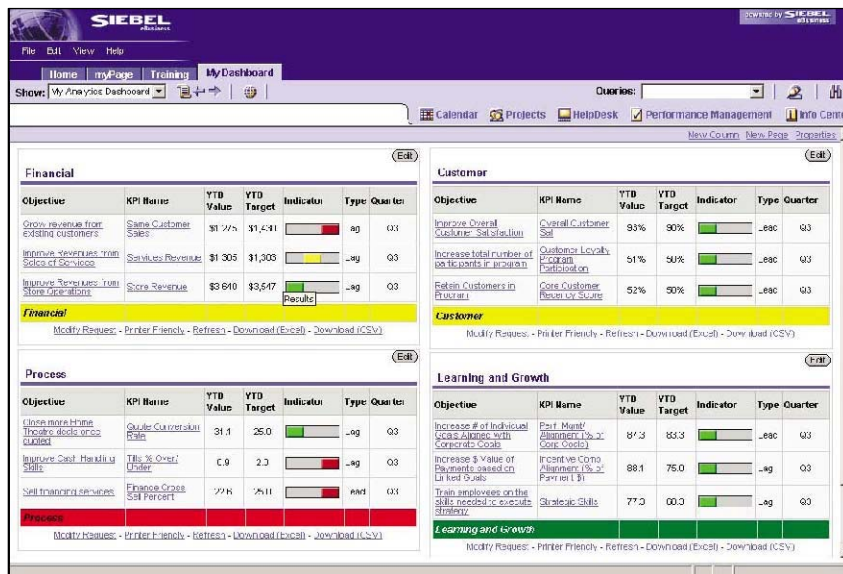


Figure 3: By linking real-time metrics to goals, managers stay focused on what is important.

### ALIGN ACTIONS WITH GOALS

Setting periodic objectives is one thing; keeping organizations focused on achieving those goals in the midst of running a retail business is another. Many times organizations focus on individual task efficiency at the expense of overall organizational performance. Siebel Retail Store Manager Workbench helps store managers stay focused on doing the right tasks the right way by aligning day-to-day actions with organizational goals by using several key modules in an integrated way. Siebel Business Analytics is integrated with task and project management functionality to ensure that executives have real-time visibility on how task completion impacts results.

### Siebel Group News

Siebel Group News enables retail organizations to deliver targeted, role-based content to employees in real time so that tactical changes are quickly communicated to the people who execute them. Dynamic, graphically rich content ensures that readers access the information they need to understand the organization’s corporate and departmental initiatives. Siebel Group News empowers distributed news authors throughout the organization to create, edit, and publish dynamic, real-time content to highly targeted audiences; submit content for approval based on flexible workflow technology; access and roll back to previous versions; control end user access to content based on roles and responsibilities; and automate the publishing, expiration, and archiving of content.

### Siebel Task Management

Siebel Task Management enables store operations executives to manage the duties, tasks, and actions that must be performed to run stores and maintain relationships

with customers. Store operations management can assign an activity to a coworker or subordinate, make appointments, and manage a My To Do List.

### **Siebel Workflow and Siebel Assignment Manager**

Siebel Workflow and Siebel Assignment Manager enable retail organizations to apply workflow and assignment automation rules to automatically assign activities to the appropriate owners based on their workload, skills, expertise, or on the attributes of the stores to which they are associated. These tools can also automate business processes, such as sending an e-mail notification when a return-to-vendor (RTV) document has not been received or paging a store manager if a product recall alert has not been acknowledged within a certain time limit.

### **Siebel Projects**

Where Siebel Task Management focuses on a single activity, Siebel Projects is a shared workspace that enables employees to coordinate sets of related activities. Siebel Projects allows employees to create, appropriately staff, and manage both their formal and ad hoc project teams. Siebel Projects centralizes key team information including team membership, project schedules and milestones, activity assignments and delivery dates, project commentary and messages, and the most up-to-date project documentation. By using the Siebel Projects Activity Plan Templates, employees can quickly create comprehensive project plans with the touch of a button while ensuring best practices and consistency are maintained across the entire organization. Siebel Projects is a collaborative platform that allows all employees within the organization to effectively manage their various team assignments; understand the overall team objectives; know how their role contributes to the larger team mission; clearly understand what is expected of them in terms of deliverables and time of delivery; stay abreast of the latest team messages and notifications; and always have a single, convenient workspace to access all the latest team documentation such as product information, marketing collateral, budgets, and competitive reports.

### **Siebel Calendars**

Siebel Calendars enables users and all members of a store operations team to schedule and manage all activities including marketing events, follow-ups, appointments, meetings, recurring events, and personal time. It lets users share calendar information between internal and external users with automatic two-way integration to Microsoft Outlook.

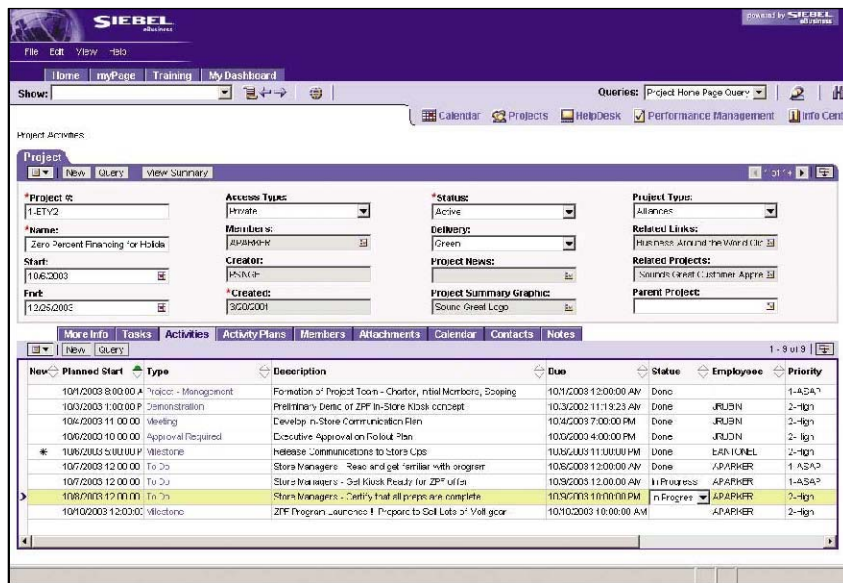


Figure 4: Two-way task management is key to aligning day-to-day performance.

## Siebel Training

When activities or projects involve new skills, Siebel Training provides a comprehensive learning management system (LMS) for hosting and managing end-user training across the extended enterprise. Siebel Training enables companies to manage corporate learning using a variety of delivery methods, including Web-based, instructor-led, virtual classroom, and prerecorded training. Learners can browse the course catalog, enroll in and receive training, access a materials library, and take skills tests to quantify learning results. In addition, managers have easy access to their direct reports' transcript information. This end-to-end functionality ensures that the right training is provided to the right individuals using the best learning method available. Siebel Training provides recommended training that automatically suggests specific courses to individuals based on their current skill gaps. Recommended courses can be taken and, upon completion, users' skill profiles will be updated automatically to reflect this newly acquired knowledge. In addition, Siebel Training allows users to follow training curriculums, which provide significant flexibility in designing and tracking personalized learning paths.

## Siebel Workforce Analytics

Siebel Workforce Analytics provides a platform for real-time analysis of critical employee performance data through prebuilt analytic dashboards. Siebel Workforce Analytics includes more than 60 prebuilt reports and indicators based on workforce best practices for analyzing training, help desk, performance management, and general employee data from and across both Siebel and non-Siebel data environments. Each area of reporting analytics has been designed to meet the needs of specific roles within the enterprise from human resource executives to line-of-business heads to each and every individual contributor. Workforce Analytics allows the organization to correlate employee-level data with performance metrics

from the entire organization, providing managers with a complete view of the employee and enabling quantitative and objective analysis of employee performance.

### **MAXIMIZE EMPLOYEE PRODUCTIVITY**

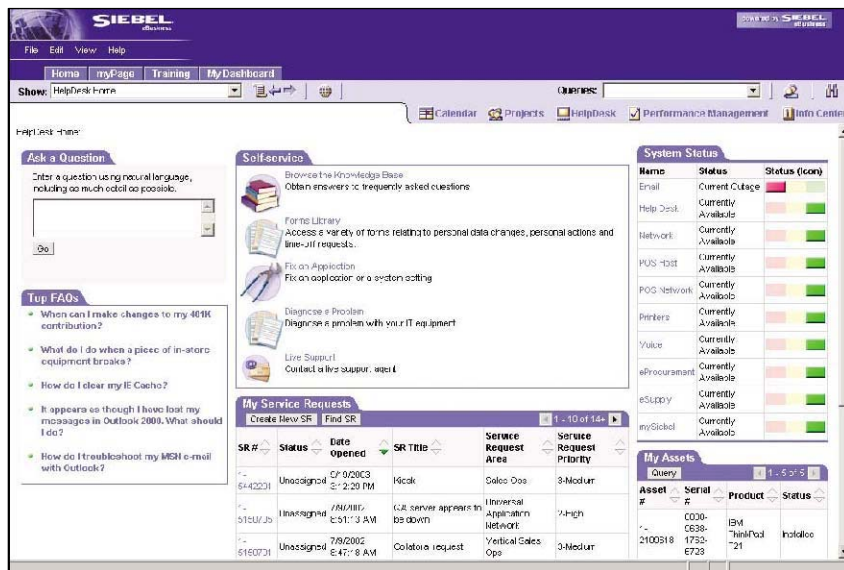
Successful companies today need to provide timely and cost-effective support to employees across the organization. By simplifying and automating manual tasks, store managers are freed up to focus on their primary responsibilities of customer and employee care. World-class employee support not only addresses employee service needs efficiently, but also reduces the need for assisted service by preemptive service and self-service. Siebel Employee Service encompasses four components of best practices:

- Encourage self-service by employees through intuitive and easy-to-use self-service tools
- Provide enhanced assisted service via a consolidated help desk
- Track internal support metrics effectively and manage resources to these metrics
- Deliver support in numerous service areas (HR, IT, facilities, and others) across systems and geographies

### **Siebel HelpDesk**

Siebel HelpDesk eliminates the costly and resource-intensive facet of delivering high-quality employee support by delivering an entire suite of support applications designed to streamline resources and simplify employee support interactions.





**Figure 5: Siebel HelpDesk saves time and money by centralizing the equipment repair function.**

## Siebel HelpDesk Requestor

Siebel HelpDesk Requestor allows employees to access a single online location for all their support needs, from HR and IT to merchandising, marketing, distribution, and store operations. Employees can browse or conduct keyword or natural language searches of frequently asked questions or log, submit, and track services requests, which, once submitted, are automatically routed to the appropriate support agent within the company for servicing.

## Siebel Support Automation

Siebel Support Automation provides the user with a set of tools for repairing applications, network settings, and printer settings automatically from a single support help page.

## Siebel Automated Desktop Support

Siebel Automated Desktop Support provides users with a set of tools to quickly and easily solve their own IT issues. Users can diagnose problems, get automatic fixes that are personalized for their system, and fix their applications by themselves. Siebel Automated Desktop Support also automatically collects information about key IT systems and checks key diagnostic information for errors.

## Siebel Automated Diagnostics

By assisting and supporting the store manager, Siebel Automated Diagnostics tool helps the organization gather the user's system information and forward its for analysis. This tool also provides access to the user's file system, enabling administrators to remotely view and edit files while accessing the user's registry system remotely. Finally, Siebel Support Automation increases organizational

efficiencies by automatically creating an inventory of valuable IT assets, which enables correct purchasing, migration, and support decisions.

### **Siebel Automated Desktop Discovery**

Siebel Automated Desktop Discovery enables the organization to automatically inventory IT assets such as hardware and software in both connected and disconnected environments.

### **Siebel Employee Self-Service**

Siebel Employee Self-Service reduces cost and administration time while increasing employee productivity, satisfaction, and transaction accuracy by allowing employees to process routine and frequent transactions themselves over the Web. In most companies, making an address change or transferring an employee requires a multistep process, including downloading a form, filling out all details manually, attaching the form to an e-mail, and then submitting it to a generic HR mailing address. This process has high potential for data entry errors and incorrect routing. Siebel Employee Self-Service eliminates this challenge by providing users with self-guided forms, containing branching logic, that are automatically routed through the system for approval once all required and dependent data has been captured.

### **Siebel Time and Expense**

Siebel Time and Expense helps retail employees who travel (such as regional or district managers) to capture and keep track of all time and expenses on the projects or assignments on which they work, as well as manages the routine employee expense reporting process.

## **DEPLOYMENT FLEXIBILITY THROUGH PORTAL ARCHITECTURE**

Siebel Retail Store Manager Workbench contains an embedded portal architecture that allows organizations to expose existing systems such as time and attendance through Siebel Retail Store Manager Workbench's unified interface, while providing all the additional employee performance applications required such as training, performance management, or collaboration. Conversely, a company can deploy the comprehensive Siebel Retail Store Manager Workbench directly through an existing portal environment. By maximizing choice and protecting existing investments, Siebel Retail Store Manager Workbench provides organizations with ultimate deployment flexibility.

Siebel Portal Architecture delivers best-of-class portal capabilities, including

- **Role-based corporate communications based on company and user preferences**—Enables companies to streamline and personalize communications, news, and company information based on business rules and company guidelines.

- **Built-in single sign-on and authentication**—Simplifies the end-user experience by providing employees with a single logon and user experience across many different applications.
- **Streamlined presentation layer and data-level integration**—Supports the display of third-party applications and content directly through Siebel applets. Out-of-the-box connectors provide a flexible, easy-to-use environment for creating additional third-party display applets.
- **Sophisticated knowledge management and rich content**—Provides rapid access to the most relevant content, people, and organizational and industry knowledge.
- **Configurable, interactive workflow**—Streamlines common business processes by enabling organizations to define, automate, and manage consistent, yet personalized workflows.
- **Prepackaged business process integration**—Universal Application Network (UAN), the industry's first standards-based, vendor-independent application integration solution, delivers out-of-the-box solutions for mission-critical business.
- **Seamless offline access**—Allows users to work with or without a network connection and ensures that all offline modifications are automatically updated the next time the user connects through our data synchronization technology.
- **Session management**—Captures application sessions as users navigate in and out of multiple applications, minimizing interruptions and providing a fluid user experience.

## **CONCLUSION: EMPOWERING STORE MANAGERS TO MEET CORPORATE OBJECTIVES**

Siebel Retail Store Manager Workbench provides executives, field managers, and store managers with the information and tools they need to align actions with corporate objectives. A flexible portal architectural and standards-based application integration make Siebel Retail Store Manager Workbench fast to deploy and easy to use across large retail organizations and multiple outlets. Based on proven industry best practices, Oracle's Siebel Retail Store Manager Workbench enables retail organizations to optimize their business processes to meet corporate revenue and cost-control objectives, operate more efficiently, and drive additional revenue through enhanced customer and employee satisfaction.



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