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Delivering Next-Generation Digital Experiences

Accelerating the next wave of revenue growth, service excellence, and business efficiency

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Introduction

Becoming a digital business is imperative for all organizations that wish to deliver the next wave of revenue growth, service excellence, and business efficiency. Today's enterprises need to connect "experiences" to outcomes, encompassing the entire customer engagement lifecycle. Line-of-business (LOB) and IT leaders have come to agree on the key business priorities: to grow revenue, acquire and retain customers, and improve customer satisfaction—all while reducing costs and minimizing risk. It's widely understood that the digital experience (DX) has become the cornerstone for all brand experiences. It's crucial that organizations get this right since the stakes for getting it wrong are extremely high.

Think about all the twists and turns that the average customer takes on his or her journey with your brand—all the touchpoints including traditional advertising, social marketing, mobile apps, and website interactions. Collectively, the experiences on this digital journey should connect customers with your brand, products, and services based on your knowledge and insight into their personas and online behaviors.

In short, the engagement vision of the organization has to match the reality of what customers experience. That's why innovative marketers rely on digital experience and engagement technologies to engage their audiences, launch new products, establish comprehensive services, and develop new and compelling business models. Marketers have learned how to empower their audiences—including customers, citizens, employees, suppliers, and partners—as well as how to optimize their business operations based on industry-leading digital experiences.

How do you deliver an experience that is frictionless and reflects your understanding of who your customers and audiences 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 by creating a single digital experience platform that can be leveraged across all marketing functions and used to connect marketing to the rest of the enterprise. Digital experiences that are informed by data unify the customer experience and help you build a base of engaged, loyal advocates.

This paper explains the value of this approach both for business leaders and IT professionals. As you read further, consider the following questions:

- What is your digital business strategy and how will it drive the next wave of business growth?
- How are you delivering multichannel customer experiences? Are they seamless, consistent, and secure?
- How are you delivering targeted content, offers, and experiences? Are they relevant? Are they automated?
- How easy is it for customers, partners, suppliers, and employees to exchange information and interact with your brand?
- How responsive are you in getting new products and services delivered through your channels of engagement?

The Rise of the Digital Experience

Digital experiences have become the cornerstone of just about every customer experience, driven in part by the rapid spread of customer activity among web, mobile, and social channels. For example, 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.

The majority of consumers prefer automated self-service and many of them now use their mobile devices to connect with their chosen brands. Today's digital ecosystem doesn't just represent a shift in shopping habits, but also a shift in power. 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, on the web, or via the recommendation of a trusted friend. When they do interact with your brand they expect you to quickly know who they are and what they need, and to seamlessly recognize and engage them at every touchpoint—consistently.

The High Cost of Getting It Wrong

As marketers size up this new digital landscape, it becomes clear that the stakes have never been higher. Many customers are one click away from defecting to a competitor or broadcasting a bad experience to hundreds of their closest friends on Facebook and Twitter. According to Blue Research, 94 percent of customers discontinue communications because of irrelevant messages and experiences.

Why do customers often sense a "disconnect" between experience and relevancy? One reason is disparate audience data. Unfortunately, customer information is often stored in multiple digital silos, including data within the organization as well as from second and third parties. It may include e-mail messages, interactions from social forums, data from weblogs, and much more, making it difficult to develop a cohesive view of your customers, prospects, and audience segments.

Another reason why customers disengage is because they have a poor or "broken" customer experience that is inconsistent, one-dimensional, and lacking the right 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. In some cases, they may not even be sure they are dealing with the same company. For example, if a consumer has been searching mystery novels she may wonder why she suddenly receives a promotion for a cookbook. Even worse are offers that come too late, such as a promotion for something that a customer has already purchased. Nobody wants to receive an offer for a 20 percent discount on a product that they just bought at full price.

Finally, both marketers and IT personnel struggle to create the right engagements because they lack the necessary control. Behind the scenes, they don't have a central hub for managing customer interactions and are using disconnected "point" applications, each with its own source of customer data. When marketers don't have a central hub for managing customer activities and orchestrating consistent interactions, the customer is bound to have an unsatisfactory experience.

Audience Engagement Challenges

Disparate Data
Fragmented silos
Lacks depth and richness
Activation challenges

Broken Customer Experience
Inconsistent
One-dimensional
Missing context or relevancy

Lack of Control
No central hub for managing interactions
"Point" marketing applications
Fragmented tools

Getting It Right

What do exceptional digital experiences look like? In order to deliver experiences that differentiate your brand, grow loyalty, and increase revenue, you need to:

- **Make it seamless:** Delivering a customer experience that engages and enhances your brand requires consistency across channels and devices. 83 percent of customers say they receive an inconsistent response across channels from their service providers. Market leaders create

frictionless, omni-channel experiences that not only delight customers, but also maximize cross-sell and up-sell opportunities. For example, a shopper may begin her search for a particular handbag on her laptop computer at home, continue that session on her mobile phone or tablet while riding the train, and then visit a retail store to narrow down her selection by seeing the bags firsthand. This entire cycle should entail seamless handoffs from one experience to the next. If that customer has opted to share her location and receive contextual data related to her whereabouts, she may even receive additional offers as she moves through the store.

- **Make it tailored:** A customized experience delivers the right information and context to the right audience at the right time—throughout the engagement cycle. For example, marketers can integrate website and e-mail campaign content as they target customers across channels and segment them according to their stated or implied preferences. Promotional messages will always be relevant and consistent, whether they are delivered through an e-mail message, on a web page, or via an in-store display.

- **Make it innovative:** There is a tremendous amount of noise in this digital arena, so you must engage customers in ways that differentiate your brand, grow loyalty, and increase revenue. Leveraging social marketing, video experiences, rich mobile applications, and other interactive tools are all good ways to set your brand apart. For example, you can deliver multichannel experiences that integrate websites with social networks so customers can easily log in with their trusted credentials. This type of federated login simplifies the experience for people who do not wish to create and maintain distinct accounts. More importantly, it lets them make recommendations and report on their experiences using their social network identities. And don't forget—today's customers want portals and websites that are optimized for mobile access. Those sites should seamlessly integrate content from back-end applications and data stores to create impactful, relevant, and contextualized experiences.

Delivering Next-Gen Digital Experiences

Innovative marketers know that the digital experience has become the most intimate relationship that audiences can have with a brand, short of using and buying a product. To market effectively in today's environment, you need to rapidly convert anonymous audiences into "known" customers who can be further developed into involved customers or advocates. These ideal customers are two times more engaged and yield five times the lifetime value of the average customer.

Next, you need to use this rich, granular customer information to inform the "engagement loop," which consists of buy-side and service-side experiences. Throughout their journey, customers will continuously interact with your marketing, sales, and service organizations in many ways, allowing for the opportunity to up-sell and cross-sell additional products and services, even as you engender greater brand loyalty throughout this process.

For example, a financial institution offering auto loans may engage prospective customers via a Google AdWord or Facebook banner ad, enticing them with a low interest rate. Once a prospect clicks on one of these ads she enters the buy-side of the organization's website, where she can peruse additional information, apply for a loan, and quickly receive an acceptance. After becoming a customer, she experiences the service-side of the organization as she reviews her account or perhaps makes payments online. These interactions present opportunities to engage this customer further by providing her with relevant offers, promotions, and services, such as new rewards credit cards and information on automatic payments. Ideally, these offers are tailored to her and every other customer based on their specific segments, personas, behaviors, and other information that the organization has gathered about them.

Executing the Vision

To turn this type of strategy into a practical reality, you need a single DX platform that can be leveraged across all marketing functions—including marketing communications, search, display/video/mobile advertising, website, and commerce—and connects marketing to the rest of the organization. This DX platform must provide the following critical capabilities, enabling marketers to:

- **Unify data**—pull or aggregate all customer data (including first-, second-, and third-party data) to build complete, rich, and granular audience and/or customer profiles
- **Extend reach**—orchestrate marketing campaigns and programs across all channels (omni-channel) to enable personalized interactions across paid, owned, and earned media
- **Deliver exceptional experiences**—create omni-channel experiences that are consistent, tailored and targeted, and available anytime, anywhere, and via any device
- **Optimize marketing performance**—map revenue to specific channels, capture customer sentiment, and better understand audiences and target customers

Enabling Next-Gen Digital Experiences

Unify Data	Extend Reach	Deliver Exceptional Experience	Optimize Marketing Performance
Pull all customer data	Orchestrate across channels	Consistent omni-channel	Map channels to revenue
First-, second-, and third-party data	Personalized interaction	Tailored and targeted	Sentiment and personas
Build profile	Activate paid, owned, earned	Anywhere, any device	Audience and target customer

To this end, Oracle has assembled an array of market-leading technologies into an integrated DX platform comprised of five core services:

- **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

All of these technologies represent best-of-breed capabilities in their own right and ensure access to needed functionality without compromise.
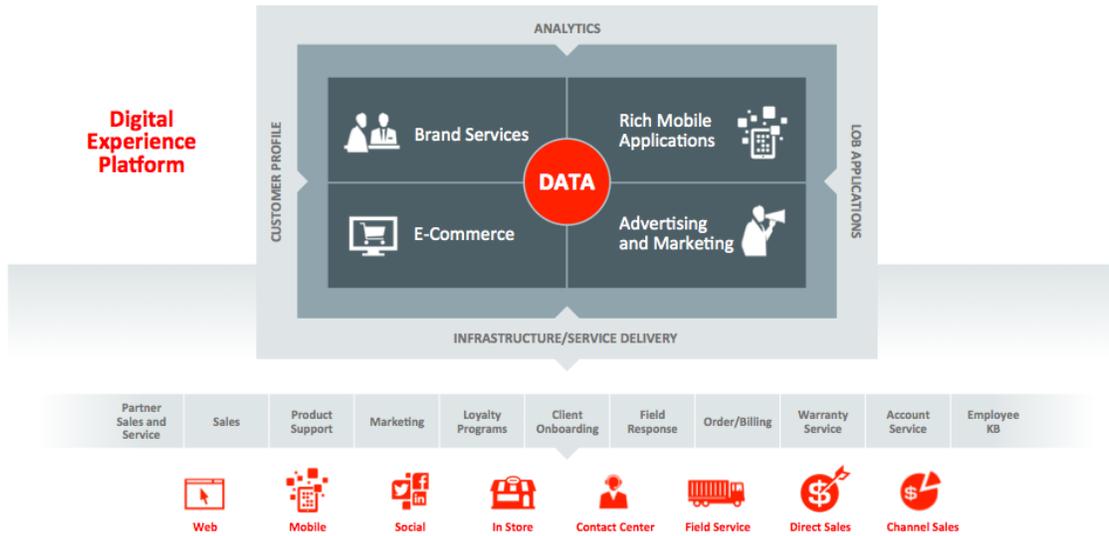
This platform can be integrated directly with enterprise business applications, analytics applications, and existing customer databases or data marts that run and drive your business. This platform also leverages a powerful, high-performance infrastructure that can support millions of transactions and personalized interactions. It is this single platform that allows you to support critical use cases such as sales, marketing, client onboarding, warranty service, and other business functions—accessible through your critical channels of engagement (web, mobile, social, in store, contact center, and others).

Case in Point: Panduit

Consider Panduit, a world-class manufacturer of engineered systems and automation solutions for leading-edge data centers and commercial buildings, with operations in more than 100 countries. Following a period of rapid channel growth, managers decided they needed to take a more comprehensive approach to serving their direct customers, distributors, and other partners. They wanted to establish an end-to-end digital experience and engagement strategy that would allow them to:

- Effectively support a large partner ecosystem with self-service applications and content
- Modernize, globalize, and rebrand the panduit.com website and partner portals to prevent loss of business due to session drop-offs
- Create an integrated web solution for all customers and partners, with a single address that accommodates web, mobile, and social media channels
- Develop a catalog of self-service functions that can be assigned to partner and customer segments according to role

To meet these requirements, Panduit 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 capabilities, and support for mobile devices. This 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 a 57 percent growth in online transactions and a US$600,000 savings in the first year

(a 58 percent return on investment) by eliminating redundant technologies 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 technologies.

Conclusion

While you may not know Oracle as a marketer, rest assured that Oracle absolutely knows marketers. 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.

With a single, integrated DX platform you can empower your team to:

Increase revenue
- Boost conversions and accelerate purchase paths
- Increase up-sell and cross-sell opportunities and increase share of wallet
- Keep relevant products top of mind

Acquire and retain customers
- Rapidly convert anonymous users into ideal customers
- Increase the number of ideal customers
- Drive advocacy and improve customer lifetime value

Reduce costs
- Automate experiences and personalized interactions—at scale
- Optimize data investments and marketing spend
- Avoid custom integration

Optimize performance
- Attribute marketing performance across channels and audience segments
- Identify best-performing programs
- Continuously improve engagements

For more information, visit oracle.com/webcenter and oracle.com/applications/customer-experience/index.html.

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Hardware and Software, Engineered to Work Together

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February 2015