ORACLE

Oracle Modern Best Practice

Digital Business Processes for CX

Safe harbor statement

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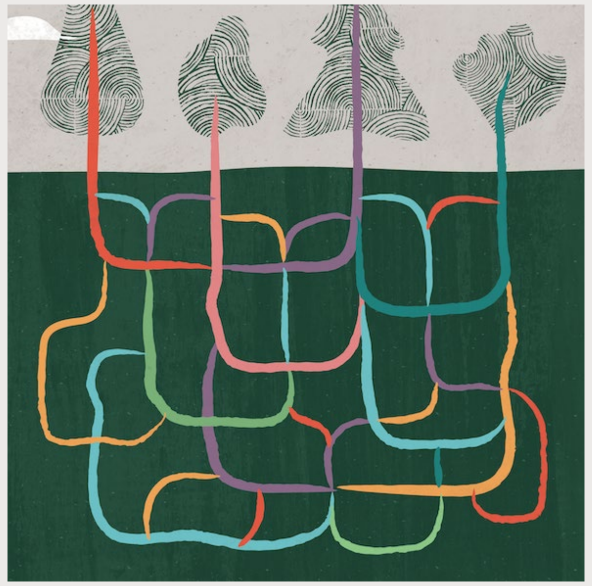
What is Oracle Modern Best Practice?

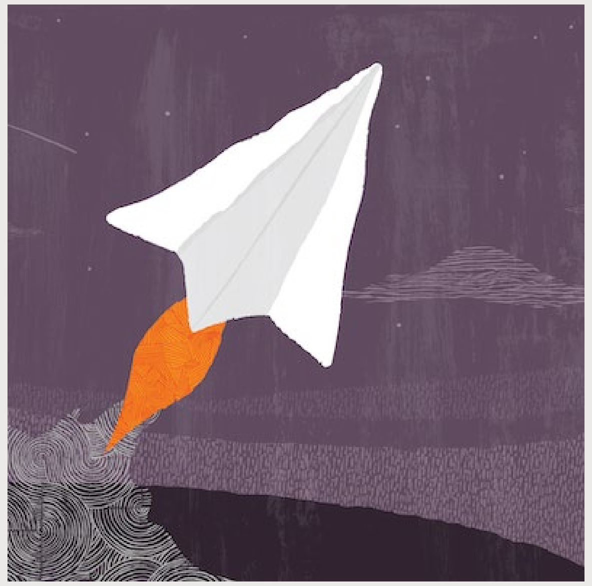
www.oracle.com/modernbestpractice

Digital business processes that evolve with you



End-to-end across the organization

Radically superior results



Leverages emerging technologies

Modern Best Practice for CX

Sales

- Lead to Opportunity
- Opportunity to Quote
- Field Sales Preparation to Execution
- Sales Forecast to Field Action

Sales Performance Management

- Coaching Plan to Performance
- Incentive Plan to Seller Earnings

Marketing

- Nurture to Opportunity
- Campaign Execution to Opportunity
- Data Signals to Unified Profiles

Service

- Customer Contact to Resolution
- Knowledge Gap to Solution

Modern Best Practice for Sales

Lead to Opportunity

Capture Leads

Aggregate leads across multiple channels, such as social, campaigns, events, and so on.

Nurture and Score Leads

Use rule-based nurturing and scoring to identify high-quality leads.

Qualify Leads

Evaluate and prioritize leads. Rank leads after cleansing.

Assign and Allocate Leads

Assign nurtured leads to sales teams or channels using rule-based territory allocation.

Review Leads

Use preconfigured assessment templates to review leads. Recycle unqualified leads for further nurturing.

Convert Leads

Accept and convert qualified leads to opportunities.

Product Mix: CX Sales
Key Metrics: Lead Qualification Rate (%); Lead to Opportunity Conversion (%); Average Number of Days to Convert Leads

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Opportunity to Quote

Review Opportunities

Identify high priority opportunities using dashboard-driven review based on win probability and business objectives, such as new product introduction or market segment expansion.

Verify Account Data

Verify account data including location, organization structure, and contacts if the account is not actively engaged. Maintain data quality with flags on possible duplicates and easy resource assignment to investigate.

Engage Account

Get full account information from order history and service requests to leads and open opportunities. Get intelligent advice on actions to increase win probability. Manage tasks and get account insight on any device.

Discover Needs

Initiate discovery with the prospect to position products and services. Align deal timing with the prospect's buying cycle. Get helpful tips and recommendations for meeting objectives and follow-up tasks.

Present Solutions

Schedule meetings and product demos based on roles in the buying group. Manage meeting logistics, secure subject matter resources, and record meeting briefs on any device using business card scan, voice, or text entry.

Prepare Quote

Assess possible discount level. Develop solution proposal satisfying customer needs and available budget.

Product Mix: CX Sales
Key Metrics: # of Active Quotes with Proposal; Active Quote Win Rate; Average Active Quote Cycle Time

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Field Sales Preparation to Execution

Prioritize Activities

Review appointments, go over to-do list, and update status on a centralized homepage over any device. Easily access appointment details and related data.

Review Account and Qualify Leads

Get a complete view of target accounts, including transaction history, past interactions, open leads, and associated contacts. Initiate calls from an account area and qualify leads.

Prepare Trip

Optimize time in the field by locating accounts in the same area and scheduling visits in one trip. Easily find accounts in the vicinity during a trip for drop-in visits.

Conduct On-Site Visit

Check on-site asset information by scanning UPC codes. Add notes to the opportunity using a device camera. Use digital assistant to dictate meeting minutes and add contact information by scanning business cards.

Execute Follow-Up Actions

Get intelligent recommendations based on meeting minutes. Review analysis on the current pipeline and drill down into opportunities.

Advance Sales Stage

Get a notification when a quote is approved or review opportunities with approved quotes on a dashboard. Download proposals and share them with customers.

Product Mix: CX Sales
Key Metrics: # of Open Activities; # of Opportunity Appointments; Appointment Rate - Won Opportunities

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Sales Forecast to Field Action

Review Strategic Forecast

Review current forecast, get revenue prediction, ensure pipeline coverage, and collaborate with team members using a centralized dashboard. Leverage machine learning to predict future demand and sales growth and make adjustments.

Incorporate Pipeline Insights

Review qualified opportunities to fine-tune forecasts. Easily adjust forecasts by recategorizing the likely scenario of an opportunity. Automatically roll up the updates.

Assess Pipeline Quality

Review team pipeline progression, team member performance, and opportunities at risk using a centralized dashboard.

Monitor Pipeline Performance

Get key performance indicators on win-loss, opportunity status, quotes, campaigns, and sales activities using a centralized dashboard. Include subscription renewals in addition to net new accounts.

Roll Up Forecast

Review team revenue forecast against quota and attainment. Get dashboard reports on essential topics. including customer churn and product performance.

Implement Planned Actions

Easily create tasks and assign them to team members to drive opportunity progress and deal closure.

Product Mix: CX Sales
Key Metrics: CX Campaign Attributed Pipeline Revenue (Linear Attribution); # of Opportunity Open Activity Tasks; Task Rate - Won Opportunities

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Modern Best Practice for Sales Performance Management

Coaching Plan to Performance

Develop Coaching Plans

Review assigned goals and accounts. Create individual plans to achieve objectives, such as strategic account growth and new account outreach. Identify tactical activities, such as account contacts, lead conversion, and pipeline expansion, to achieve sales goals.

Incorporate Gamification

Stimulate engagement with decentralized contests and competitive programs with monetary or nonmonetary awards. Provide real-time leaderboards to track results, ranking, performance, and awarded points on any device.

Track Progress

Monitor organization, team, and individual performance through interactive, secure dashboards across all devices.

Check In and Coach

Review progress with team members regularly. Discuss forecasts, potential commissions, and goals. Incorporate deal-level and pipeline coaching and share successful tactics on engagements, products, and industries.

Identify Risks and Opportunities

Get insights and alerts on potential issues and review key indicators, including low account engagement, extended sales cycles, and top product offerings, using dashboards. Leverage artificial intelligence (AI) and machine learning (ML) to detect and respond to anomalies, changing market trends, and forecast shortfalls.

Address Gaps and Market Changes (optional)

Revise strategies and incentives based on the latest performance and new insights. Leverage AI/ML for optimal fund allocation to incentivize new strategic focus.

Recognize Top Performance

Reward top performers with monetary or nonmonetary awards.
Award points based on performance.
Rank achievement levels using leaderboards.

Product Mix: CX Sales
Key Metrics: Activity Rate - Converted Leads; Activity Rate - Won Opportunities; # of Opportunity Open Activity Tasks

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Incentive Plan to Seller Earnings

Review and Accept Incentive Plan

Review assigned incentive plans and targets. Review assigned territories and accounts to formulate actionable plans to achieve targets. Accept the incentive plan.

Execute Sales Motion

Get machine learning recommendations to identify accounts with high revenue potential and win probability. Leverage AI/ML for next best actions during the sales cycle.

Forecast Revenue and Monitor Earnings

Get revenue forecast with estimated earnings. Review compensation updates and progress to goals.

Resolve Disputes (optional)

Easily create service requests for unexpected discrepancies. Track updates on any device.

Award Compensation

For each compensation period, sales managers review team member commission and performance ratings, allocate available discretionary pool, and sign off on individual awards using a centralized dashboard.

Receive Earnings

Get notification of the final award for the period and receive earnings in the designated pay period.

Product Mix: CX Sales
Key Metrics: Revenue Line Won Rate; Influenced Won Opportunity Revenue; Campaign Expected Revenue

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Modern Best Practice for Marketing

Nurture to Opportunity

Define Nurture Strategy and Campaign Goals

Leverage up-to-date campaign performance to inform decisions on strategies and goals. Uncover insights using graphical analysis on dashboards.

Define Opportunity Qualification Guidelines

Set screening criteria to identify buying intent from captured responses. Use graphical tools to lay out the sequence of tests and assignment of actions.

Design Omnichannel Journey

Easily lay out the target audience journey based on their preferred communication channels using graphical tools.

Identify and Build Audience

Identify the target audience from lists of contacts with filters based on identifying characteristics, including profile attributes and past activities. Leverage data from data aggregation or CRM systems to update the list dynamically.

Create Personalized Campaign Assets

Create highly relevant personalized content for the target audience by tailoring templates and building blocks from a repository to ensure content consistency with brand.

Activate Campaigns

Automatically check critical details, such as campaign name, start and end dates, and campaign assets before launching the campaign.

Score and Route MQLs

Review and identify consolidated high-quality leads by setting up rules to automatically score leads based on profiles and engagements. Transfer marketing qualified leads (MQL) to sales teams. Route leads requiring further nurturing to campaigns for additional engagement.

Analyze Results and Optimize Campaigns

Gain real-time insights into in-flight campaigns using a dashboard. Easily locate the activities and performance metrics specific to a campaign or asset for focused analysis and informed decision-making.

Product Mix: CX Marketing (Eloqua Marketing Automation)
Key Metrics: # CX Campaign Targeted Accounts; # of Campaigns with Influence; # of Contacts Targeted

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Campaign Execution to Opportunity

Define Strategy and Goals

Review sales objectives and align campaign product mix, strategy, and goals. Determine target accounts and content plan. Set budget for new content development and media buying.

Generate Target List

Analyze installed base composition. Build target audience list from known contacts and automatically create audience profiles for paid media.

Build Campaign Assets

Curate campaign assets from a centralized content repository or develop new ones. Obtain recommendations on most relevant reference stories. Easily create email and landing page from brand approved templates.

Execute Campaign

Send personalize email to target contacts and launch advertising on integrated channels. Capture responses and engagement.

Monitor Campaign Results

Review crucial metrics using dashboard-driven review and identify areas for improvement.

Generate Opportunities

Evaluate account level interest by automatically aggregating interest from individuals. Automatically create opportunities on accounts meeting scoring criteria.

Product Mix: CX Marketing
Key Metrics: # of Contacts Targeted; Lead to Opportunity Conversion (%); Average Campaign Cost per Won Opportunity

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Data Signals to Unified Profiles

Collect Behavior Data

Monitor customers’ digital behaviors, such as website visit activities from different sources in real time, and set rules to record relevant data points in a structured common format based on business objectives.

Collect Profile Data

Establish regular feeds of customer-related data, such as account details, contact information, and potential business opportunities from online, offline, first-, second-, and third-party data sources. Automatically convert data from different sources into a common definition.

Collect Transaction Data

Establish regular feeds of customer transactions and related data, including purchases, payments, and products. Set rules to automatically synchronize corresponding attributes from different sources with the repository data structure.

Collect Form Data

Receive data submitted by individuals responding to formal information requests during their online activities. Set rules to ensure each piece of data is correctly assigned to its corresponding field within the repository.

Unify Profiles

Set rules to merge duplicates, resolve inconsistencies, and incorporate new data into known profiles. Easily access repository data and set filters to focus on datasets and attributes relevant to business requirements.

Derive Intelligence

Use interactive graphical analysis to evaluate engagements, identify high-value customers, and discover the high-performing attributes of a campaign. Apply ready-to-use data science models to assist decisions, including target audience, channels, and communication tactics.

Product Mix: CX Marketing
Key Metrics: # of Email Opens; # of Form Submissions; # of New Contacts

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Modern Best Practice for Service

Customer Contact to Resolution

Capture Initial Contact

Leverage a designated portal for customers to find solutions. Enable customer contact through email, phone, web, chat, or social media.

Unify Customer Information

Provide service agents with a complete view of detailed customer data consolidated automatically over multiple channels. Automatically create reference numbers for personalized interaction and service.

Identify Solutions

Quickly identify answers using a knowledge repository with easy access and powerful search capabilities. Transfer inquiries to expert staff if needed.

Deliver Solutions

Provide consistent solutions over customer-preferred communication channels, including phone, email, or chat.

Enhance Knowledge (optional)

Suggest new content or modifications to the knowledge repository based on insights from customer interaction.

Confirm Resolutions and Solicit Feedback

Recap customer interactions and resolutions. Close incidents. Automatically send confirmation email and invite customers to provide feedback.

Track Service Costs (optional)

Record service usage against applicable subscriptions and track incurred charges.

Product Mix: CX Service
Key Metrics: Average Time to Resolve (Hours); Open SR Age (Days); SR Resolution Rate

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Knowledge Gap to Solution

Analyze Knowledge Effectiveness

Use dashboards to review customer interactions and proposed solutions to identify emerging trends and behavior patterns.

Identify Knowledge Gaps

Identify content needed to address top issues on first contact. Use experts for content creation.

Author Knowledge

Add or update content for new solutions. Tailor solutions, such as videos and FAQs, for different communication channels.

Measure Performance

Refine content based on KPIs to improve usage and customer experience.

Product Mix: CX Service
Key Metrics: Average Time to Resolve (Hours); Open SR Age (Days); SR Resolution Rate

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Digital Business Processes for CX