

## Oracle Complete Customer Experience for Consumer Goods: Delivering on the Promise of Brand Engagement

With enterprise class consumer experience, marketing, social, service and commerce solutions, only Oracle has both the experience and the specific solutions you need to fulfill on your brand execution goals and engage directly with your consumers.

### Consumer Experience

- Agile digital content delivery
- Smart recommendations and rich content personalization
- Dynamic faceted search and integrated merchandising
- Social listening

### Cross Channel Interactions

- Single, universal consumer profile
- Seamless 'always on' basket accessible any time or place
- Unified service and self-service
- Channel specific integrations (in-store, mobile, social, etc)

Increasingly social and always connected – today’s consumers are smart, agile, and unpredictable. They have high expectations in terms of quality and service, and expect their needs to be met with speed, relevancy, and courtesy. They want you to be present wherever they are – whether in-store, online or mobile. They share reams of information about themselves in online communities and interactions, and expect you to use this information to tailor the offerings, products, and services you expose to them while respecting their privacy.

In this new world, it is vital for consumer goods manufacturers to engage directly with their consumers to build loyalty and deliver value. Doing so requires a new approach to marketing and outreach, one focused on the delivery of superior differentiated experiences crafted specifically around the needs and expectations of the consumer. By leveraging and supporting not just the final sale, but a variety of moments across the continuum of the consumer’s brand journey, savvy consumer goods manufacturers create multiple layers of resonance and relevance for their brand with each consumer.

### Provide Exceptional Consumer Experiences

For many consumers, your online presence – across web, mobile, and social channels – is the primary face of your brand. It is vital that this “always on” extension of your brand truly embody your brand proposition, and that it do so in a way that is engaging and convenient for the consumer. You want to dazzle them with an exceptional experience at every touch point.

Oracle Complete Customer Experience for Consumer Goods supports differentiated and immersive consumer engagement experiences that take your brand beyond simple marketing to crafting consumer interactions. From personalized landing pages and microsites to customized offers and searchandizing, you can personalize the content and products that will most appeal to the consumer, deliver targeted promotions, and engage consumers when and where they need it.

### Manage Flawless Cross-Channel Interactions

Consumers come to your brand with a unique set of desires and expectations, and every consumer expects that their brand experience will be personally relevant. They are seeking a superbly executed brand experience specific to where they are in their own buying cycle, and they expect that experience to be consistent and yet tailored to the channel in which they choose to interact.

From personalized marketing campaigns and deep loyalty management to location-specific offers and recommendations, Oracle provides a comprehensive solution for you to design, execute, and manage truly immersive consumer experiences optimized across channels, including differentiated experiences for mobile, web, in-store kiosks, contact centers, social networks, and search engines.

**Personalization**

- Personalized positioning of products, offers, promotions
- Predictive decisions, based on history and real time context
- Blistering speed data access – structured and unstructured

**Engagement Platform**

- 360° consumer view across all channels into back office
- Knowledge, digital assets & core data mastered globally
- Sales, Service, Marketing, and Loyalty Program integration

**Drive Rich Personalization Based on Deep Insight**

Armed with ever increasing intelligence in their personal online lives, consumers today expect rich, intelligent interactive experiences throughout their buying journeys. Delivering that engaging and effective dialog requires a wholly new approach to consumer engagement.

With Oracle Complete Customer Experience for Consumer Goods, you can create unique, personalized paths that elicit engagement directly with individual consumers, unique to their needs of the moment and the way in which they choose to interact, but at the same time representing just a single point of interaction in a meaningful, ongoing dialogue. Powering that personalization is deep, dynamic analysis that leverages consumer interactions, recommendations, and user reviews to automatically deliver the optimal offers, products, and related content (video, user reviews, promotions, PDFs, social content) to your consumer’s fingertips.

**Deliver a Powerful and Agile Engagement Platform**

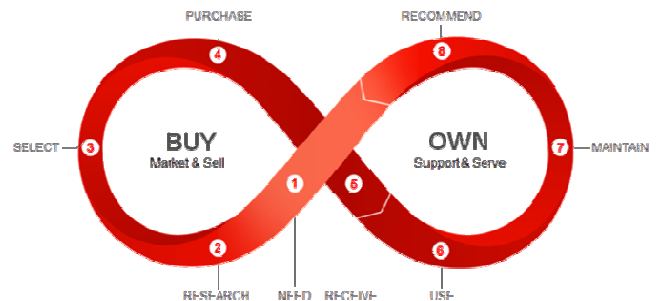
The foundation for consumer-centric brand excellence is your ability to identify, retain, and cultivate your most loyal and profitable customers with consistent engagement and differentiated customer service. Consumers desire engagement anywhere, anytime.

Oracle delivers on the promise of engagement with the deep data intelligence, comprehensive business process support, and embedded real-time insights you need, without sacrificing the scalability and security that is a pre-requisite of modern enterprises. From globally mastered data (including consumer and product masters as well as modern fundamentals such as knowledge base and digital assets) to extensive integration from the front office throughout SCM and ERP, Oracle provides the platform you need to control the consumer’s experience, driving substantial increases in lifetime revenue while delivering on your brand promise and providing world class customer service.

**Sophisticated Business Capabilities – Comprehensive Oracle CX Industry Solutions**

Our ultimate goal is not to create marketing programs and maintain websites, but to craft consumer interactions. Delivering on the promise of engagement enhances your relevance to the consumer at each step by delivering high touch experiences that personally engage consumers and build brand affinity through personalized, interactive engagement.

By looking at the consumer’s experience and thinking of how we can engage and delight that consumer – across media, across channels, and ultimately across the continuum of their buying journey – Oracle Complete Customer Experience for Consumer Goods will help you generate that meaningful dialogue to engage consumers on their terms.



**CONTACT US**

For more information on how Oracle can help you to better engage with your consumers, contact us at +1.800.ORACLE1 or visit [www.oracle.com/webcommerce](http://www.oracle.com/webcommerce).