

Oracle Engagement Cloud Customer Data Management

Clean, consistent customer data is vital to organizations' success.

Customer Data Management helps organizations consolidate, clean, complete and coordinate data to and from multiple sources. It can also standardize addresses, resolve duplicate record issues, and ensure the best version customer profile that reps and managers can trust. Oracle data management capabilities help companies drive increased revenue, improve operational efficiency and provide uniform customer data throughout the customer lifecycle.

WHY CARE ABOUT CLEAN, CONSOLIDATED DATA?

Customer Data Management is a topic that many organizations consider critical but tedious. Common problems that arise from inconsistent, incomplete and inaccurate customer data include:

- Poor customer service resulting from inaccurate data.
- Sales teams with multiple reps working on duplicate accounts.
- Ineffective marketing due to duplicate leads.

Reps and managers across sales, marketing, and service depend on customer data that is accurate and complete. When data is clean and consolidated, they all can manage their accounts effectively, run email campaigns using correct contact information, and facilitate upsell and cross-sell opportunities with confidence.

ORACLE CUSTOMER EXPERIENCE

- **Complete:** A comprehensive sales solution focused on driving performance and connecting business processes.
- **Innovative:** Productivity-driven apps offering deep customer insight with the flexibility to adapt and differentiate.
- **Proven:** Power global sales organizations and leverage recognized industry expertise for secure and scalable global operations.

CUSTOMER DATA CROSS-REFERENCING: THE KEY TO A SINGLE VIEW

Leveraging decades of Oracle experience in Master Data Management (MDM), Oracle Customer Data Management includes prebuilt source hierarchy and cross-referencing components. These components are used to link and merge identified duplicates into one best-version record while maintaining the reference keys needed for source system reference. This helps solve many of the challenges involved in maintaining clean and complete customer data. Data stewards can consolidate and remediate account and contact data from various sources using an embedded administrator tool. Additionally, they can import bulk data from internal or external data sources and can clean and dedupe records to create the best-version customer record, making it a trusted source.

With trusted customer records, the business has both a more effective management platform, as well as a single consistent, accurate customer view that can be used across multiple systems and business units. These provide a holistic picture that allows for rationalized account planning, improved sales execution, and customer profitability.

DATA QUALITY: THE KEY TO AGILITY & INCREASED REVENUE

The primary functions of data quality include:

- Catching duplicate data entries.
- Providing real-time and batch address verification.
- Enabling contact and account fuzzy searching and matching during data import.

DATA ENRICHMENT

Oracle Data as a Service (DaaS) for Sales enables smarter selling by helping sales teams discover and reach prospects with the highest quality and most comprehensive third-party data including millions of companies, contacts, and social media profiles.

CLEAN DATA WITH CUSTOMER DATA MANAGEMENT

Ensuring clean data over an extended period of time requires commitment, well-defined processes, and the right technology. Oracle provides the best-embedded data quality management foundation and tools for sales, marketing and service organizations.

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