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Oracle Communications Digital Business Experience

For telcos that want to be techcos, Oracle Digital Business Experience is a pre-integrated, end-to-end, digital business support system (BSS) for managing experiences and revenue at every stage of the customer journey.

Preparing for the era of the techco

Characterized by an ability to leverage technology in new ways to drive new outcomes and customer experiences, techcos deliver high value solutions beyond connectivity and differentiate themselves by providing unique experiences to their customers.

Oracle is helping telcos take the next step to becoming a techco with Oracle Digital Business Experience, the only pre-integrated, productized solution that enables CSPs to achieve a single customer view and automate process flows across concept-to-cash-to-care.

Image 1. The logical architecture of Oracle Digital Business Experience solution

Oracle Digital Business Experience eliminates the process proliferation and fragmented data that leads to disjointed customer experiences, order fallout, revenue leakage, and IT complexity.

Benefits

Manage experiences and revenue at every stage of the customer journey:

- **Grow revenue** by rapidly launching offers, efficiently delivering orders, & monetizing anything

- **Drive loyalty** with intelligent, personalized, & proactive customer care across channels

- **Improve business agility** with a full featured, productized, & configurable solution

- **Increase operational efficiency** with a flexible, future-proof architecture
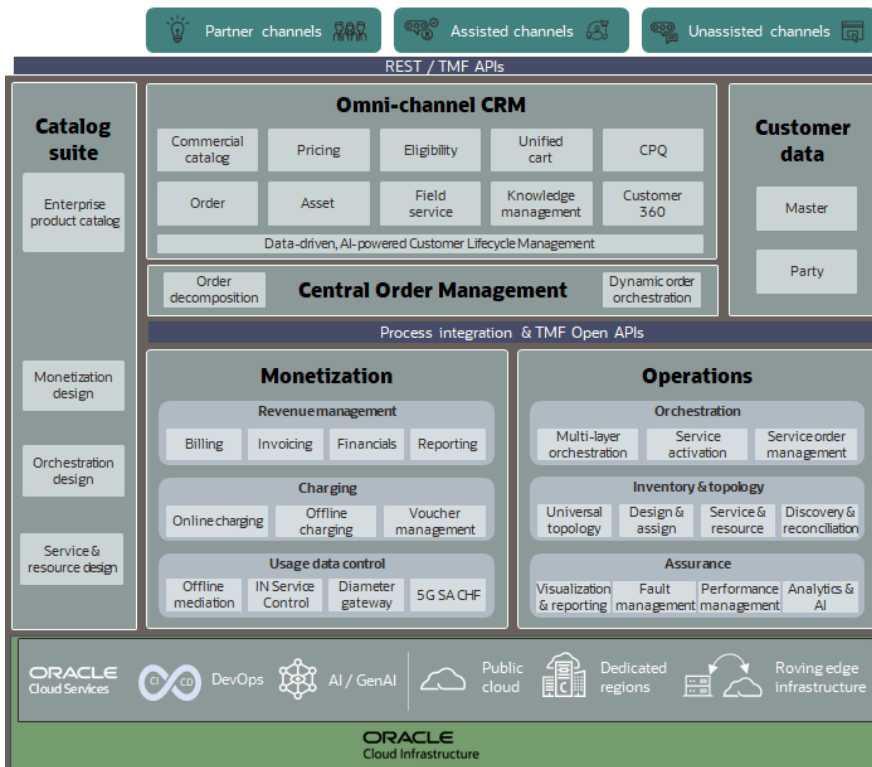
"With a modular pre-integrated stack, we avoid the costly and time-consuming process of complex integrations and high level of customizations. This means we can launch, orchestrate, and monetize new offerings as the market demands while delivering an excellent experience for our customers in the process."

Ahmed Al-Anqari
CEO, Salam

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Grow revenue by rapidly launching offers, efficiently delivering orders, and monetizing anything

Growing the bottom line is a top concern for many service providers. It's never been more challenging for a CSP to retain its competitive edge. In a market saturated with options, the provider that can deliver services in tune with the lifestyles of its customer and top-tier customer service will always succeed.

Rapidly launching offers

With Oracle Digital Business Experience, CSPs can intuitively design multi-dimensional offers faster with an intelligence-enabled, GUI-based enterprise product catalog.
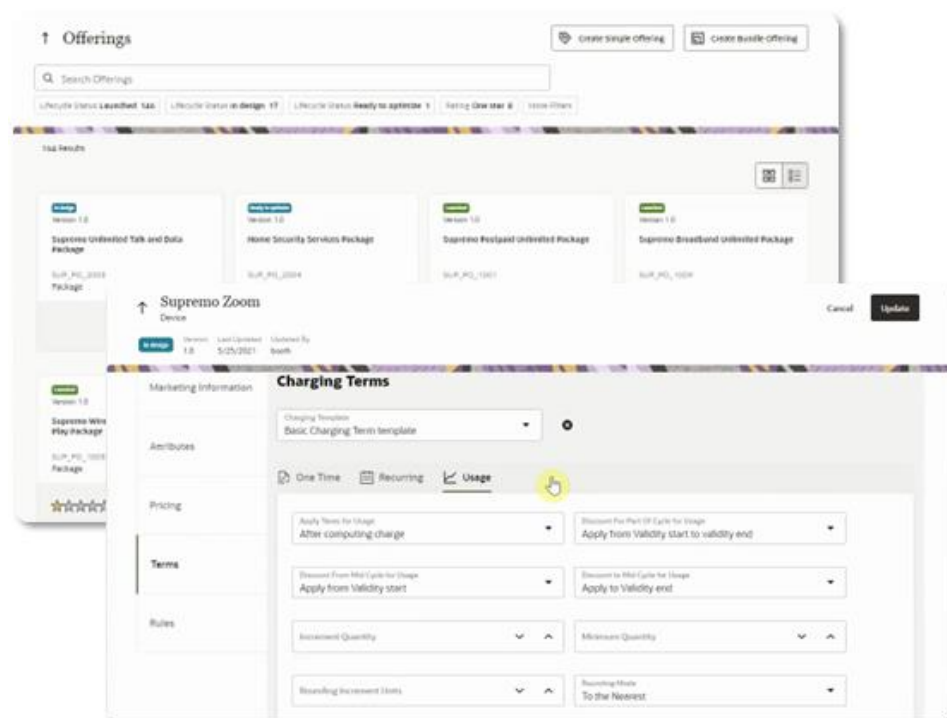

Image 2. Design offers faster with a GUI-based enterprise product catalog.

This easy-to-use catalog allows IT teams to quickly define services, which can then be used as a building block to create similar services, packages, or offers. Marketing teams and other business users are empowered to design new offers and promotions on the fly, without any reliance on IT.

During the offer design process, API-integrated intelligence can be used to predict and optimize service offers against KPIs such as profitability and market share performance.

Efficiently delivering orders

Follow through on promises made in your offers by delivering the right order at the right time. This starts with ensuring orders are captured accurately across channels. Different data models across IT systems can lead to miscommunications between systems, order fallout, and ultimately unhappy customers. Oracle Digital Business Experience uses a common data model across the solution footprint, ensuring that offers created in the product catalog retain data consistency across applications and channels so that orders can be captured accurately. Real-time order qualification

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checks, and resource reservations ensure that only the services that can be delivered get sold.

Once an order has been captured, Oracle Digital Business Experience decomposes the order and dynamically creates an orchestration plan for order execution across central order management (COM) and service order management (SOM).
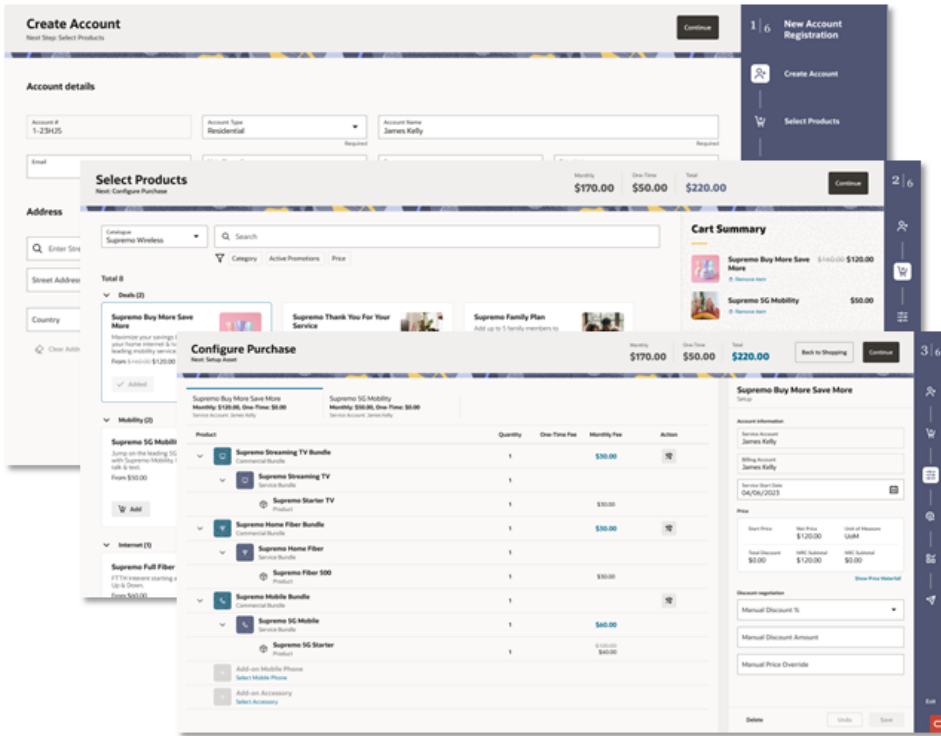

Image 3. Ensure accuracy in order capture with real-time feasibility checks

Monetizing anything

Provide your business with more options to grow revenue by supporting a wide range of billing and payment models. Oracle Digital Business Experience enables service providers to use multiple pricing levers such as event, metric, attribute, deliverable, day, time, QoS, as well as custom rules when designing offers. The solution also allows providers to bundle physical and digital goods, one-time activities, metered and continuous services and offer services as prepaid or postpaid services with recurring, one-time, or subscription billing options across any network generation (2G-5G).

The solution uses high billing processing throughput to make bill runs up to 90% faster and shortening the time to revenue. Performance tested on OCI, Oracle Digital Business Experience is built to support bill runs of any depth or breadth.

Drive loyalty with intelligent, personalized, and proactive customer care across channels

Building loyalty has never been harder for CSPs as market competition has exploded over the last decade. Consumers have more choices for service and cost alone is no longer a differentiator. Today, consumers are most loyal to those providers that can deliver a relevant and personalized digital experience. Oracle Digital Business Experience helps CSPs overcome these challenges by intelligently personalizing customer experience and engagement throughout the customer journey.

Core solution components

Oracle Digital Business Experience is comprised of the following pre-integrated products:

- **Offer design:** Using Launch (SaaS), intuitively design multi-dimensional offers faster with an intelligence-enabled, GUI-based enterprise product catalog.

- **Order capture:** Using Siebel CRM, support the lead to quote to order capture or customer and partner orders across assisted and unassisted channels.

- **Order delivery:** Capture, validate, and deliver orders across channels faster using Order and Service Management (OSM) to dynamically orchestrate the order fulfillment of both customer orders and service orders.

- **Monetization:** Use Billing and Revenue Management (BRM) and Elastic Charging Engine (ECE) to charge and bill for multi-generational communications services (2G-5G mobile, fixed, satellite) at any scale.

- **Customer care:** Using Siebel CRM, drive customer loyalty with intelligent, personalized, and proactive customer care across traditional, digital, assisted, and unassisted channels.

- **Oracle Application Integration Architecture (Oracle AIA)** is the solution's integration framework that provides pre-built integrations and process flows between Siebel, OSM, and BRM using standard integration patterns, business processes, orchestration logic, and common objects and services to connect Oracle applications.

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Data-driven customer experiences

Oracle Digital Business Experience brings together customer and product data across the systems of record and engagement to deliver a complete, 360º view of the customer.

Consolidating your customer data is the first step in delivering a personalized customer experience throughout the customer journey. With a strong data foundation, service providers can apply intelligence models, including artificial intelligence (AI) and generative AI (GenAI) to personalize engagements and experiences for customers.

Proactive customer care

Drive better experiences and deflect calls away from the contact center by integrating Oracle Digital Business Experience with your self-service channels to improve transparency and empower customers to take control of their experience.

Keep customers in the loop on the status of their account by making information including account details, order status, usage, billing, and payments available across self-service channels. Put the power back in the hands of the customer by enabling them to manage their account including making changes to account services, updating billing preferences, making payments, configuring thresholds and notifications, and managing resources across account users.
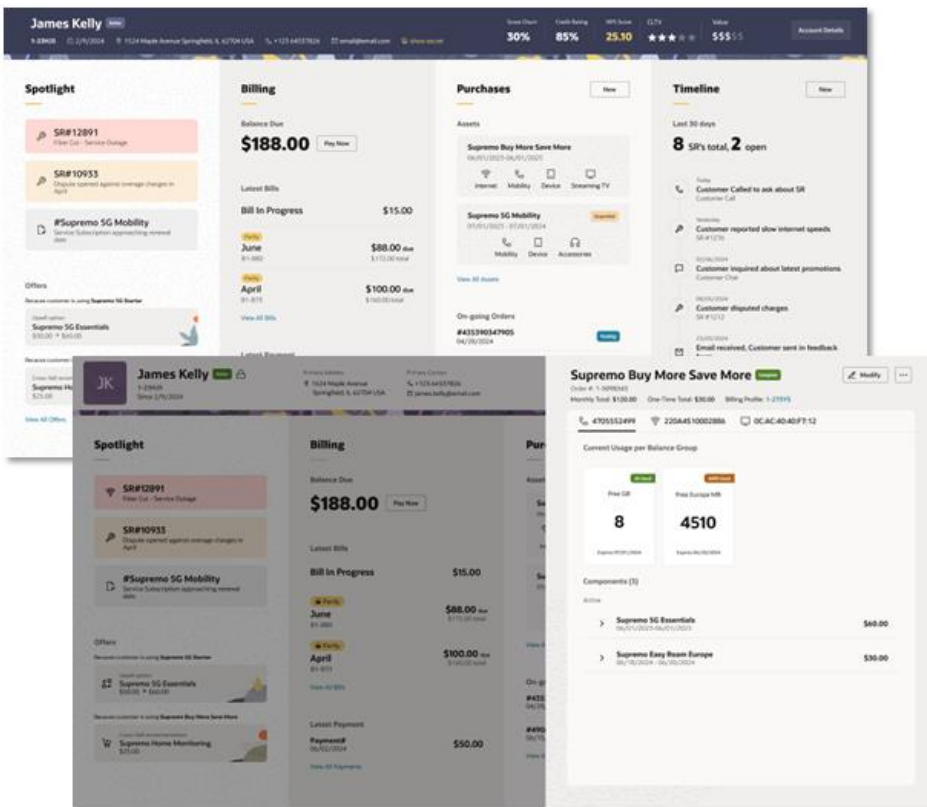

Image 4. Drive loyalty with intelligent, personalized customer care across channels using Siebel CRM

Further enhance the self-service experience by incorporating Oracle Digital Assistant as your first line of customer support. Using natural language processing (NLP), custom algorithms, and GenAI to understand common conversations, and derive accurate intent and context to create conversational chat experiences for customers.

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Enhanced agent productivity and efficiency

For those customer engagements that require a human touch, Oracle Digital Business Experience offers an AI-enhanced 360º agent experience to improve productivity and efficiency.

Seamlessly manage customer engagements across channels with a customer service representative (CSR) portal, computer telephony integration (CTI) toolbar, chat, and email management available out-of-the-box.

Reduce agent average handling time (AHT) while achieving customer satisfaction (CSAT) goals by leveraging pre-built connections to Oracle Cloud Infrastructure (OCI) GenAI services to understand customer sentiment and solve queries faster.

Improve first call resolution rates for your contact center by using Siebel Smart Answers to query knowledge management systems to quickly return responses to common questions and issues, and next best action logic to help guide agents in solving customer issues faster.

Finally, eliminate miscommunication and the need for agents to annotate customer accounts after engagements by using GenAI for real-time call transcription and account annotation.

Improve business agility with a full featured, productized, and configurable solution

Maintain control

At Oracle, we appreciate the differences and idiosyncrasies of our customers and understand that every business will have a slightly different set of business requirements. That is why we have designed Oracle Digital Business Experience to be a full-featured, productized solution that is highly configurable and modular – ensuring that our customers can retain control in how and where the solution is deployed, and managed.

Oracle's consulting services and extensive partner network, provides CSPs with more choices and even more control over the implementation and management of the solution.

Beyond the robust features, IT teams can further tailor the solution to specific business requirements by leveraging an array of extensibility tools that are available out-of-the-box. Integrating with third-party applications are also made more seamless with a library of REST and TM Forum-certified Open APIs, a custom API generator, and an API gateway.

Increase operational efficiency with a flexible, future-proof architecture

Business flow automation

Telecommunications services are quite multifaceted, requiring many complex business processes. Building new process flows to accommodate rapidly changing business requirements, however, often leads to process proliferation that hinders operational efficiency and business agility. Complex businesses require sophisticated solutions. Oracle Digital Business Experience uses a solution-driven design approach that prescribes best practices and standards-based business flow automation across concept-to-cash-to-care, streamlining operations.

- Connect specific Generative AI Services compute resources (either OnDemand or Dedicated Cluster)

Siebel AI application

Siebel AI Application provides a collection of out of the box functional use cases that leverage OCI AI & Generative AI services within both user driven and automated task flows. This results in benefits such as improvements to productivity, accuracy and improve customer experience. Acting as if it were a co-worker or assistant, the standard use case provided which can be customized, provides the following functionality:

- **Classification:** utilize the pre-trained OCI Language AI Service model to classify incoming requests and auto-populate the area and sub-area fields that are often used for efficient routing

- **Sentiment analysis:** use Generative AI to determine the sentiment of all inbound communication so that the call center agent can better understand how a customer is feeling about their current service concern, products, or services

- **Auto-summarization:** at the time of closing the service request, the call center agent has the option to auto-generate a closing summarization of the service request using Generative AI, that can then be reviewed and revised before sharing with the customer

- **In-flight summarization:** in situations when the call center agent must transfer or collaborate with a subject matter expert to help resolve the service request, a summary can automatically be generated using Generative AI. This helps the new agent come up to speed quickly with the issue

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Cloud native efficiencies

Transform the way you work and improve operational performance with a modern, cloud native architecture. Oracle Digital Business Experience is developed in line with Cloud Native Computing Foundation (CNCF) principles including a containerized architecture, Kubernetes, WebLogic Operator, and Helm Charts for orchestration and automating deployment, scaling, and management of containerized applications. The solution also comes equipped with out-of-the-box support for open-source tools such as Prometheus, Grafana, and Kafka.

Design, test, deploy, and update services faster with continuous CRM updates and DevOps CI/CD tooling across the solution.

Flexible deployment

Oracle Digital Business Experience can be deployed on the infrastructure of choice – on-premise, private, public, hybrid, or multi-cloud, on OCI or third-party infrastructure.

Summary

Oracle Digital Business Experience enables CSPs to become techcos by taking full control of their IT stack and using technology in new ways to deliver better customer experiences and business outcomes at every stage of the customer journey. Only Oracle combines in-depth industry and cloud expertise to offer a broad suite of cloud-native products spanning infrastructure, network core, applications, and industries to support any CSP business strategy.

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