

ORACLE

# Oracle Solutions for Customer Experience

Unified suites are the future of CX



Customer Experience (CX), as an enterprise-wide strategy that connects customers to the entire business, has evolved from data collection to data optimization. Today, CX means liberating data from siloed organizations and processes to create new value streams while prioritizing data security. AI's transformative power to help unlock the full potential of data paves the way for a better future for both customers and businesses.



## Meeting today's (and tomorrow's) customer expectations

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One universal truth about customer experience will never change: success depends on companies remaining relevant to their customers and employees at any given moment. What's fundamentally different now is the widespread expectation of real-time, harmonized output and experience of data in every and any context. Transforming customer expectations present exciting growth opportunities for businesses. However, embracing these opportunities also brings formidable challenges, such as leveraging a quantity of data that's well beyond human capacity. The most innovative businesses will confront these challenges head-on, utilizing all the data at their disposal to benefit their customers.



## 5 key challenges for CX

1

### Immediate data accessibility

The shift from rigid, stitched-together omnichannel experiences to fluid, contextually rich engagements require immediate data accessibility. This means instant access to the best possible data for informed recommendations and automations, whether it's for bots, digital assistants, machines, or humans. Organizations struggling to integrate diverse data will find it difficult to meet the accelerated expectations for data access.

2

### Business model agility

Mere digitization of existing business processes and customer engagements falls short in the new subscription era. Beyond enhancing customer experiences, businesses must adapt by offering new digital experiences for existing products and services. The challenge lies in integrating subscription-based offerings across financials, supply chain, HR, and more—a task only achievable through well-rooted CX initiatives and connected end-to-end processes.

3

### Cost mitigation

Mitigating costs for CX innovation is particularly challenging. Businesses must handle continuous data operations and multiprovider relationships, secure data transfers across clouds, scale storage and capacity, govern identity and security, optimize performance, and meet many more demands. CX leaders must also budget for necessary large language models (LLMs) to support generative AI, and streamline applications, clouds, and models while ensuring robust data protection.

4

### Disparate toolsets

Conventional distributed CX technology feeds disparate teams and product ecosystems with disposable and purely reactive customer data acquisition moments. Rather than simplifying CX, the proliferation of applications has exacerbated the complexity, resulting in a more unmanageable environment. The result is an accumulation of redundant, under-utilized tools that significantly hinder efficient and effective customer experience management.

5

### AI, automation, and analytics

AI, including generative AI, is reshaping our lifestyles and professional landscapes. Yet, the process of integrating AI, automation, and analytics into established business systems—particularly legacy ones—is complex and potentially disruptive to regular business operations. The rapid evolution of AI and analytics also requires continual vigilance, updates, and adjustments, which adds a layer of resource intensity to the implementation process.





## One complete, connected cloud suite for enterprise CX

[Oracle Customer Experience \(CX\)](#) is a suite of industry-leading applications for your customer facing teams that includes [Oracle Marketing](#), [Oracle Sales](#), and [Oracle Service](#)—as well as [Oracle Unity Customer Data Platform \(CDP\)](#).

Like Oracle's other Fusion suites—[enterprise resource planning \(ERP\)](#), [enterprise performance management \(EPM\)](#), [human capital management \(HCM\)](#), and [supply chain management \(SCM\)](#)—Oracle CX harnesses Oracle's integrated IT stack for innovation and growth, including [Oracle Cloud Infrastructure](#) and Redwood UX.

These unified suites offer scalability, flexibility, and reusability for seamless enterprise-wide application development, facilitated by shared cloud infrastructure and application architecture. Integrated flows and processes ensure smooth connectivity between customers and all business functions, delivering top-tier CX.

For instance, by tapping into data like order history and shipment details from ERP and SCM applications, organizations gain insights to anticipate customer needs, personalize marketing campaigns, and enhance service satisfaction. CX professionals can also leverage billing details, financials, and sales trends to predict market shifts, strategize promotions, and optimize post-sale support.



## **A seamless, data-driven customer experience**

- Deliver cohesive, personalized experiences in real life and real work within the context of the given moment.
- Leverage the right customer data to get high-value responses and craft new experiences for the future.
- Integrate CX systems, operations, and touchpoints on a unified platform to mitigate the costs of fragmented systems.
- Streamline end-to-end business flows to drive transparency between organizations and scale team efforts.
- Enhance operational agility for front-to-back-office synergy to transform business models for revenue growth.

## Oracle Marketing: Orchestrate personalized journeys with help from AI-powered insights and content

[Oracle Marketing](#) is an AI-powered, complete marketing suite that helps marketers connect customer data from all sources, deliver personalized messages across multiple channels at scale, and ultimately build lasting relationships.

### Key features of Oracle Marketing

#### Guided campaigns

- Simplify campaign execution through guided workflows for specific campaign types: targeted accounts, email, nurture, and events
- Generate conversation-ready opportunities directly for sellers, shortening the path to deals
- Streamline coordination between marketing and sales by eliminating MQL handoffs and frictions
- Paired with Oracle Sales, automatically update CRM objects with real-time data—no MQL needed

#### Marketing orchestration

- Design and execute sophisticated campaigns across email, ads, SMS, mobile, web push notifications, events, and more—all in one platform
- Personalize every interaction with powerful content management and real-time insights
- Optimize on the fly based on buyer preferences and actions with real-time data and AI
- Guide customers from discovery to purchase with a seamless experience across every channel and touchpoint
- Measure and improve campaign performance, maximizing marketing ROI and customer engagement

## Customer data platform

- Unify fragmented customer data across front- and back-office systems and third-party sources to build a 360-degree customer view at the account and contact level
- Anticipate customer needs, personalize experiences, and drive profitable behaviors with AI-powered insights
- Boost customer acquisition, engagement, and lifetime value with advanced audience segmentation and real-time data and AI
- Tackle massive data volumes and complex workloads with enterprise-grade performance and scalability
- Deploy sophisticated AI/ML models to help unlock transformative customer understanding
- Leverage pre-built B2B, B2C, and industry-specific data models to jumpstart analysis and gain focused insights

## Personalization

- Reach the right customers every time with advanced intelligence guiding your campaigns
- Leverage behavioral insights to suggest relevant content, products, and offers based on individual preferences and interests
- Use intelligent segmentation and look-alike modeling to identify at-risk customers and re-engage them with personalized campaigns
- Improve campaign performance with intelligent switch capabilities to select the best campaign, channel, and time



## Why choose Oracle Marketing?

Oracle Marketing's built-in AI capabilities, easy-to-use interface, and native integration with Oracle CX and back-office suites make it easier for marketers to handle massive data volumes, understand their audiences, implement best practices for precision campaigns, and accelerate revenue growth.



“It is the Oracle platforms that have enabled us to get closer to fans, to understand more about what they want, and to provide them with more that they want.”

**Kelly Brittain**  
Brand and Communications Director,  
Red Bull Racing & Red Bull Technology

[Learn more](#)





## Oracle Sales: Supercharge your sales strategy with AI

Transform your CRM from a system for data entry and reporting to an automation and execution powerhouse.

[Oracle Sales](#) is purpose-built to help companies drive profitable revenue growth by innovating across the entire revenue generation process, spanning back- and front-office functions. It leverages machine learning and generative AI to deliver actionable insights that help sellers up-sell, cross-sell, and re-sell into the most complex organizational hierarchies— at a lower cost of sale than landing net-new accounts.

### Key features of Oracle Sales

#### Account-focused growth

- Automatically link sales accounts to financial customers in Oracle ERP
- Harness AI for better insights into customer data
- Obtain a holistic view of past purchases, product usage, needs, and decision-makers

## Insights and intelligence

- Centralize customer data across all business applications
- Leverage the foundational Oracle Customer Data Management and enrichment capabilities of Oracle Sales to empower and elevate sales, marketing, service, and finance processes
- Empower teams with AI-generated insights and recommendations

## Sales orchestration

- Use AI and ML to guide sellers on focus areas, next-best actions, and precise context via prescriptive selling tasks aligned to best practices
- Seamlessly integrate with Oracle Fusion Marketing to accelerate the sales cycle and turn highly qualified, conversation-ready opportunities into automatically generated quotes and proposals

## Revenue transformation

- Easily adapt to customer trends that put outcomes over ownership by adopting new business models or embracing hybrid models that incorporate subscriptions, products, and services
- Shift from one-time selling to anything-as-a-service models with Oracle CPQ and Oracle Subscription Management, extending to the ERP suite for orders, invoicing, payments, and revenue recognition without realigning your systems and processes

## Digital buying experiences

- Address diverse B2B buyers' preferences for no-touch, assisted and collaborative, or vendor-initiated selling scenarios with Oracle Commerce
- Through Oracle Commerce, leverage enterprise data and generative AI functionality to help sellers create deeply personalized and profitable interactions with their customers

## Why choose Oracle Sales?

Unlike many other CRM systems built to help sales managers plan and forecast, Oracle Sales is designed for sellers—to increase their productivity, improve their success in closing deals, and help them instill confidence among buyers. Oracle Sales gives sales teams a CRM that's built to help them sell. With the right tools, seller productivity goes up, deal success improves, and customers are happier with each engagement—resulting in greater lifetime value and stronger ongoing relationships.



“The number one benefit we’ve seen from implementing Oracle Sales is having better sales information, which we use to generate upsales. And we’ve improved deal closing times because sales information is visible from bottom to top—from sales reps to higher management.”

**Muhammad Salman**

Head of Enterprise Applications, TPL

[Learn more](#)





## Oracle Service: Elevate the service experience with AI

We're witnessing a paradigm shift as service organizations transition to fully automated service delivery.

[Oracle Service](#) leads the charge with groundbreaking developments such as AI-supported agent experiences and orchestrated front- and back-office processes. Automation replaces routine tasks, empowering service teams to focus on high-value, complex work.

### Key features of Oracle Service

#### AI-enhanced agent workspace

- Consolidate customer data across digital engagement channels and back-office systems into a unified agent workspace
- Create and manage service requests while guiding agents to efficient resolutions with knowledge and decision support
- Leverage AI capabilities for increased agent productivity and end-to-end service automation

## **Digital customer service**

- Embrace a digital-first, always-on mindset with customer portals, AI-powered digital assistants, and live chat
- Move from reactive to personalized, predictive, and convenient service models that improve service KPIs

## **Knowledge management**

- Capture, organize, manage, and apply the knowledge and expertise within your organization to resolve employee and customer issues
- Deliver the right answer at the right time to increase customer self-service rates and reduce incident handling time

## **Intelligent advice**

- Use Oracle Intelligent Advisor to accelerate decision-making with automated branching questions
- Simplify complex decision hierarchies without coding to enhance both horizontal and vertical use cases

## **Field service**

- Schedule, route, and equip mobile workers to complete service activities at a customer's home, office, or installed asset location
- Optimize mobile worker activities with Oracle Field Service's AI-driven planning and scheduling capabilities to help maximize resource utilization and complete more jobs correctly on the first try

## **Automated asset-based service**

- Connect customers, assets, and service teams for end-to-end, industry-specific solutions that span the service life cycle
- Grow service revenue, prevent service disruption, and deliver seamless customer engagement across digital and in-person service workflows



### **HCM HelpDesk**

- Seamlessly embed employee service into Oracle HCM Cloud with Oracle HCM HelpDesk
- Leverage Knowledge Management, Intelligent Advisor, Case Management, and Digital Customer Service for consumer-grade employee engagement

### **Customer intelligence**

- Discover which key service metrics correlate to higher customer satisfaction
- Uncover patterns in both service activity and customer engagement to identify accounts at risk of churn and accounts primed for renewals or upsells
- Provide a comprehensive customer view for sales, marketing, and operations teams via data shared across Oracle Service and Oracle Unity

## Why choose Oracle Service?

Deliver efficient service outcomes at scale when and where customers engage. Oracle Service is a unified platform of apps, data, and capabilities that enables effortless self-service, agent-assisted service, and field service workflows tailored to your industry and use case.

The AON logo is displayed in a bold, red, sans-serif font.

“We consolidated all those platforms and all that data into Oracle CX. Now we can actually serve our clients with everyday immediate action around their highest and most complex needs. It’s possible today in a way it never has been before.”

**Lori Goltermann**

Chief Client Officer and CEO, Global Enterprise Clients, Aon

[Learn more](#)





“Oracle’s integrated business solutions have been an operational game changer, giving us the end-to-end platform we needed to automate our processes. In doing so, we’ve gained the freedom to focus on innovation and strive to empower pathology professionals to improve the accuracy and speed of cancer diagnosis.”

**Chris Koeman**  
President, Sakura Finetek Europe

[Learn more](#)

**231%**

increase in marketing-generated sales pipeline volume

[Learn more](#)

**85%**

deal close rate via self-service

[Learn more](#)

**100%**

of service calls scheduled with no delays and complaints

[Learn more](#)





## Connected CX to fuel business growth

- **Unified customer intelligence:** Transform data silos into actionable profiles to anticipate and meet customer needs.
- **AI-driven decision-making:** Harness embedded AI and turnkey analytics to help drive swift and informed business decisions.
- **Agile workforce alignment:** Align efforts across departments to foster innovative business models for revenue growth.
- **Customer lifecycle experience:** Integrate and optimize disparate teams and processes to deliver a seamless experience.
- **Future-ready CX:** Leverage fully connected, flexible, and scalable suites designed to adapt rapidly to future changes.

## Why Oracle for enterprise CX?

- Unified CX suites optimize end-to-end processes and reduce costs and risks posed by fragmented systems.
- Comprehensive front-to-back-office solutions ensure enterprise-grade, seamless customer experiences.
- Oracle's full IT stack offers flexibility, scalability, and composability for your current and future needs.
- Native AI and analytics across the entire technology stack empower predictive experiences at scale.
- A smooth migration from legacy to modern systems prevents business operations disruption.



## Move your CX vision forward

With a new, unified stream of data across the enterprise, AI and automation can help bring CX teams closer together and drive collaboration between groups that never really interacted before. The future of customer experience will not be just about delivering experiences in real time. The future of customer experience will be about delivering CX in real life and real work within the context—channel, geography, industry, business model, and more—of the given moment.

Oracle's connected marketing, sales, and service suites streamline enterprise processes and data together on a common platform that spans the back office and broader ecosystem. This end-to-end solution allows organizations to speak with one voice, increase operational agility to embrace new business models, mitigate the costs of fragmented-system governance, and deliver personalized and engaging customer experiences.

Oracle brings expertise, experience, and technology to help you navigate this transformation. Let's talk.

## Learn more

[Explore Oracle Cloud CX](#)

[Request a demo](#)

[Learn why customers choose Oracle CX](#)

## Connect with us

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