



Creating Exceptional Digital Experiences

Accelerating Revenue Growth, Service Excellence,
and Business Efficiency with Oracle WebCenter



FIVE CORE CAPABILITIES OF A COMPLETE DIGITAL EXPERIENCE PLATFORM:

- » **Brand services**—supporting research, self-service, inbound marketing, and site experience
- » **Rich mobile applications**—providing highly specialized and differentiated, task-based mobile apps and services (such as store locators and loyalty programs)
- » **Advertising and marketing**—supporting the activation of marketing campaigns, programs, and activities across paid (search engine ads and banner ads), owned (white papers, videos, and e-mail), and earned (social) media
- » **E-commerce**—supporting purchase and transaction services, product recommendations, product catalogs, and advanced search
- » **Data**—supporting all audience data from first, second, and third parties to build detailed and rich customer profiles that inform the core services noted above, maximizing marketing effectiveness

Introduction: The Challenge of Engagement

Digital experiences have become the cornerstone of just about every customer experience, driven in part by the rapid spread of web, mobile, and social channels. Customers are in control. They decide how, when, and where they want to engage with your brand—whether it is in the store, over the phone, via a mobile app, or on the web. But no matter which channel they choose, customers expect your company to know who they are and to seamlessly recognize them at every touch-point. Mistakes are costly. Given the fluidity of today's online exchanges, consumers are often one click away from defecting to a competitor or broadcasting a bad experience to hundreds of friends.

In some cases, marketers and IT personnel struggle to create the right engagements because they lack the necessary connections among these sources of information. They rely on disconnected “point” applications, each with its own source of customer data. Customer information is often stored in multiple digital silos—both within the organization as well as from second and third parties. This information may include e-mail messages, interactions from social forums, data from weblogs, and much more.

With so many disconnected sources, it's difficult to develop a cohesive view of your customers, prospects, and audience segments. This disparity can lead to customer experiences that are inconsistent, one-dimensional, and lacking in context or relevancy. For example, web visitors may have separate types of experiences when they engage in a “buy” versus “service” manner across different devices and channels.

To market effectively in this diverse environment, you need systems that can rapidly convert anonymous audiences into “known” customers, so that they can be further developed into involved customers or advocates. This requires gathering rich, granular customer information to inform the entire customer-engagement loop, including buy-side and service-side experiences.

How do you deliver an experience that reflects your understanding of who your customers are so you can meet their needs, secure their loyalty, and effectively sell your products and services to them? You do it by eliminating information silos and fragmented customer engagement tools. You do it by creating a cohesive *digital experience platform* that can be leveraged across all marketing functions, and used to connect marketing activities to the rest of the enterprise.

Oracle WebCenter: The Center of Engagement for Digital Business

Oracle WebCenter is the center of engagement for digital businesses. It helps people work together more efficiently through contextual collaboration tools that optimize connections between people, information, and applications. Oracle WebCenter ensures users have access to the right information in the context of the business process in which they are engaged.

Market-leading companies around the world use this robust *digital experience and engagement* platform to launch new products, establish comprehensive customer-facing services, and construct nimble business models. They have learned how to empower their constituents with self-service operations—including customers, citizens, employees, suppliers, and partners—even as they optimize their business operations.

The Oracle digital experience platform can be integrated directly with enterprise business applications, analytics applications, and existing customer databases or data marts that run and drive your business. This platform also leverages a powerful, high-performance infrastructure that can support millions of transactions and personalized interactions. It is this single platform that allows you to support sales, marketing, client onboarding, warranty service, and other business functions—accessible through your

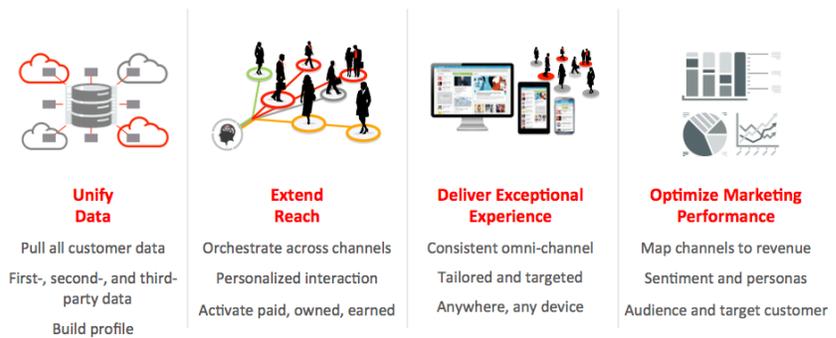


“Fifty-five percent of consumers prefer automated self-service, and 26 percent of them use their mobile devices for these activities.”

CISCO SYSTEMS

critical channels of engagement (web, mobile, social, in store, contact center, and others).

Enabling Next-Gen Digital Experiences



Four steps to next-generation experiences.

Oracle Digital Experience in Action

Panduit a world-class manufacturer of engineered systems and automation solutions, leveraged the Oracle digital experience platform to provide seamless, tailored, and innovative end-to-end digital experiences across both buy-side and service-side engagements. The solution includes integrated platform features, out-of-the-box social media connections, built-in analytics, and support for mobile devices. This robust digital experience solution has enabled Panduit to engage its sophisticated partner ecosystem with secure, multilingual, and cohesive online experiences.

The results have been outstanding. Panduit has improved the number and quality of sales leads via web and mobile interactions, yielding 57 percent growth in online transactions and US\$600,000 savings in the first year (a 58 percent return on investment) by eliminating redundancies within its technology stack. Site analytics reveal that users can complete online transactions 20 percent faster and with greater accuracy and consistency. [Watch this video](#) to learn more about Panduit’s successful deployment of digital experience and engagement technology.

Conclusion

Mobile, social, and cloud paradigms are creating new opportunities for growth and innovation, even as they force organizations to rethink how they should approach their markets. According to IDC, 70 percent of the buying cycle takes place before customers ever engage with a live sales person. That means that the first connection a prospective customer has with your company, and possibly the last, is governed by the quality of the digital experience you have created.

Today’s enterprises need to connect experiences to outcomes that encompass the entire customer engagement lifecycle. Becoming a digital business is imperative to the next wave of revenue growth, service excellence, and business efficiency.

For more information on how you can create exceptional customer experiences, visit oracle.com/webcenter and oracle.com/applications/customer-experience/index.html.

HALLMARKS OF AN EXCEPTIONAL DIGITAL EXPERIENCE

- » **Seamless:** A customer experience that engages and enhances your brand requires consistency across channels and devices.
- » **Tailored:** A customized experience delivers the right information and context to the right audience at the right time—throughout the engagement cycle.
- » **Innovative:** Leveraging social marketing, video experiences, rich mobile applications, and other interactive tools are all good ways to set your brand apart.

“84 percent of smartphone shoppers use their devices to guide their in-store shopping experiences.”

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