CX CLOUD SUITE

Oracle
SaaS Day
Transform Your Tomorrow

Modernising with CX

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Competition for customers is increasing!

Insurance Companies in Botswana

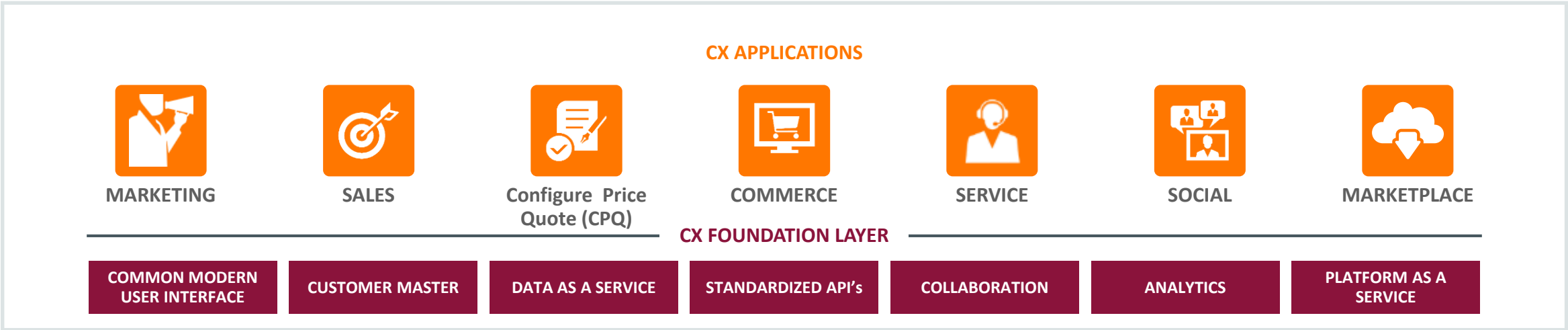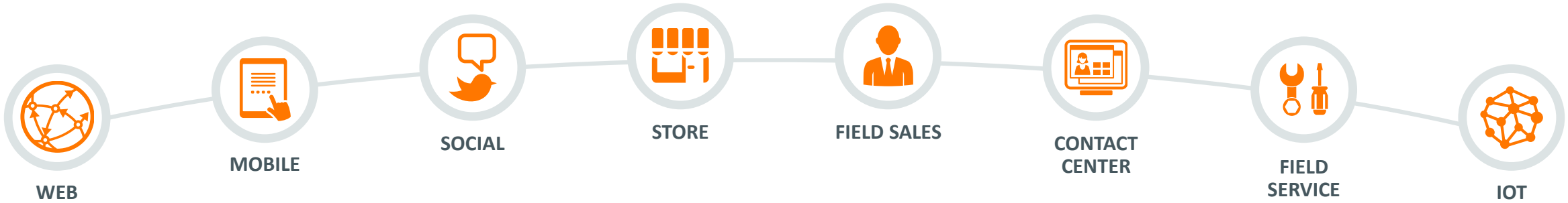# The New Experience Economy

mobile
social
local

cus·tom·er ex·pe·ri·ence

The sum of all experiences a consumer has with a supplier of goods or services, over the duration of their relationship with that supplier.

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Oracle CX Portfolio

WEB   MOBILE   SOCIAL   STORE   FIELD SALES   CONTACT CENTER   FIELD SERVICE   IOT

CX APPLICATIONS

MARKETING   SALES   Configure Price Quote (CPQ)   COMMERCE   SERVICE   SOCIAL   MARKETPLACE

CX FOUNDATION LAYER

| COMMON MODERN USER INTERFACE | CUSTOMER MASTER | DATA AS A SERVICE | STANDARDIZED API's | COLLABORATION | ANALYTICS | PLATFORM AS A SERVICE |

Oracle Marketing Cloud

ACQUIRE	CONVERT	ENGAGE	RETAIN

Audience Acquisition: Increase Sales Through Real Time Customer Intelligence

Increase Targeting: Deliver a Seamless Cross-Channel Experience

Increase Conversion: Understand Which Offer Perform Better with Your Audience Segments

Increase Sales: Increase Up-sell and Cross-sell with Relevant and Targeted Offers

Triggered Program: Increase Renewals with Customized, Relevant Reactivation Messages

Welcome Program: Nurture Customer Relations Across Channels with Timely and Relevant Communications

Nurture Relations: Personalize Customer Experience Based on Individual Preferences

Targeted Offers: Send Special Offers Based on recent Website Visits

Loyalty: Bridge Offline and Digital Worlds to Drive Loyalty, Winback and Cross-sell

Personalization: Increase Relevancy of Customer Interactions

Retention: Increase Retention by Delivering Relevant Post Purchase Experience

Social Listening: Engage With Your Ideal Customers using Social Listening and Third-Party Data

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Reduced customer acquisition costs

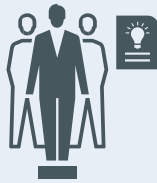Enhanced consistency at each touch point

Increased market share due to more efficient sales teams

Oracle Sales Cloud

Integrated Lead-to-Contract Experience for Sales Organization

Leads & Sales Campaigns

Account and Contact Management

Activity & Email Integrations

Opportunity and Forecast Management

Configure, Price, Quote (CPQ Cloud Integration)

Contract Management

Asset Tracking

White Space Prediction

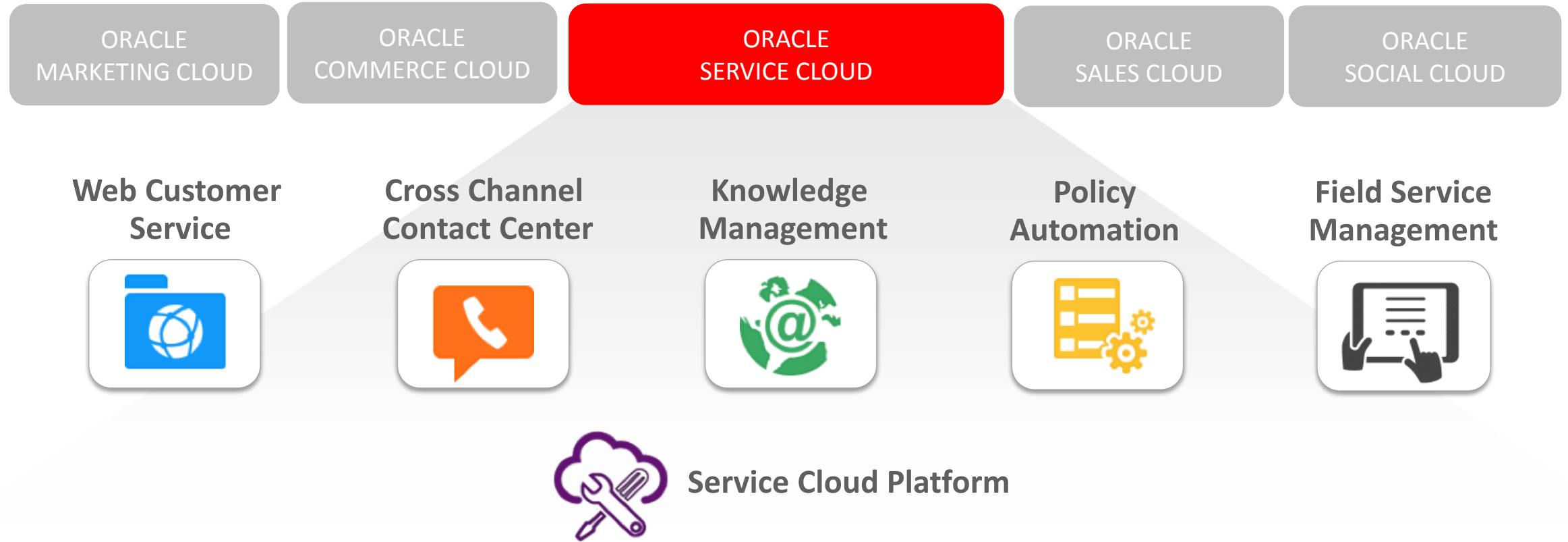**MOBILE**

ANALYTICS

SOCIAL

Improved business management with sales pipeline visibility and forecasting

Achieved better market penetration with territory alignment and account planning

Realized lead qualification capability

Oracle Service Cloud

ORACLE MARKETING CLOUD	ORACLE COMMERCE CLOUD	ORACLE SERVICE CLOUD	ORACLE SALES CLOUD	ORACLE SOCIAL CLOUD

Web Customer Service

Cross Channel Contact Center

Knowledge Management

Policy Automation

Field Service Management

Service Cloud Platform

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GE APPLIANCES IMPROVES SALES CONVERSIONS

GE Consumer Appliances makes home appliances and service under such brands as Café, Monogram, Profile, and GE

CHALLENGES

- **INCREASE SHOPPING CART CONVERSION IN GE STORE**
- **IMPROVE CONSUMER'S ACCESS TO SUPPORT THROUGH NEW CHANNELS**
- **DECREASE EMAIL RESPONSE TIME**
- **DEFLECT INCOMING SUPPORT REQUESTS**

A R E

SOLUTIONS

Oracle Service Cloud

- **Cross-Channel Contact Center**
- **Knowledge Management**
- **Web Customer Service**
- **Phone, Chat & Email Channels**
- **Leverage Social Monitor**
- **1000+ Agents**
- **Won *Gartner 1to1 Media Award* in 2013**
- **Plan to Integrate with ATG & EBS**

RESULTS

- **15% increase in sales conversion using proactive chat**
- **Email request response time decreased by more than 50%**
- **Consumer satisfaction increases and anecdotal decreases in consumer complaints**
- **Management gained more global insight to consumers' behavior, allowing them to make data-driven decisions.**
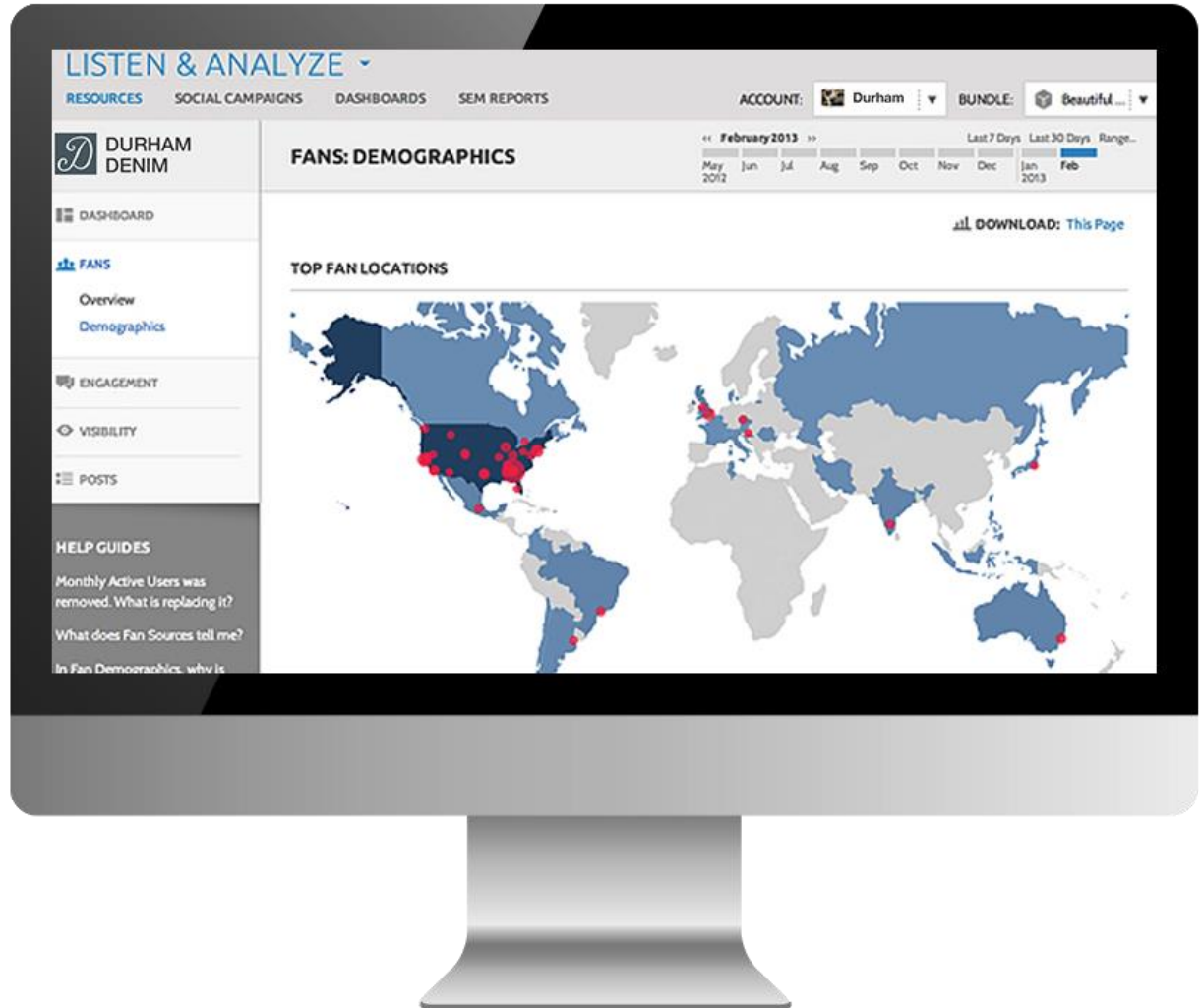
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Oracle Social Relationship Marketing

Listen & Engage

Publish & Analyze

SAPPORO

Socially-sourced website traffic increased 135% in just one year

Response time dropped from 3 days to 30 minutes with auto-routing and categorization

Boosted marketing and sales with faster, cheaper deployment of campaigns

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Oracle CX Customer Momentum

5000+

Customers