

DEEP DIVE:

DIGITAL TRANSFORMATION + MODERN CUSTOMER EXPERIENCE

THERE ARE NEW STANDARDS FOR MODERN CUSTOMER EXPERIENCE. IT MUST BE:

// **CONNECTED** // **PERSONALIZED**
// **IMMEDIATE** // **TRANSPARENT**

To accomplish this, companies are undergoing digital transformation.

WHAT IS DIGITAL TRANSFORMATION?

DIGITAL TRANSFORMATION

(DIG • I • TAL • TRANS • FOR • MA • TION)

*(defined by Altimeter)*¹ The re-alignment of, or new investment in, technology and business models to more effectively engage digital consumers at every touchpoint in the customer experience lifecycle.

WHY ARE BUSINESSES DIGITALLY TRANSFORMING?

High performing companies are undergoing a digital transformation across customer experience to ensure they're capable of meeting new expectations set by two major factors:

1. EMPOWERED CUSTOMERS

Advances in the internet, mobile technology, and social media have transformed the buyer journey, blurring traditional, physical, geographic, personal, and time boundaries. Today's digitally-empowered customers are:

- In control. They're communicating,

interacting, and expecting 24/7 access to brands from any location, on any device.

- Eagerly adopting the latest technology. They're embracing anything that offers improved convenience or service to make their lives easier.

2. MARKET INNOVATION AND DISRUPTION

There's a lot to learn from digital disruptors when it comes to improving customer experience. Investments in big data, machine learning, the Internet of Things, and artificial intelligence are examples of how disruptors become agile enough to morph to evolving customer demands. Brands, like Uber and Amazon, are:

- Beating competitors to market and setting the bar high. They're not encumbered by existing brands, distribution channels, or investments.

- Effortlessly appealing to empowered customers. They're embracing technology to meet new standards and provide exceptional experiences.

WHO IS RESPONSIBLE FOR DIGITAL TRANSFORMATION?

The need for digital transformation across customer experience impacts any role within a company that is consumer-facing or helps generate revenue – and, accountability for revenue spans across the entire customer lifecycle. Digital transformation equips internal teams to perform better and achieve greater results:

MARKETING TEAMS: increase customer engagement + increase customer acquisition + prove ROI

SALES TEAMS: predictably grow sales + control the cost of sales

SERVICE TEAMS: reduce costs + increase customer satisfaction + reduce customer churn

COMMERCE TEAMS: increase online sales + increase margins + increase average order values

HOW DO I SUCCEED WITH DIGITAL TRANSFORMATION?

To make digital transformation worth the investment, it's essential that the customer has a connected experience. Only Oracle CX Cloud Suite offers a complete set of integrated, intelligent applications that help you digitally transform to connect every customer touchpoint and create consistent, personalized experiences. ■

[DISCOVER HOW>>](#)