

Serene Enhances SSI's Customer Billing Processes with CRM Platform

SSI Group, Inc., Mobile, AL

The SSI Group, Inc. is a healthcare industry leader in claims management technology, EDI platforms, and networking. Its mission is to enhance the business of healthcare by leading industry change and offering innovative solutions, developing information into positive action.

Oracle Technologies

- Oracle Sales Cloud (OSC)
- Oracle Eloqua
- Oracle Financials

Services Provided

- OSC implementation for SSI CRM
- Eloqua implementation for SSI Marketing
- Contract management and billing implementation in OSC
- Data migration from SFDC

Business Needs

The SSI Group, Inc. was experiencing core SSI-end customer billing issues from using five separate CRM and financials platforms. Customer account data was managed in several MS Excel spreadsheets, regardless of opportunity stage.

The need for an end-to-end solution was required in order to provide a unified technology platform to bring all customer data into one integrated, reliable platform to successfully manage the customer account and sales process through the entire lifecycle. Additional benefits that SSI sought include:

- A 360-degree view of customer accounts
- Integrated and consistent data
- The capability to automate quotation processes
- A streamlined product structure across departments
- Automation of several different types of billing
- Automatic creation of invoices in Financials
- Increased role-based reporting or dashboard functionality

Services & Benefits

Serene provided The SSI Group, Inc. with a strategic combination of products and services to address its critical business needs. Customer data is now viewed and managed in a fully-integrated, reliable platform throughout the entire lifecycle of the account.

Additional highlights of the solution include:

- Ability to leverage Financials, Sales, and Marketing pillars
- Integration with existing CRM OnDemand system
- Streamlined downstream transaction reporting
- Resolution of core issues for SSI-end customer billing, customer data management, and marketing
- Full view of a customer's relationship with and value for each SSI team within the company
- Better solutions and support for customers' ongoing needs
- Assistance with the development and execution of an impactful solution demo
- Expertise from an industry and SSI perspective
- Relevant references

SERENE CORPORATION

www.serene corp.com | 408.986.8544 | info@serene corp.com