

The Cloud Redefines Customer Experience

Oracle surveyed 323 communications technology decision-makers about how they might overcome challenges and harness opportunities by leveraging cloud communications.

CLOUD COMMUNICATIONS ENABLE ENGAGEMENT



56%

feel that most customer interactions start online, on mobile devices, or from an application.

60%

state that line of business is requesting live customer-engagement experiences.



65%

agree that cloud-based communications will be key to interacting with employees, suppliers, and customers.

CLOUD ADOPTION DRIVERS

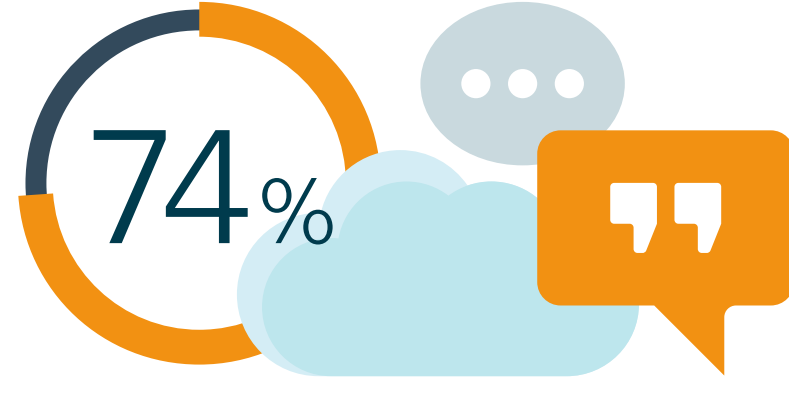
Business drivers for cloud adoption.



2 Reduce the cost



3 Increase employee productivity



74% of enterprises agree that cloud-based communications are a key factor in achieving business objectives.

BARRIERS TO CLOUD ADOPTION

Enterprises face challenges when adopting new cloud communications technologies:

1 Security



2 Organizational challenges



3 Integration with legacy systems



But they know that they must adapt, or face:



Loss of customers



Loss of revenue



Loss of competitive edge

COMPANIES ARE STRUGGLING WITH INTEGRATION

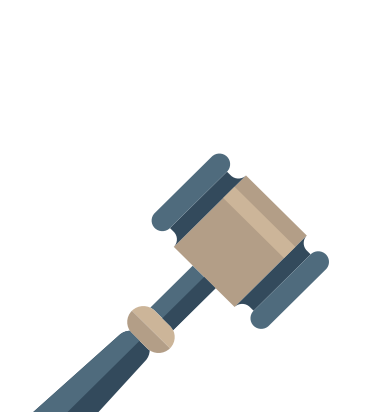
Many companies are struggling to introduce communications into their business transactions, giving themselves a C grade or below.



Grade C or below

61%

in financial services



Grade C or below

68%

in the public sector



Grade C or below

61%

in healthcare and life sciences



Grade C or below

61%

in hospitality and retail

CLOUD COMMUNICATIONS ARE THE GAME-CHANGER

Cloud-based solutions have overtaken [or superseded] earlier attempts to integrate communications into business practices and integrate disparate communications systems.

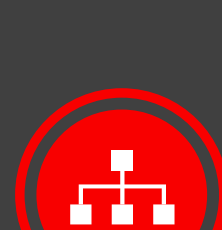
73% will accelerate deployment of cloud-based communications over the next five years



67% of high-performing enterprises have implemented, or plan to embed, communications into their business applications.



TAKE THE NEXT STEP



Discover how you can use enterprise communications to redefine customer experiences by visiting our website:

oracle.com/industries/communications/enterprise

Alternatively, view the full report [here](#).

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