

Extreme Analytics Customer Experience with Artificial Intelligence

ORACLE®
Cloud

Extreme Analytics: Improving Customer Experience with AI.



Extreme analytics creates the potential to drive highly customized and personal experiences. Natural language processing with analytics running in the background, for example, will make consumers feel that they are receiving a unique personalized experience, even though they may not communicate voice-to-voice or face-to-face with anyone from the company.

No matter what device the customer uses to initiate contact, the technology will be in place to translate, interpret, understand behaviors, and anticipate needs.



Discover the Future of Customer Experience, Today

What will customer experience look like next year, or in five years' time? In this series of six articles, Oracle explores the future of customer experience management, helping you to meet the rapidly changing expectations of today's empowered customers.

Taking analytics in a new dimension.



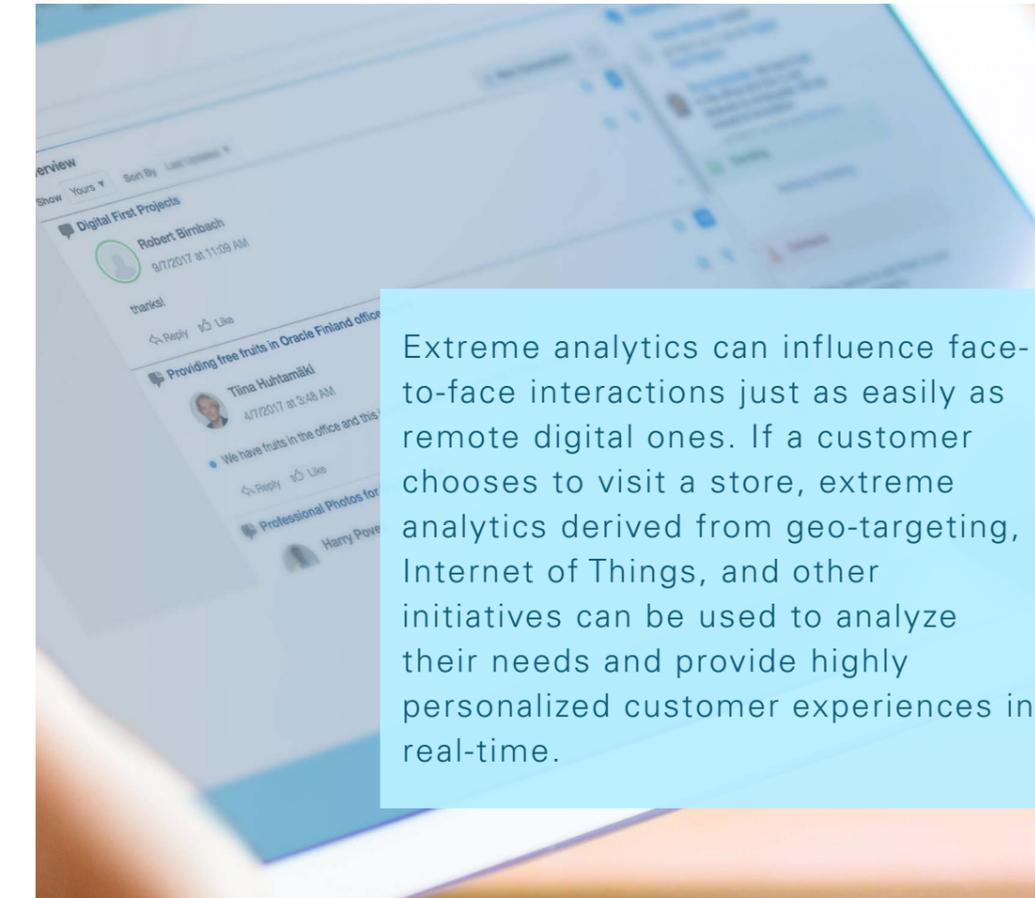
When analytics and big data are incorporated as a fundamental component of your business strategy, everyone is empowered to understand what happened and why it happened. Yet, today's customers are so fast-moving, so sophisticated, and so demanding that an extra analytics dimension is necessary to predict what customers will do next and use that into uniquely rewarding customer experiences. At Oracle, we refer to this insight into attitudes as 'extreme analytics'.

Extreme analytics is analytics driven by context. It begins by adding data from emerging practices like machine learning and artificial intelligence to reveal hitherto hidden patterns in your customer data.

However, this is just the start. Forward-thinking organizations will add advanced natural language processing to their analytics strategy to translate actions, interpret behavior, and anticipate needs – even if it's the first contact between the customer and the business.

This is extreme analytics in action: using new sources of data to ensure every customer receives a unique and rewarding experience, no matter which channel – human or digital – they choose to use.

How do you unlock the door to this extreme analytics? By having the right technology in place to understand customer behavior and anticipate needs, even if it's a first contact between the customer and your organization.



Extreme analytics can influence face-to-face interactions just as easily as remote digital ones. If a customer chooses to visit a store, extreme analytics derived from geo-targeting, Internet of Things, and other initiatives can be used to analyze their needs and provide highly personalized customer experiences in real-time.

How to build extreme analytics into your customer experience strategy.

These steps will help you integrate extreme analytics into your modern customer experience strategy.

1. Map your digital transformation journey

Extreme analytics starts and ends with the customer. Before you boldly transform your business processes, assess your customers' expectations; identify every step of their journey: how they are served, what they think about the experience, and how it makes them feel. Next, review all the data sources you need to deliver an analytics-based digital customer experience. Only then can you build a clear and actionable customer experience transformation roadmap.

2. Make extreme analytics a strategy – not a bolt-on option

Position analytics as a strategic shift for your organization, not a technology upgrade. You need to create an overarching data-phased strategy that formulates a vision and how it will enhance customer experiences, as well as employee experiences. With extreme analytics at the center of your thinking, you can be confident that your data insights will represent a complete understanding of your business.

3. Kill the fragmentation

The data that underpins your extreme analytics strategy is derived from every corner of the business, including internal and external cloud, legacy applications, plus big data applications. However, it is near-impossible to fully understand your customers all the time that data remains fragmented and locked away in difficult-to-reach silos. By contrast, a centralized, platform-based technology strategy connects all your data – from applications and equipment sensors, to web logs and social networks – and facilitates the extreme analytics you need to drive ultra-customized personal experiences.



4. Establish enterprise-wide governance

Build a program to oversee cross-functional data, development activities, and business implications. Include brand guidelines for new extreme analytics-powered technologies and create a process and standards to measure the impact of initiatives to determine the return on investment of your efforts.

5. Build a workforce skilled in extreme analytics

Tomorrow's customer experience professionals need to be skilled in extreme analytics. Don't get left behind in this war for talent. A digital-first, cloud-based human resources strategy brings functional human resources silos together, allowing you to examine talent management issues from an integrated perspective. By integrating data and processes, you will be uniquely positioned to source, recruit, develop and retain extreme analytics talent.



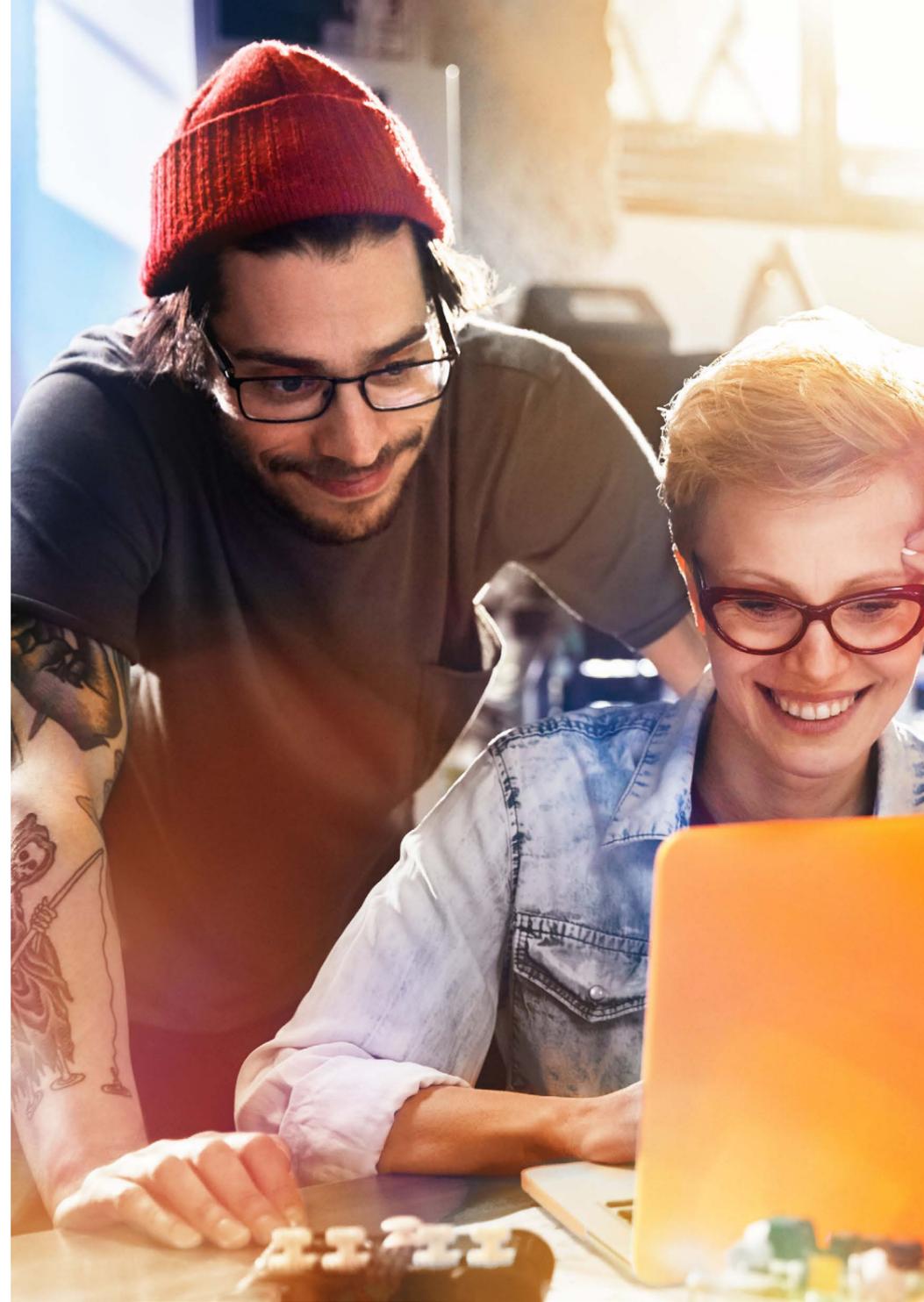
Oracle CX Cloud: your tomorrow today.

Oracle CX Cloud is your entry-point to extreme analytics. Using personalization, machine intelligence, and deep domain knowledge, this connected platform empowers your employees with relevant, actionable insights from data across applications, data warehouses, and data lakes. So you can deliver innovative customer experiences and achieve predictable and tangible business results.

The Oracle CX Cloud integrated suite of applications spans the entire customer lifecycle – from marketing to sales, and commerce to service – and links to many back office domains.

With social, mobile, messaging, analytics, and location capabilities built in, you can address your customers' needs as they move across channels —from online to mobile to physical location.

Oracle CX Cloud also embeds Adaptive Intelligence (AI), allowing you to automate the delivery of optimized, real-time customer experience outcomes. This AI capability plugs seamlessly into your existing CX Cloud applications, delivering product, content, and offer recommendations, and sales and service guidance to customers and employees.



Oracle CX Cloud gives you:

- **Connected data:** Unify, synchronize, and augment customer data across the entire customer journey.
- **Connected experiences:** Power continuous and consistent omni-channel experiences.
- **Connected intelligence:** Achieve a higher level of customer insight through advanced capabilities like AI, chatbots, Internet of Things (IoT), and more.

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Integrated Cloud Applications & Platform Services



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