

The Digital Customer Experience in Manufacturing

ORACLE

Oracle Cloud CX – industry-tailored offerings that connect across your business

The world has changed for manufacturing buyers

To support customer-led innovation, manufacturers are investing in transforming to a digital strategy by harnessing data and applying adaptive intelligence, AI, and other innovations to create a full understanding of customers across siloed data sources. The Experience Economy is forcing manufacturers to leverage intelligent data to achieve desired outcomes—the transition to the digital world encompasses 1st, 2nd, and 3rd party data brought together from disparate sources with the application of AI and ML to drive actionable insights and revenue.

Digital innovation allows manufacturers to reconcile customer and asset data, to anticipate customer needs in the moment, drive efficiency, and increase value. Connected intelligence enables companies to surface relevant, contextual customer data and content to create the proper blend of sales and service. Manufacturing executives must focus on digital interactions and a frictionless customer experience in the current landscape.

This creates new challenges

Digital Business transformations are needed in order to consolidate and standardize the go to market processes. There is a need to streamline processes and move everything to a unified end to end digital platform so you can truly drive AI and digital assistants with connected data.

Additionally, manufacturers want to create new revenue opportunities through service and innovative offerings. Companies can tie customer data to asset data through a single unified platform as well as leverage Digital Assistants and digital experiences to optimize the sales and service processes.

Discover and target

Personalize and engage

Acquire and convert

Retain and grow



It's time to think differently

Oracle offers Adaptive intelligence apps, powered by Oracle Data Cloud, combining a company's first-party data with digital profile and third-party data to help personalize customer interactions & provide connected data, experiences, and intelligence across CX:

Commerce professionals can improve productivity and business results by operating across multiple sites and channels that blend commerce, marketing, and chatbot capabilities. Natural language and machine learning capabilities provide unique features, such as dynamic tags and category pages that personalize search suggestions and blend search results with real-time offers to enable friction-free search. All of this takes place on a single platform for direct customers and partners.

Service leaders can streamline processes and enhance the customer experience by utilizing customer data. In addition to optimizing processes, AI capabilities help reduce the time between request and resolution across thousands of potential questions and associated answers by leveraging deep learning technologies. This streamlines processes for customer service representatives who handle service requests by providing automated responses based on previous learnings.

Marketers can get insights needed to better understand their target audiences and optimize offers by utilizing customer, asset and market data. By looking across different marketing campaigns to gauge individual, group and program response rates, digital capabilities enable marketers to identify how audiences are interacting with content and the optimal pathways for future communication, optimizing campaign execution and results.

Sales professionals are empowered with accurate next-step recommendations to close deals and optimize sales offers. The capabilities prompt them with smart call points by pulling data from live news and event feeds to surface and prioritize key insights. This empowers sales teams with up-to-the-minute information on customers, markets and competitors, so they're prepared before making contact.



Notes From the Field: Construction Specialties

Construction Specialties is using Oracle CX and Oracle ERP to automate online sales, digital marketing, finance, and supply chain operations.

“Our number one reason for upgrading to Oracle Cloud is to make it easier for our customers to do business with us.”

**Mike Weissberg, Digital Marketing
Manager, Construction Specialties**

Imagine if you could...

Panasonic transforms its customer experience for efficiency with Oracle CX Cloud

“Since integrating Oracle Sales, Marketing, and Service applications, we’re not only able to close more net new business, but our pipeline of high-probability deals is the best we’ve ever had.”

Kevin Jones, Managing Director, Panasonic Europe Mobile Solutions Division



What if you could implement a complete, consistent, end-to-end unified solution that provides unrivaled data management, adaptive intelligence and machine learning capabilities. The idea is to consistently drive customer engagement and satisfaction by increasing digital interaction and frictionless customer interactions with potential up sell and cross sell opportunities. Additionally, companies must provide customers and customer-facing employees with modern solutions and interfaces, replicating the single-interface and personalized experience that people have become accustomed to in their everyday life.

To be truly digital you have to know your customers, look for signals, and be proactive to gain the increase in wallet share necessary for success. You want to utilize real time customer insights and a 360-degree customer profile to gain knowledge of not only of the customer data but connect that data with the asset data.

Additionally, many companies have grown rapidly and expanded through acquisitions with multiple brands and as a result they often have multiple systems to track and fragmented processes. Companies need one system for both the sales and service experience in order to create a full and accurate customer and asset profiles.

Oracle helps manufacturers have a complete 360-degree customer view and the data connected to assets, resulting in the ability to increase customer digital interactions with a frictionless experience enabling cross and up sell opportunities. Oracle’s fully digital experience with the customer 360 view really extends the front office to the back office and the supply chain. The supply chain is leveraged into the customer experience and fragmentation is minimized.

Differentiation

Complete front and back office solution from a single vendor

Omnichannel engagement

Data-driven and AI/ML powered

Tailored for industry requirements

Modular platform for integration with existing solutions

Powered by a Digital Cloud Platform

Key markers of business success in today's new world



Marketing

Understand the intent of customers and engage them with a consistent and unified voice, through personalized content at scale

Start, moderate, promote, and track customer omnichannel engagement

Grow revenue through insight-driven engagement and loyalty initiatives

Unify, sync, and augment customer data across the entire customer journey, from awareness to purchase to support to advocacy

Sales

Interpret buyer signals to deliver personalized experiences at scale

Connect data from back-end systems into front-office applications

Launch new business models more easily for recurring relationships and revenues

Service

Grow your service ecosystem to deliver personalized service across any channel, and any new channel that may appear in the future

Offer service anytime, anywhere through any channel

Automate processes and streamline time consuming and high cost efforts

Increase employee retention and quickly onboard new service reps who can build customer relationships

Data

Create a single and unified view of your customer

Manage your data effectively across all functions within your business

Activate intelligence from your data to make the most use of it

Utilize your data to reduce customer churn and increase customer lifetime value

Notes From the Field: Mack Trucks

Mack Trucks employs metrics-driven digital campaigns

“By teaming up with Oracle and using the Eloqua solution, we’ve built now a database of over 75,000 industry prospects... Today on the digital side, I can see what happens with every dollar we spend, A/B test that, decide what’s the best way to have that conversation with that customer to move them through the sales funnel.”

John Walsh, VP Marketing, Mack Trucks

Ready for the next step?

“We have a small IT staff, and chose Oracle Cloud applications to automate all of our routine tasks, integrate all of our different software systems, and give users from each business area access to the same exact information.”

**Micah Sugg, Director of IT,
Varsity Scoreboards**



Oracle has decades of leadership at helping manufacturers be forward thinking and innovative for the transition to digital. All of this is deployed on Oracle Cloud Infrastructure with next-gen data centers and a global reach—this means a single platform for multi-country requirements. Oracle provides a multinational hierarchy to map out global organizations in terms of the processes and complexity that results. It’s a complete, market-leading solution from a single vendor—an end-to-end unified solution with a cohesive information model delivered on the Oracle Cloud. Where the industry is currently mostly asset structured, this solution allows companies to tie the asset to the customer and experience the benefits of that cohesive structure.

The Oracle solution for manufacturing negates the need for these companies to otherwise manage multiple components and legacy systems across various clouds, with differing pricing schemes and operational models. Oracle provides a single data model and unique person identity in Fusion cloud applications.

[LEARN MORE](#)

How Oracle Can Help

Oracle offers market-leading CX industry solutions for manufacturers to manage your front and back office customer experience. Our unified CX platform of solutions enables a customer centric, omni-channel approach for managing engagement across key processes.

As Oracle CX for Manufacturing cuts across product solution areas, it can either be a full end-to-end digital solution across Marketing, Sales, Service, Commerce, and Data or elements can work with a company’s existing solution in an area.

