ORACLE®
Communications

Digital Experience for Communications
Digital Convergence

Digital Convergence is a Digital Experience for Communications (DX4C) Solution that enables communications service providers (CSPs) to differentiate on customer experience and provide tomorrow's experience today. The solution helps CSPs to personalize every customer interaction across all touchpoints in real-time at the exact micro-moment to create the ultimate experience. Digital Convergence provides a unified, intelligent platform that enables CSPs to know their customer, acquire them with personized offers, engage customers with a true omni-channel experience, fulfill and monetize their services, and empower customer with full visibility and control. With Digital Convergence CSPs are able to understand customer demand, introduce the perfect product quickly and innovate with agility.

REINVENT CUSTOMER EXPERIENCE FOR THE DIGITAL AGE

Communications service providers (CSPs) have never faced a more challenging environment. Their customers have changed. They are always connected, always aware, and always sharing. They demand simple, personalized, and proactive experiences on their terms.

CSPs are facing significant disruption from digital innovators. These lead by differentiated customer experience and have won customer's mind share for modern communications services. As a result CSPs are at risk to be perceived as connectivity providers rather than digital lifestyle enablers.

Finally, CSPs have to capitalize their investment in new technologies such as 5G by protecting and growing their customer base, diversifying revenue streams through new business models and reinventing their core processes. CSP must act now and reinvent customer experience for the digital age to differentiate and delight their customers by providing tomorrows experience today.

Key Features

- Digital marketing with data management platform, audience selection, campaign launch & orchestration

- Single, dynamic view of the customer across 1st, 2nd and 3rd party data

- Offer and content personalization using AI

- Omni-channel commerce and sales catalog

- Configure-Price-Quote (CPQ) with subscription ordering

- Knowledge empowered and social service

- Enterprise catalog with one click publishing

- Customer data management with data quality

- Conversational interactions and voice driven digital assistants

- Mobile and API platform to enable digital channels

- Fulfilment and Monetization

- Cloud solution from single vendor including CX, AI, Fulfillment, Monetization and PaaS.

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KNOW YOUR CUSTOMER AND PERSONALIZE EACH EXPERIENCE

Oracle's DX4C Digital Convergence solution helps CSPs understand their customers behavior and the intent of every prospect & customer using a digital customer profile. The solution enables a single, dynamic view of the customer across 1st, 2nd and 3rd party data. It delivers timely intelligence about the customers to personalize the experience in real-time and optimize the brand experience across the customer lifecycle.

ACQUIRE ANONYMOUS SHOPPERS WITH INTELLIGENT OFFERS

Digital Convergence helps CSPs to acquire and attract prospects & customers with personalized offers and a frictionless onboarding experience. The solution uses digital profile driven digital marketing to target individual customers using own and paid channels. It leverages adaptive intelligence to provide every customer with a personalized offer recommendation to increase offer uptake at improved marketing ROI.

ENGAGE CUSTOMERS PERSONALIZED THROUGHOUT THEIR LIFECYCLE

Digital Convergence enables CSPs to engage customers with relevant, personalized offers and a single shopping cart omni-channel experience. The solution helps create an intelligent micro-moment experiences by adapting to every customers' current journey. Digital Convergence enables CSPs to engage customers with a differentiated brand experience, and personalized interactions across the customer lifecycle.

EMPOWER CUSTOMERS, DRIVE NPS WHILE REDUCING COST TO SERVE

Digital Convergence helps CSPs to empower customers with full control over their usage experience, so they can maximize their services' value. Providing a nurtured service experience is a key differentiator as service interactions have the highest impact on customer satisfaction across all lifecycle phases. The solution provides customers with intelligent digital assistant, spot-on knowledge, and easy self-service to drive NPS and turn customers into brand advocates while reducing cost to serve.

Digital Convergence empowers CSPs employees and partners with a 360-degree view of the customer and the right information, digital engagement tools, and innovations to serve every customer individually.

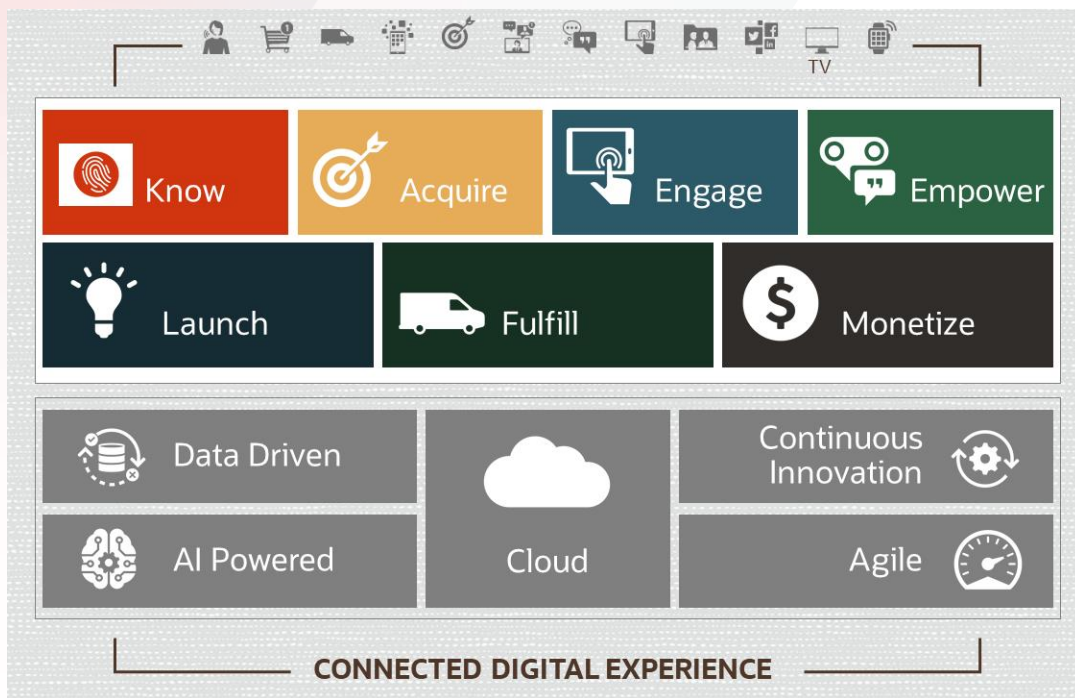## LAUNCH THE PRODUCTS AND SERVICES CUSTOMERS DEMAND

Digital Convergence enables CSPs to shift the paradigm for new service introduction to drive customer-centric service innovation and offer uptake. The solution provides a holistic approach to new product introduction across offer ideation, offer creation, and offer launch and presentation to create more relevant, impactful digital offers. By providing a common and consistent definition of product information, the solutions helps CSPs simplifying and streaming the offer introduction across sales, ecommerce, ordering, fulfillment and billing. The solution empowers CSPs to easily launch new service offers, tailor them to specific customer micro-segments and reduce time-to-market.

FULFILL CUSTOMER ORDERS AND MONETIZE CUSTOMER PRODUCTS

Digital Convergence allows CSPs fulfill customer orders with dynamic Orchestration of products and services across participating systems, partners & networks. It enables monetization of customer products & services with real-time balance, rating & revenue management.

Key Benefits

- Create a differentiated and engaging brand experience
- Acquire and retain customers across digital and social channels with an ongoing personalized dialog
- Increase customer insight to anticipate needs and deliver tailored offers and information at the right time
- Empower customers with full control over their usage experience
- Provide ultimate convenience, proactive and personalized service experience across channels and devices
- Turn customers into better brand advocates
- Increase offer uptake with services addressing specific customer demand
- Deliver digital services in a short time to market, leveraging an extensible cloud platform
- Rapidly enable new digital interaction channels with a modern, micro service architecture
- Agile cloud delivery and continuous innovation

ORACLE'S DX4C DIGITAL CONVERGENCE SOLUTION DELIVERS INNOVATIVE CX FOR THE COMMUNICATIONS INDUSTRY IN THE CLOUD

CSPs must rapidly adapt to market changes and to customer demands. The Oracle cloud is the next-generation public cloud that provides the agility, reliability, scalability, and security that modern businesses need. It is built on an intelligent platform that is designed to tailor the experience and create new digital interactions with digital assistants, mobile apps, and an API platform to enable digital ecosystems and marketplaces.

Digital Convergence is comprised from Oracle's market leading SaaS and PaaS. This cloud-based solution is complete, data-driven, and secure.

Oracle's DX4C Digital Convergence is an innovative CX solution designed for the communications industry that enables CSPs to provide the ultimate customer experience and deliver tomorrows experience today.

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