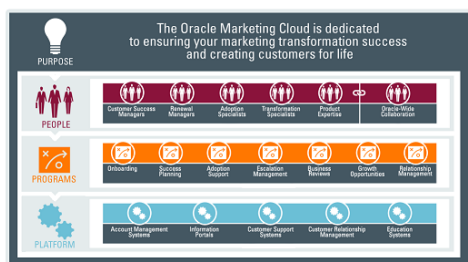


Oracle Marketing Cloud Customer Success



KEY BUSINESS BENEFITS

- Seamless transition throughout your customer journey and an enriched customer experience.
- One main point of contact throughout your journey with the Oracle Marketing Cloud.
- Coordinated services and support to provide you with the guidance you need to achieve your business objectives.

The Oracle Marketing Cloud is dedicated to ensuring that your marketing transformation is a success. We want you to be fully engaged with our offerings so that you realize the full potential of your investment, which in turn allows you to be more successful. With that in mind, we have created a Customer Success Framework.

There are four key components that make up this framework: Purpose, People, Programs, and Platform. Together these components ensure that the Oracle Marketing Cloud effectively supports you at every stage of your journey.

Purpose

The purpose of Customer Success at Oracle Marketing Cloud is to help you orchestrate your marketing transformation. To do so, we have aligned our teams, processes, services, and tools globally to help you reach your goals and ensure you have a seamless customer experience.

People

To assist you in the best way possible, we know that we need the right people with the right skills assisting you at the right time – but it is also key that you have one main point of contact. This is your Customer Success Manager, who is assigned to you early on in your journey with the Oracle Marketing Cloud. The Customer Success Manager is surrounded by an elite team of specialists who they can draw upon to provide guidance on marketing best practices, strategic planning and implementation, platform knowledge, and organizational and business process reengineering.



Figure 1. The right people with the right skills surround your Customer Success Manager so that you receive the support you need.

Programs

By way of the Customer Success Framework, we have developed internal programs that support every aspect of the customer journey, addressing everything from customer onboarding, to our escalations process and how we resolve issues, to paving the path so that you are empowered to meet your business objectives. You can rest assured that

you will have the support you need to get the most value out of your Oracle Marketing Cloud investment.



Platform

Our internal systems and tools play an important role in supporting our people and programs. We are set up to leverage the appropriate systems at each stage of the customer lifecycle and take advantage of integrated data and tools. This ensures that the entire Oracle Marketing Cloud organization is equipped with the insight necessary to understand your business and how you are using the product.

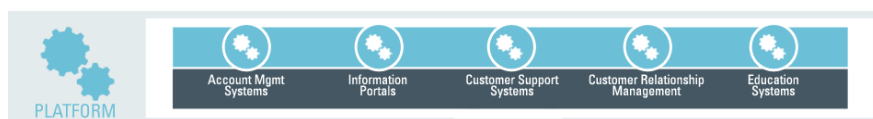


Figure 3. By aligning our systems and tools, we ensure that your Customer Success Manager has the right information at their fingertips to assist you.

The Customer Success Framework helps you to confidently use our products and services, and achieve your desired outcomes, all while having a consistent and value-filled experience.

Get Started

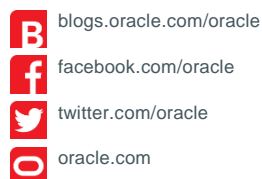
For more information on Oracle Marketing Cloud Customer Success, please contact your Customer Success Manager or visit our [website](#).



CONTACT US

For more information about the Oracle Marketing Cloud, visit oracle.com/marketingcloud/

CONNECT WITH US



Integrated Cloud Applications & Platform Services

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