

Deliver Personalized, Omnichannel, Connected Experiences

Innovate, Engage and Transform for the Experience Economy

By now, you may have noticed that your customers have changed. They've changed how, when, and with whom they choose to do business. Today's telecommunications customers buy experiences, even for commodity products.

This shift, known as the Experience Economy, has created an opportunity for over-the-top (OTT) vendors to strip away market value from traditional communications service providers (CSPs). By building relationships with customers that are based on delivering exceptional experiences, OTT vendors have left CSPs to be relegated to providing commodity technology and suffering margin erosion.

To regain their footing, CSPs like you will need to change how you do business.



Although most CSPs already embrace digital channels for engaging their customers, delivering exceptional digital service experiences goes beyond launching a mobile app or offering online customer service options.

The new battleground is the smart use of data and AI to offer customers hyperpersonalized, omnichannel, connected experiences based on deep insight into digital profiles and behavior. And CSPs have access to vast quantities of data flowing through their network, website, apps, and even more, which will accelerate with 5G deployment.

Omnichannel Customer Data Matrix

	Inferred Data	Observed Data	Self-Reported Data
Third-Party Data	Inferred household income	Mobile device ID Set-top box data Purchase preferences	Social media page likes
Second-Party Data	Product/category preferences	Web cookie data	Self-identified household income
First-Party Data	Cross-device identity matching	Loyalty program activity Purchase history	Date of birth Mailing Address
Zero-Party Data			Preference insights and purchase intentions

To reclaim their competitive advantage, CSPs must unify their data in order to turn insight into revenue.

And to craft a successful digital strategy that meets the needs of modern communications customers, CSPs will need to:

- Gain deep insight into customers and prospects
- Engage audiences via new digital channels
- Rapidly launch timely products that are relevant and personalized
- Offer customers “always on” engagement consistently across channels

“68% of digital leaders are prioritizing the creation of a single view of the customer across disparate data sources as a means of creating immersive, engaging and contextually relevant experiences.”¹

When businesses facilitate new ways to engage with customers, *everyone wins*.

Customer Benefits

Enhance Your Customers' Experience with...



- Channels of choice
- Personalized, real-time offers
- Immediate service turn up

Improve Your Employees' Experience with...



- Relevant customer information
- Intuitive, optimized interactions
- Blended sales & service
- Contemporary, engaging workplace

Business Benefits

To Drive Growth & Profitability

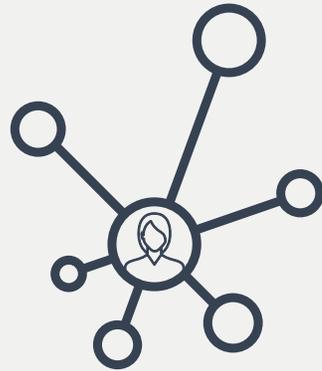


- Time to market
 - Rates of offer uptake
 - Customer lifetime value
-
- Costs for marketing, acquisition & service
 - Customer churn

Providing exceptional customer experiences begins with understanding customer behavior.

But providing customers with truly engaging, highly flexible digital experiences isn't easy. CSPs confront several blockers, such as siloed data platforms that don't communicate, along with legacy systems that slow development and delay the uptake of new offers. These blockers constrain agility and impede innovation, resulting in a lack of competitiveness.

The solution lies in a partnership with a robust, cloud-based partner who can help to realize these customer services from the ground up, integrating marketing, sales, and seamless service delivery.



Flexible Digital Experience

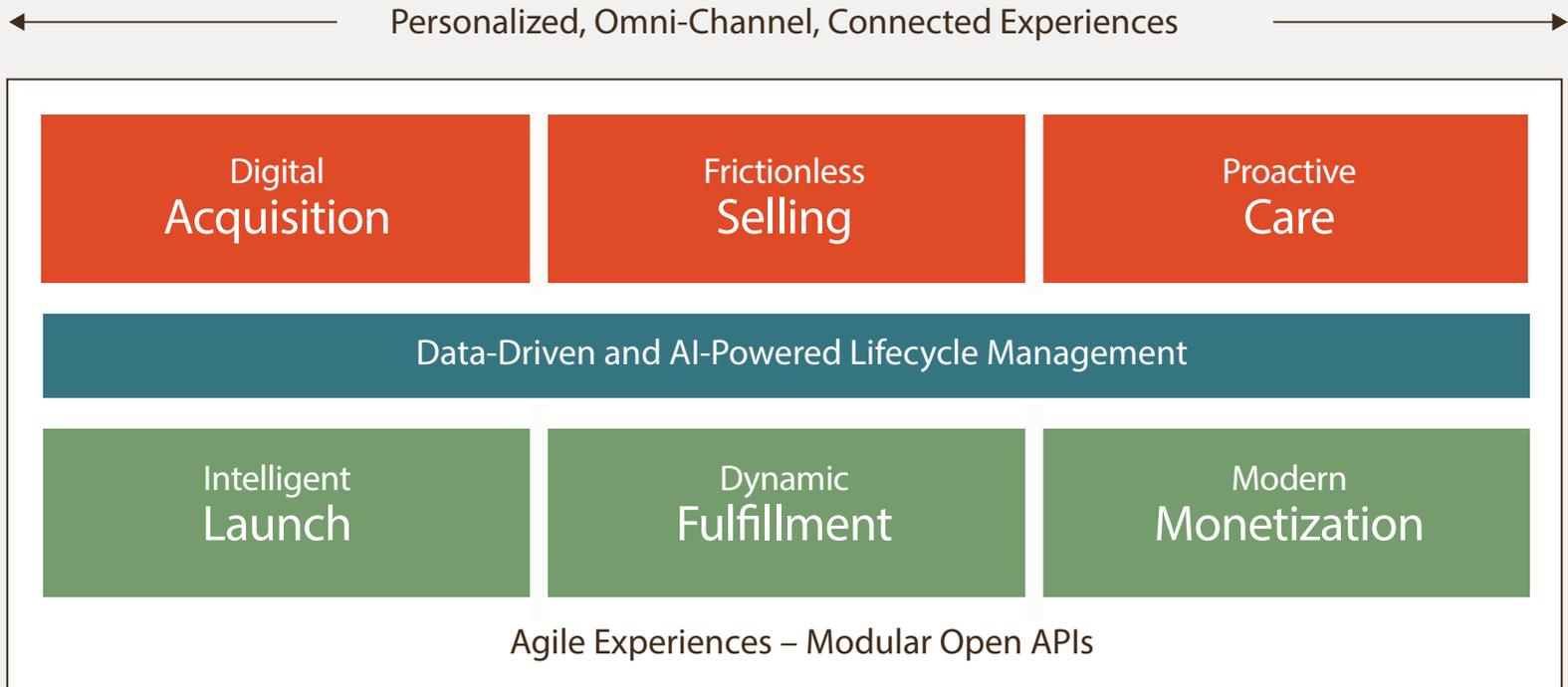
“The most successful companies are advancing from simply being customer aware to being customer obsessed and are using the cloud to help tie in data from different ecosystems and independent third parties to deliver the data and insights that customers truly want.”³

James Staten,
VP and Principal Analyst Serving CIO
Professionals, Forrester

Designed specifically for the communications industry, Oracle Digital Experience for Communications (DX4C) is a complete solution that enables CSPs to innovate, engage, and transform to succeed in the Experience Economy. DX4C leverages digital behaviors, data, and AI to transform the customer experience throughout the buying lifecycle. From launching new offers to acquiring new customers to omnichannel sales and after-sales care, through to fulfilling and monetizing a stable of services.

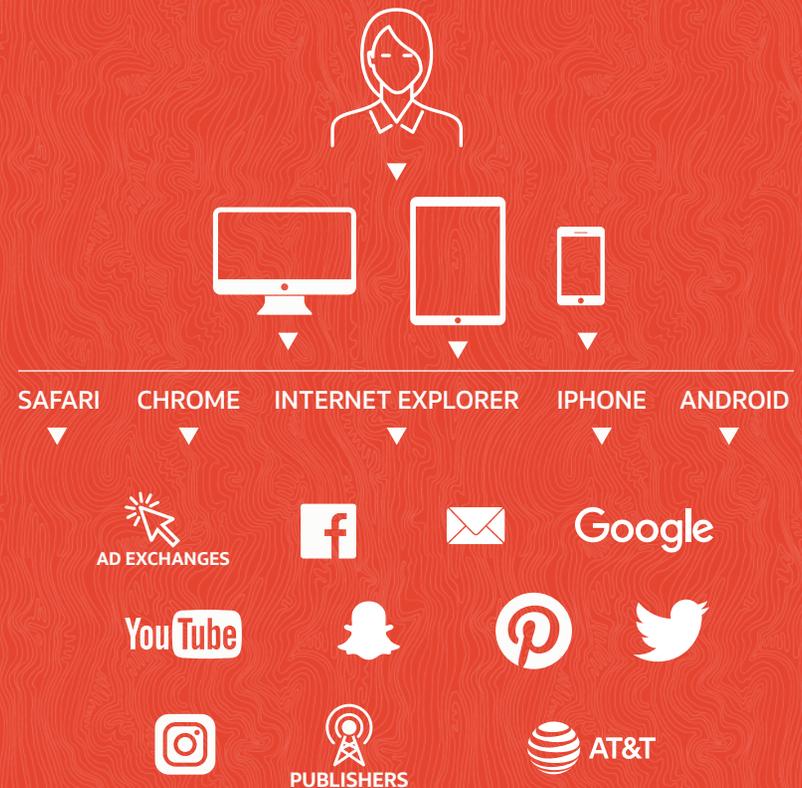
It combines the feature richness of leading CRM dashboards, such as Oracle's Siebel, with new customer experience innovations in data-driven insights, personalization, and connected intelligence.

Digital Experience for Communications (DX4C)



Digital acquisition

Understanding your audience's behavior is key to developing a digital experience just for them. This includes digital marketing and social listening, using digital profiles and adaptive intelligence by analyzing behaviors, and using intelligently designed offers. These offers optimize marketing decisions, personalize content in real time to acquire new customers, and retain existing customers through digital channels.



\$100B

IDC: By 2022, the Global 2000 businesses will be investing over \$100 billion annually on big data, analytics, and AI solutions targeted at improving their customer data acquisition and analysis.³

Frictionless selling

Customer journeys vary, even within an individual customer's experience. CSPs can contextually engage customers across all channels by delivering a highly personalized, conversational commerce experience using AI-driven recommendations. This will increase cross-sell/upsell opportunities, improve offer uptake, and reduce the cost of acquisition.

Proactive care

Empower customers, employees, and partners with information, digital engagement tools, and innovation to directly manage their subscriptions and their service experience through both unassisted (digital) and assisted (agent) channels. Connected intelligence enables CSPs to surface relevant, contextual customer data and content. DX4C blends both sales and service, establishing new revenue and upsell opportunities for CSPs where “Care is the new commerce.”

40%

IDC: By 2024, 40% of consumers and businesses will engage in “continuous commerce” for products and services, opting in to automated transactions enabled by data-driven predictive analytics and IoT.³

\$87.5B

Last year, \$87.5B in sales were influenced by personalized offers to consumers – highlighting the need for actionable customer intelligence and unified engagement strategies to drive frictionless, cross-channel interactions.¹

Intelligent launch

Real-time customer insights are used to ideate, create, and launch customer-centric (not product-centric) offers. Intelligent Launch allows CSPs to provide the right offerings to the right customers at the right time, with faster time to market, improved offer uptake, and reduced cost to market and risk.

Dynamic fulfillment

Fulfill and deliver customer orders at scale with fully automated, model-driven orchestration of orders through their entire order lifecycle, leading to immediate service turn-up.



Customer purchases or subscribes to new offer.



OR



Depending on the offer, the CSP is able to dynamically fulfill the order by digital download or in-person delivery.



Modern monetization

Any business model (B2C, B2B, and so on) can be monetized by employing flexible pricing, discounting and account structures, and the management of payments and collections, while presenting relevant billing data, into the omnichannel care experience.

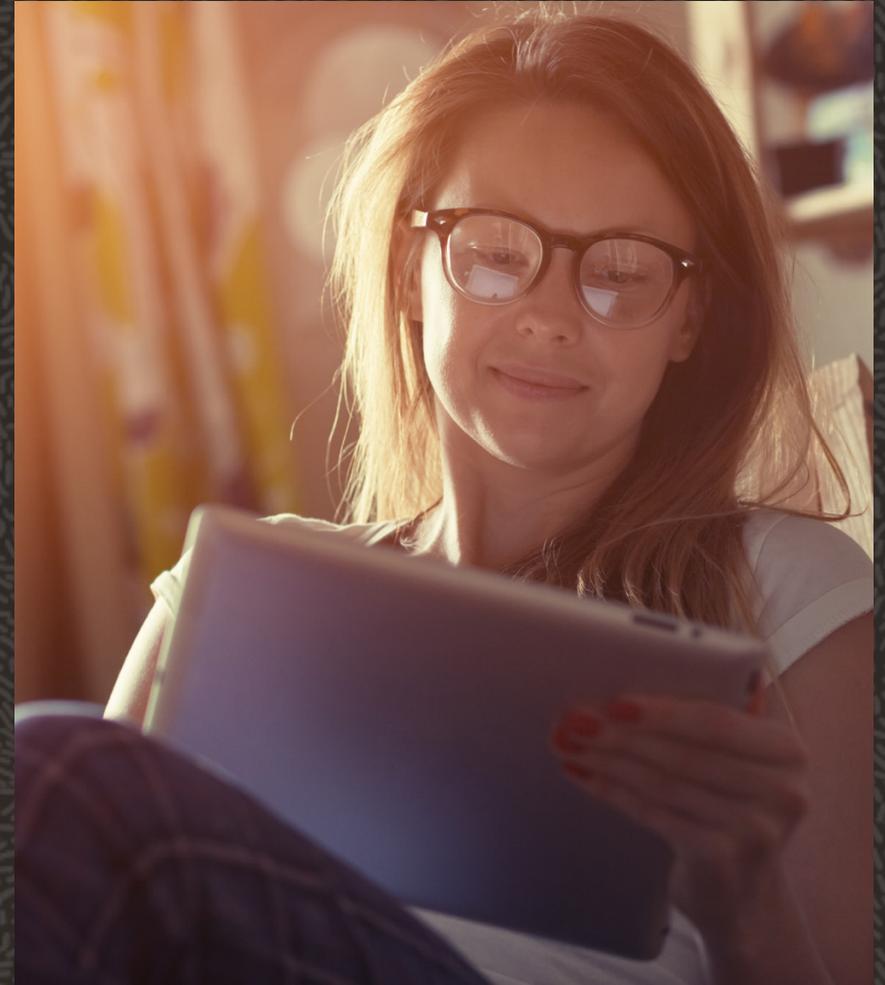
Digital experiences in action

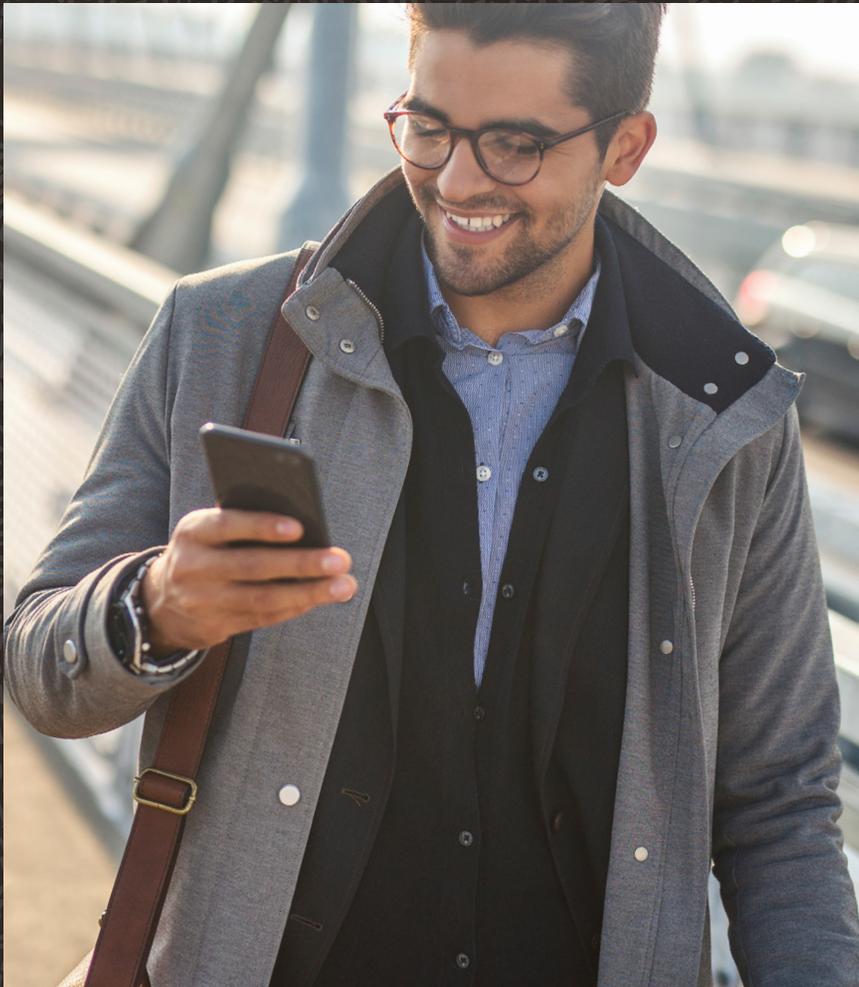
ORS Group evolves digital offerings

As ORS Group evolved into a digital content gateway, it needed to find a way to meet changing customer demands while keeping up with core business needs. The Oracle Digital Experience for Communications is helping the company get products to market faster, increase operational agility, and lower the cost of customer service.

“The Oracle Digital Experience for Communications platform provides us a complete, agile solution to support our core business, enabling flexibility, rapid product introduction, and fast solution configuration as we continue our digital transformation.”

Michael Wagenhofer,
Chief Executive Officer,
ORS Group





Vodafone personalizes customer relationships

Vodafone needed a solution that could help engage customers and drive marketing results. Oracle is helping the telecommunications company drive greater marketing revenue through personalized customer experiences.

“By integrating our social data with our marketing data, we have increased the quality of our database, have better insights and the ability to do personalization and relationship marketing.”

Mike Cozens, Digital Experience Lead, Vodafone Global Enterprise

Companies that provide multichannel digital experiences are poised to win against the competition.

Learn more about [Oracle Digital Experience for Communications](#).



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