The Experience Economy

Connected.
Intelligent. Data-driven.

ORACLE

Today's consumers aren't just customers; they're also innovators. With technology at their fingertips, they're forever experimenting with how they find and consume products and services. They want unlimited choices and unparalleled convenience—from answers provided within milliseconds to purchases delivered within hours. And the interactions those consumers have with your company along the way are becoming even more important to them than what they bought.

This is the Experience Economy. It's not exclusively the domain of B2C brands; B2B customers now have the same high expectations, whether it's subscription pricing for medical devices or self-service shopping for airplane parts. This transformation in how consumers interact with brands—and cultivate personal relationships with them—requires companies to reimagine everything from their marketing and sales strategies to their revenue models.

THIS IS WHERE ORACLE CAN HELP

[We created a customer experience cloud platform](#) that helps companies better understand who their customers are and how they interact with their brands.

Using artificial intelligence, companies can instantly recognize key characteristics about their customers, and then immediately present highly personalized offers tailored to their interests in the precise moments they're most likely to buy. This will be your competitive advantage. Ready to dive into the Experience Economy?

Connect Your Intelligence

Employ a [single cloud platform](#) for marketing, sales, and service processes. You'll be able to track customer behaviors throughout the relationship and provide them with consistent experiences tailored to their needs.

Before moving to Oracle Sales Cloud, Panasonic's salespeople had to export all of their data into spreadsheets before they could analyze it, says Kevin Jones, managing director of Panasonic Europe's Mobile Solutions division, whose [Toughbook brand dominates Europe's rugged notebook and tablet sectors.](#) "The entire process would take weeks, just to run a report," he says.

Now, salespeople can start analyzing reports within a couple of hours, and they get insights into conversion probabilities, win-loss ratios, and average selling prices across different opportunities. "These activities were impossible to track in our standalone CRM system," Jones says.

Integrating Oracle Sales Cloud and Oracle Eloqua lets the company's executives "see exactly how our pipeline is being supported, where we're spending our money, and what we're doing to convert greenfield accounts while growing our current customer base," Jones says. In the past, he says, 60% of Panasonic's rugged device sales came from existing customers, the other 40% from new accounts.

Today, it's the reverse. By better aligning its marketing and sales teams, "we're not only able to close more net new business, but our pipeline of high-probability deals is the best we've ever had," Jones says.

[*Read this article online at Forbes.com*](#)

"CMOs are increasingly being measured by revenue. This requires a data-driven approach to better understand individuals, not just segments, and to predict customer needs based on real-time behavior, not just transaction histories."

— Des Cahill, vice president of customer experience development, Oracle.

Reimagine Your Revenue

While subscriptions have long been a popular way to sell magazines, newspapers, and more recently software, they're now a revenue model for companies selling everything from luxury cars and jet engines to clothing and entertainment.

"We've entered the era of Subscription 2.0," observes Des Cahill, an Oracle vice president of product development, an era in which B2B and B2C customers prefer subscription services for even complex physical goods. "The business opportunity to build recurring customer relationships and predictable revenue streams is tremendous, yet the changes companies need to make can be daunting," Cahill says.

That's because shifting from selling one-off products to selling products as subscriptions is challenging, as most companies don't have the pricing, billing, monitoring, revenue management and other "monetization" systems to support these complex selling models. The good news is that new software makes it possible to convert even the most rigid sales and financial systems into ones that flex to the changing needs of subscription providers.

Consider the example of a machine tool manufacturer selling a subscription to an automotive windshield maker for laser glass-cutting services. The manufacturer ships and installs the cutter at the glass fabricator's facility and bills the customer each month for the total amount of runtime, warranty fees, and any out-of-contract repairs. But if six months later the customer decides to expand into the marine industry and needs a separate cutter for boat windshields, "billing can get pretty messy," says Chris Shutts, vice president of product development at Oracle.

Instead, Shutts advises manufacturers to look for software platforms that can "co-term" new subscriptions with existing ones by prorating the terms for each purchase, calculating any pre-negotiated service-plan discounts, and then combining all of the charges into a single bill.

Read this article at WSJ.com
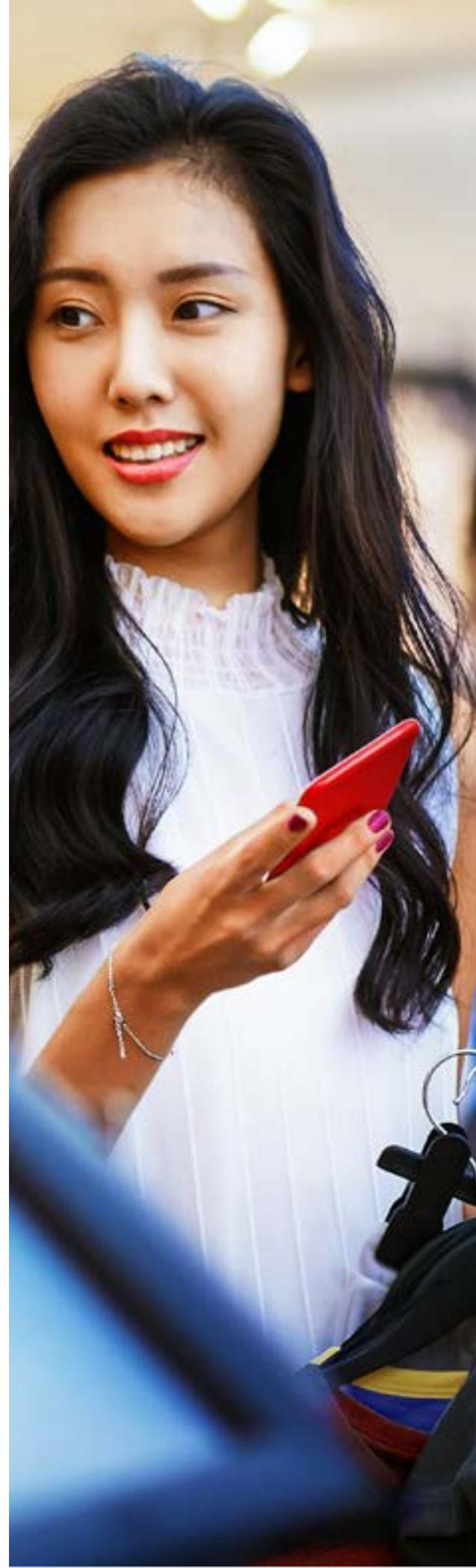
Take a B2C Approach

Go beyond an "if we build it, they will come" mindset. The Experience Economy requires every type of company to think and act as though it were a consumer brand, meeting customers where they're at.

Take AirBorn, an industrial manufacturer that makes complex spacecraft components, which its customers can configure and order in just a few clicks.

Using an Oracle Customer Experience Cloud Service application stack, AirBorn has created a self-service platform, which customers can use to configure products, then request quotes, and finally submit orders—with little or no help from the vendor's staff.

What's more, "we're no longer forced to spend hours sifting through spreadsheets and emails in search of customer contacts and order histories," says Mike Kramer, director of software integration and web applications at AirBorn. AirBorn sales reps can now log into Oracle Service Cloud and see, for example, exactly what everyone from a Raytheon division has configured, ordered, and purchased.

"What we're trying to do is take these billions of combinations and help guide customers, in a very easy way, to the right set of products they need," Kramer says.

Read this article at Forbes.com

Integrate More Data

By capturing and analyzing a wide range of data sources, you'll find new ways to reach customers, and create more predictable, profitable revenue streams in the process.

"CMOs won't be able to truly understand their customers until they've connected each source of customer data," says Joe Fuster, vice president of customer experience marketing at Oracle.

Connecting that data doesn't mean simply integrating sales, marketing, and customer service applications, he says. It requires collecting data from supply chain, dealer service, and finance applications; retail point-of-sale systems; social networks; email exchanges; and third-party online and offline sources.

"The only things a CMO will ever get from a standalone marketing app is data about when certain offers were sent to customers and how those customers responded," Fuster says. That data says nothing about the customer's personal interests, service histories, and other indicators that signal the customer's propensity to buy and predict what he or she will need in the future, he says.

"Yet all of those 'other' data points are the keys to great customer segmentation," he says.

Read this article at Forbes.com

Have You Joined The Experience Economy? Consider These 4 Tenets

"Knowing how customers responded to a marketing campaign, when they purchased a particular product, or what services they're subscribed to will help companies anticipate their customers' needs and deliver exactly what they want in the future."

— Rob Tarkoff, executive vice president of customer experience products, Oracle.