

5 Reasons Oracle CX is the Right Solution for Your Financial Services Firm



#1

UNIQUE CUSTOMER IDENTITY

Oracle CX applications enable digital transformation of front-office customer engagement. By centering on a single view of the customer, cohesive convenience is achieved across all digital channels.

#2



"MOMENTS THAT MATTER" IDENTIFICATION

Based on advanced financial profile data, interactions are aligned to specific financial processes during the moments that matter the most—car buying, college, marriage—which powers your employees with relevant, recommended financial guidance and offers to give customers.



#3

COMPLIANT ADAPTIVE CASE MANAGEMENT

Complex financial processes are better defined with advanced decisioning that is orchestrated across systems to take micro-decisions out of the hands of employees.

#4



AUTOMATED PROCESS MANAGEMENT

Predefined, adaptive financial services templates that are built around Moments That Matter generate tasks, which quickly assign actions to your employees and partners. Oracle CX offers real-time visibility into the process flow, status, and assignees.



#5

COMPLIANT ADAPTIVE CASE MANAGEMENT

From Smart Classification to recognition to production, Oracle's AI platform enhances the customer experience by adapting in real-time to changing inputs on customers' specific needs during their financial interactions.

ORACLE
Customer Experience

[Ready to jump in? Learn more or chat with our Oracle CX experts.](#)