Oracle Customer Intelligence Platform

Turn anonymous users into customers and customers into advocates

Customers expect more from your brand than ever before. They want consistent experiences across every touch point, while also expecting you to remember their past interactions with you. They demand that you respect their privacy … but also wish you would understand and treat them as unique individuals.

You have the data to make all this possible.

But if your brand is like most today, you struggle to connect and unlock your customer data in ways that enable real-time, personalized engagement at scale.

Oracle Customer Intelligence Platform can help get you there.

We help you take ownership of your data, use machine learning to derive and connect real-time intelligence to real-time interactions, and orchestrate both online and offline channels.

As a result, you can know your customers deeply, time your actions perfectly and deliver customer experiences at every touch. *Just like your customers expect.*

Your keys to success

Improve customer experience to drive customer retention

Increase customer engagement with hyper-personalization

Leverage connected customer profiles across the enterprise to increase customer lifetime value

Improve paid media performance ROI through better audience targeting

ORACLE

Succeeding in your customer experience strategy involves getting three things right:

Real-Time Personalization

Unified Customer Profile

Ad Channel Activation

Identity
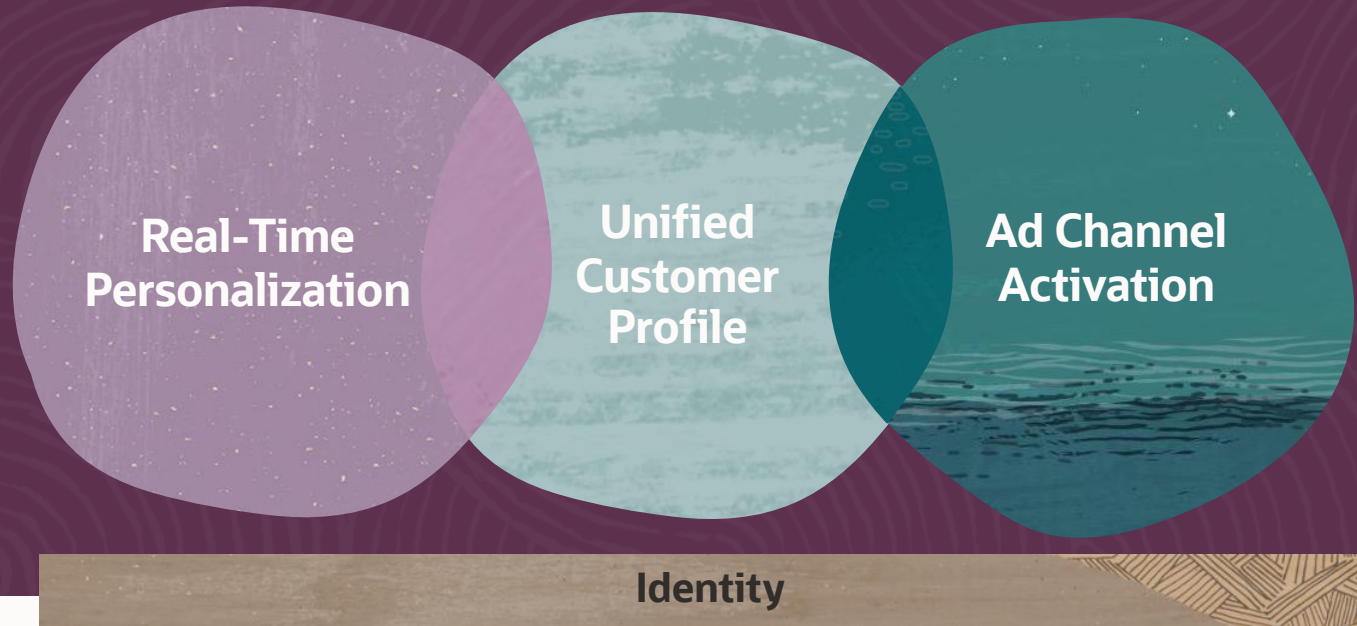
Unified Customer Profile

At heart of Customer Intelligence Platform is the creation of a single Unified Customer Profile for each customer that combines Profile, Transactional and Behavioral Data from across the business. A Unified Customer Profile provides not only with a complete view of each and every customer in the business – it also provides with a complete view of the business. Moving the customer understanding from an average of 5 attributes per customer to more than 100 attributes per customer will drive more informed and contextual marketing, sales, commerce and service integrations. It also enables businesses to get a deeper understanding of who are their best customers, which customers are most likely to renew or churn, which customers are signaling satisfaction issues with frequent service website visits and calls to the contact center.

Real-Time Personalization

Stream all customer behavioral data signals into and from the websites, mobile apps & kiosks into the Customer Intelligence Platform in Real-Time. Customer Intelligence Platform handles real-time behavioral data at high scale and use it to personalize experiences for customers immediately – triggering the right content, the right offer, offering the right product and triggering the right follow up email, SMS or ad re-targeting. Personalization can be achieved for unknown prospects visiting digital properties as well as for existing known customers.

Ad Channel Activation

Use behavioral insights of existing customers to find more customers who look like your best customers. Treat anonymous visitors like known customers and engage across AdTech & MarTech to improve customer retention.

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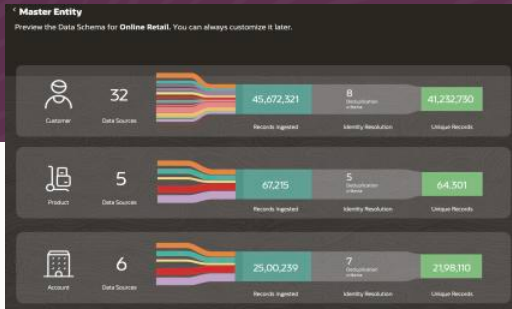
United Profile

- Connect all your data sources
- Built-in identity resolution
- Enterprise data quality
- Structured industry schema
- Governance and compliance

Enrichment

- Pre-built enrichment (zip code)
- Connectors to 3rd party data
- Automated enrichments (LTV, RFM)

Segmentation

- Behavioral scores
- Out-of-the-box behavior segments
- Real-time personalization

Personalized experiences

- Out-of-the-box integrations with CX apps
- Push-button segments and personalization
- Real-time customer 360 context
- Designed for business users
- Non-Oracle application integration

Customer Analytics

- Performance reports
- Forensics (why it happened)
- Attribution-level optimization
- Recency, frequency, and engagement analysis

ShopBack utilizes Oracle Customer Intelligence Platform to increase cross-sell and upsell efforts:

- Implemented a structured, consolidated, clean data source – now able to consume, contextualize, and create personalized content

- Reduced time between purchases by connecting online with offline purchase history data

- Increased conversions by reaching out to customers with targeted offers in real time

Increased open rate by **30%**

Increased CTR by **20%**

Increase in traffic by **56%**

How can this benefit your business?

Front and Back Office Unification
Data-first approach centered around the customer. Create a unified view of the customer by connecting online and offline data sources across the back office and front office systems.

Comprehensive Customer Intelligence
Apply automation and machine learning for modeling, predicting and prescribing the optimal audience by deriving customer intelligence at scale

Real-Time Activation of CX
Real-time activation of a consistent experience across the entire customer lifecycle.

Contact Oracle for information about our
Customer Intelligence Platform