

**Hardware and Software**  
Engineered to Work Together



**ORACLE®**  
CUSTOMER EXPERIENCE  
CLOUD

## Oracle Customer Experience: Connect Every Engagement with Your Brand

Oracle Customer Experience (CX) is a complete set of best-in-class, integrated, cloud-enabled solutions that encompass the entire customer journey. Throughout the customer lifecycle, across all channels and devices, Oracle helps you break down organizational barriers so you can connect engagements, build advocacy, and grow revenue.

“As we continue to grow sales worldwide, the Oracle solution will enable us to personalize and enhance the customer experience online, streamline service and introduce more international sites.”

Stacey Shulman, CIO,  
American Apparel

### BEST IN CLASS

- **Marketing:** Leader in marketing automation and revenue performance management
- **Sales:** Leader in sales force automation, performance management, and mobile sales
- **Commerce:** Leader in e-commerce - uniquely delivering contextual-based experiences
- **Service:** Leader in web customer service and cross-channel contact center solutions
- **Social:** Only social media solution integrated with CX business applications
- **Industries:** Out-of-the box CX solutions for banking, retail communications, public sector, manufacturing, and more

### Customers Control; Business Must Respond

Today, your customers have far more control over your success – affecting your brand's value as they use social media to share their experiences with your business. Your customers have taken over control of your business. Its success or failure is dependent on their experience with your brand. And if you do not ensure that experience is a positive one, your company could lose an average of 21 percent of annual revenue.<sup>1</sup> In fact, 93 percent of executives agree that delivering a great customer experience is critical to business advantage.<sup>1</sup> The impact on performance is clear - customer experience leaders outperformed laggards by 128 percent.<sup>2</sup>

### Customers Journey; Most Businesses Don't Follow

Customers and businesses don't see the experience the same way. Throughout the customers' lifecycle, they engage with your brand in many ways and on many channels, yet expect to have a consistent, connected experience throughout. Traditional businesses, however, are often fragmented by organizational silos, and can't fully appreciate the customer's total experience. If each employee grasped the complete experience, your business could further the innovative improvements to transform your customers' experience.

### Be Complete; Connect All Engagements

Oracle CX creates bonds between business units, so together you can guide customers on their best journey. However and wherever your customers interact with your business, Oracle connects those interactions with your brand – supporting all customer-centric functions – to improve the customer experience, turn prospects into customers, and customers into brand advocates.

### Be Informed; Take the Best Action Now

Predictive analytics, social media knowledge and real-time recommendations can make a huge impact on your business – especially when you deploy these capabilities across marketing, sales, service, or e-commerce functions. With Oracle, these collective insights help you lower costs, grow revenue, and sustain brand value.

### Blaze a Trail; Empower the Business

Because every company follows its own path to CX transformation, Oracle takes an open and standards based approach, so whether you choose to make incremental improvements or a radical transformation, you can be assured that Oracle CX will grow with you. Committed to delivering best-in-class software, Oracle invests heavily in research and development, acquisitions, application integration, and IP-driven industry solutions. These investments have led to a comprehensive solution suite for marketing, e-commerce, sales, service, and social media to help you deliver superior customer experiences that foster advocacy and revenue growth.

<sup>1</sup> “Global Insights on Succeeding in the Customer Experience Era,” Oracle, February, 2013

<sup>2</sup> “The ROI of a Great Customer Experience,” Watermark Consulting, 2012

**ORACLE®**



“By focusing on the broader CX challenge – covering the full customer lifecycle experience rather than taking a point solution approach – Oracle is positioning its CX portfolio in a way that should resonate with any executive in the C-suite trying to figure out how to deliver seamless, informed, and personalized interactions across any channel the customer chooses.”

“Oracle's CX portfolio gathers pace, increases reach beyond the enterprise,”  
OVUM, May 2013

## WITH ORACLE CX

- **Connect customer journeys**  
From acquisition through advocacy, guide customers through every engagement.
- **Be available and consistent**  
Operate anytime, on any device and anywhere - including social media - for a seamless, cross-channel experience.
- **Make better decisions faster**  
A comprehensive customer view, analytics, and social media insights help you make better decisions faster.
- **Empower modern business**  
Modernize your business with native mobile, social, and analytic technologies. Best-in-class, integrated, applications help you beat the competition.

## Modern Marketing

Modern marketers must develop one-to-one customer relationships across all channels, while proving ROI. With data-driven accountability, Oracle Marketing Cloud delivers content in context, so you can:

- **Engage Audiences:** Extend customer reach and loyalty with always-on multi-channel / social marketing, and dynamic, personalized engagement.
- **Know Buyers:** Increase conversion rates by personalizing customers' experience, guiding them through the buying cycle, and nurturing them based on digital body language.
- **Drive Revenue:** Improve ROI by converting targets into paying customers, delivering relevant sales leads, and automating processes across channels.

## Smarter Sales

Sales reps must find the right information. Managers must find the most profitable sales plan. All sales seek the fastest path to a closed deal. Designed for sales needs, Oracle Sales Cloud helps you:

- **Sell More:** Increase sales with anywhere, anytime access to account information.
- **Know More:** Hit targets without surprises and quickly act on opportunities by understanding forecasts, performance, and trends.
- **Grow More:** Utilize customer insights to motivate sales, improve coverage, and maximize revenue.

## Commerce Anywhere

Ensuring consistency across channels is challenging, but necessary for e-commerce leaders. Oracle connects and personalizes customers' e-commerce experiences. With Oracle Commerce, you can:

- **Grow Revenues:** Deliver personalized / dynamic merchandizing, promotions, and recommendations.
- **Increase Speed:** Quickly launch new products on all sites and channels.
- **Manage Complexity:** Easily manage multiple sites, brands, geographies, and languages.

## Connected Service

Customers expect issues to be solved fast – accessing service anytime, and through any channel. Oracle Service Cloud helps serve customers where and how they want and efficiently as possible, so you can:

- **Understand Needs:** Know your customers with an integrated view of interactions across channels including social media so you can resolve issues on first contact anywhere, anytime.
- **Solve Problems:** Better serve customers and lower costs with knowledge management, self-service, and click to chat / call.
- **Delight Customers:** Connect with customers the way they do – on traditional or social channels.

## Social Everywhere

In social media, customers express their opinions and guide others' purchases. To capitalize on these interactions, you need a plan. Socially enable your business with Oracle Social Cloud, which helps you:

- **Be Insightful:** Manage perception by listening to conversations about your brand and taking action.
- **Be Engaging:** Increase customer engagement by using social networks to publish content and address questions and concerns.
- **Be Present:** Augment marketing, service, and e-commerce plans by including social media programs.

## Conclusion

Your customers seek consistent, personalized experiences in every way they engage with your brand. Gaining control, customers drive business returns with advocacy and dissent. A fragmented approach to CX undermines profits. Oracle CX has best-in-class, integrated, cloud-enabled solutions that encompass the entire customer's journey. Throughout the customer lifecycle, and across all channels and devices, Oracle helps you remove barriers so you can connect engagements, build advocacy, and grow revenue.

## CONTACT US

To learn how your organization can reap the benefits of improved customer experience, visit [oracle.com/CX](http://oracle.com/CX) or call +1.800.ORACLE1 to speak to an Oracle representative.

**ORACLE®**