

# Cloud-Based Sales and Service Platform Positions Future Growth

## Church Pension Group, New York, NY

Church Pension Group provides pension benefits and services, retirement planning, life and disability insurance, health benefits, property and casualty insurance, and book and music publishing for a collection of non-profit organizations.

### Oracle Technologies

- Fusion Customer Data Management Cloud Service
- Oracle Sales Cloud
- Oracle Service Cloud

### Services Provided

- Service Request Management
- Opportunity Management
- Surveys
- Knowledge base
- Reporting and Analytics
- Integration

*"Oracle Fusion Customer Data Management Cloud Service is fundamental to our upgrade to Oracle Fusion Applications. In just a short time, we have already improved data quality and stewardship, accelerated access to information, and set the stage for reducing IT complexity, while ensuring security."*

- Rev. Clayton Crawley, CIO

### Business Challenge

For many years, the company ran its business on Oracle E-Business Suite applications and Oracle Customer Data Hub (on premise). The company wanted to execute a leapfrog upgrade from Oracle E-Business Suite 11i to Oracle Fusion Applications (Sales Cloud, Service Cloud, and HCM Cloud).

### Services

The company started a major transformation exercise in partnership with Serene that would achieve the consolidation of its various business units into a single set of processes and applications. To ensure a seamless, multi-phase upgrade of business-critical applications, Serene implemented a Fusion Cloud MDM, Sales Cloud, and Service Cloud solution that is:

- Business-process aware, with a sophisticated rules engine
- User-friendly, with enhanced data stewardship and governance
- Seamlessly integrated with cloud and on-premise applications
- Truly robust, with an enhanced deduplication engine and configurable cleansing and data quality rules
- On "private cloud", reducing ownership cost (infrastructure, scheduled maintenance, etc.)

### Benefits

With Oracle Fusion Customer Data Management Cloud Service, the company has improved data quality and integration and built a cloud-based foundation for next-generation enterprise applications. The company now has greater flexibility referencing information and improved visibility into audit and tracking information. Other benefits include:

- Improved customer experience by providing the right answers at the right time
- Customer Service Center (CSC) and management dashboards that provide key metrics and greater insight across the organization
- Structured sales processes and tasks to manage, track, and close business
- Fully integrated repository of knowledge with easy access to information
- Streamlined user experience for easier processing of Service Requests
- Cross-channel contacts database providing consistent data across the CSC, Sales, and Marketing
- Critical customer monitoring for management
- Proactive management to meet and exceed SLAs
- Better performance and application availability

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