

Oracle Customer Success Business Advisory Services

Accelerate the possibilities. You have powerful toolsets in Oracle SaaS solutions that can help you realize the business outcomes you need to stay competitive and drive results. But realizing value in the cloud requires more than technology. It also requires a transformation in organizational processes and culture—a new future-facing, innovation-focused, change-willing mindset.

Are you ready to create robust processes that are agile, build a culture that is resilient to change, and drive creativity and innovation? Engage with our Customer Success Managers today! They will help you get the most out of your cloud investment using an integrated approach that brings technology, business processes, and organizational culture together.

SERVICES TO SUPPORT YOUR SUCCESS

Oracle Customer Success Business Advisory Services, delivered by our Customer Success Managers, are value-add services that give you strategic perspective and insight needed for effective transformation. Centered around five fundamental value pillars, these services will help you overcome the challenges you encounter when trying to maximize your cloud investment.



Figure 1. Value pillars that guide customers to demonstrable and quantifiable value realization on Oracle solutions.

Key Challenges Businesses Face:

- Instability and poor process performance
- Maintaining security and compliance
- Poor adoption
- Continuous improvement planning and methodology
- Change resistance/ reduced productivity

Key Business Benefits

- Faster value realization through disciplined approach
- Value visibility and discovery through clear targets and trackable progress
- Improved process performance
- Better manage security and governance obligations
- Better adoption and usage of the product
- Greater organizational support for changes



- **Business Continuity Assurance:** Services that support improving business stability and performance by helping your company plan for and manage ongoing product releases.
- **Change Management Facilitation:** Services that support and guide you in ensuring the right training and communications are in place for smooth widespread adoption.
- **Compliance and Governance Facilitation:** Services that are designed to support you in your security and compliance obligations by facilitating security audits and providing access to regulatory compliance resources and release information.
- **Consumption and Adoption:** Services that help drive greater adoption and usage of the product by working with you on how to address adoption drift and consumption erosion.
- **Continuous Improvement and Innovation:** Services that drive continuous improvement through success planning and benchmarking.

“Working with Customer Success as a strategic partner kick starts our journey to go beyond our current capabilities and get much more value from our purchase of Responsys.”

Rana Ghosh
*Head of e-Commerce and Ancillary Revenue
 Spirit Airlines*

THE ORACLE CUSTOMER SUCCESS ADVANTAGE

With Oracle Customer Success Business Advisory Services, you receive unparalleled results through unique insights, experience, approach, and partnerships.

- Through our services, you have visibility into the performance data on Oracle systems and can use that data to provide benchmarking and insight on how customers those systems. You can leverage this to avoid risk and drive better, faster results.
- Our Customer Success Managers have the experience on how to drive business transformations on these specific products. Customer Success Managers have been through these changes with countless customers trying to achieve the same outcomes.
- Our services were built with customer evolution in mind. We are an always-on service, not bound by a project or statement of work. This means we stay tightly connected to changes in your objectives, challenges, and organizational shifts.
- And, as a service provided by Oracle to its customers, we are close partners with product development which means better alignment between your strategic plans and the product roadmap. You gain the advantage of staying ahead of change—the power to understand, leverage, and even lead innovation of the product to maximize outcomes.

Opportunity Areas	% Improvement	Annual Benefits	TOTAL SAVINGS
Reduce Chat Average Handle Time	 26%	\$208,751	
Reduce Unnecessary Incidents	 75%	\$186,824	
Improve Self-Service Deflection Rate	 25%	\$111,945	

Figure 2. Real example of improvement opportunities and benefits returned to an Oracle Service Cloud customer with Oracle Customer Success Business Advisory Services.



THE VITAL ROLE OF THE CUSTOMER SUCCESS MANAGER

Our Customer Success Managers empower you to achieve greater results than you can on your own. With their extensive knowledge in domain and product, our Customer Success Managers play five essential roles to help guide you through your transformation. They act as a:

Conduit: Bridging the gaps between Oracle products and your needs.

Confidante: Fostering a bond of trust with you, including understanding your goals and helping you reach them.

Cheerleader: Documenting your successes and supporting you in sharing them up the chain.

Coach: Providing a listening ear and helping you work through challenges, even when they aren't product-related. They enable you to target, track, measure, and promote business outcomes throughout your cloud transformation journey, and validate your successes to help fuel continuous improvement and innovation.

Catalyst: Fully-invested, strategic partner that offers valuable recommendations.

To get the most out of your cloud investment, it is essential to take an integrated approach that brings technology, business process, and organizational culture together. Oracle Customer Success Business Advisory Services helps you to set the right course forward and ensure you maintain an optimal course to value by bringing together the right insights, experience, plans, and partnerships to empower you to achieve greater results.

CONNECT WITH US

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Integrated Cloud Applications & Platform Services

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