

# Disruptive Services

## ORACLE® COMMUNICATIONS

Today's customers demand services that enable their digital lifestyle - to connect, share, create, shop, play, watch, book or learn. That is why customers use a combination of communication service provider (CSP) and over-the-top (OTT) services to enable their specific lifestyle. As a result CSPs compete with OTTs on services while enabling OTT services through connectivity at the same time. To be successful in this market CSPs have to provide a simple, digital experience and services that provide great value for money while being profitable.

**Oracle's Disruptive Services solution** enables CSPs to attract customers and acquire market share with a simple, personalized customer experience. It empowers customer with full control over their usage experiences using digital channels and provides the agility to adapt to changing market conditions and customer demands. As a result CSPs are able to compete with innovatively simplified and disruptively priced services and a simple, digital experience.

### KEY FEATURES

- Digital marketing with data management platform
- Complete and integrated omni-channel commerce
- Adaptive intelligence applications to deliver tailored, intelligent offers
- Knowledge empowered self-service and social service

### KEY BUSINESS BENEFITS

- Create a differentiated and engaging brand experience
- Acquire customers personalized across digital and social channels
- Launch new services and brands
- Reduce cost to serve with ultra-convenient self-service experience
- Empower customers with full control over their usage experience
- Turn customers into better brand advocates and drive NPS

## Attract Customers with Targeted Brands, Intuitive Services & Convenient CX

Oracle's Disruptive Services solution delivers innovative CX for the communications industry in the cloud. It enables CSPs to acquire market share by rapidly launching services in response to market dynamics. Offering innovatively simplified services with disruptive yet profitable pricing enables CSPs to differentiate especially when acquiring customer demanding both great value for money and convenient CX. In addition the solution allows to create differentiated brands, each targeting specific market segments to address specific customer needs.

To acquire customers from digital and social channels with a personalized offering, the solution provides more than 6 billion consumer profiles that allow to target every prospect personalized. And finally the solutions helps CSPs to understand what attributes comprise a profitable, revenue-generating customer to optimize advertising spend.

## Serve & Retain Customers With a Digital Service Experience at Lower Cost to Serve

Delight your customers with an easy and intuitive self-service experience that enables customer to maximize the service's value. Oracle's Disruptive Services solution helps digitally servicing and retaining customers with a convenient service experience that drives self-service adoption and empowers customers with control over their usage experience. The solution drives active social community participation and helps turning customers into members, resulting in strong customer advocacy and increased NPS.

**KEY FEATURES**

- Customer data management with data quality
- Big data to gain actionable customer insight
- Mobile and API platform to enable digital channels
- Integration and process management

**KEY BUSINESS BENEFITS**

- Deliver new services and brands in a short time to market
- Launch new digital interactions
- Quickly adapt to changing market conditions and customer demands
- Scale for business growth
- Run at low operational costs

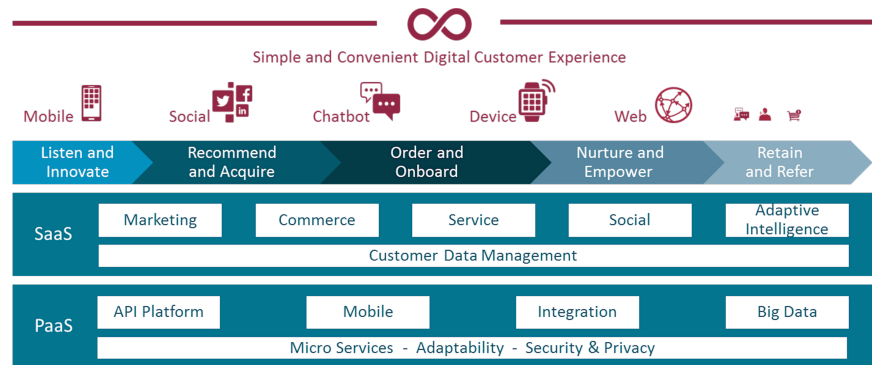
**Innovate and Scale at Low Operational Cost Powered by the Cloud**

Changing market conditions and customer demands are constantly driving the demand for innovation and agility. Oracle’s Disruptive Services solution is built on an agile platform that is designed to tailor the experiences and minimize the time and cost to launch new services and brands. As a cloud native solution it allows to rapidly create new capabilities and digital interaction with adaptive intelligence, chatbots, mobile apps, and an API platform. As a cloud solution, Oracle Disruptive Services allows to run the business at low operations cost and scales for business growth.

**Oracle’s Disruptive Services Solution Delivers Innovative CX for the Communications Industry in the Cloud**

The Oracle cloud is the next-generation public cloud that provides the agility, reliability, scalability, and security that modern businesses need. Oracle’s Disruptive Services solution is comprised of Oracle’s market leading SaaS and PaaS. This cloud-based solution is complete, data-driven, and secure.

Oracle’s Disruptive Services is an innovative CX solution designed for the communications industry that enables CSPs to profitably grow the business with innovatively simplified services, ultimate digital customer experience and agile business operation on a scalable, cost effective platform using the Oracle cloud.



**CONTACT US**

For more information about Disruptive Services Solution, visit [oracle.com](http://oracle.com) or call +1.800.ORACLE1 to speak to an Oracle representative.

**Integrated Cloud Applications & Platform Services**

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