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Why CSPs need a modern approach to catalog management

Compete and grow with hyper-personalized customer experiences

The high stakes of personalization

Customers now expect services tailored precisely to their needs. According to a survey from Shep Hyken, 81% of consumers prefer companies that deliver a personalized experience.[1] The consequences for failing to deliver are real and immediate: a 2025 Omdia survey found that 51% of over 19,000 consumers plan to switch service providers in the next year.[2] Further, Deloitte's research confirms that consumers spend more when brands anticipate and reflect their individual needs.[3]

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What does this mean for CSPs? Your ability to meet—and anticipate—customer expectations is a direct driver of business growth, loyalty, and profitability. Customers will no longer hesitate to churn if they feel their needs aren't being met.

From broad segments to microsegments

To remain competitive, CSPs must move from targeting generic customer groups to microsegments, even evolving toward a "segment of one." Hyper-personalization drives the need to launch more offers, faster, each tailored to very specific and rapidly evolving customer needs.

However, this shift causes significant challenges behind the scenes. Catalog teams must now manage an explosion in the number and complexity of offers. Logic complexity, variations, catalog fragmentation, and slow, manual release processes become roadblocks to agility and innovation.

Painful customer experiences: The hidden cost of outdated catalog management

The impact of poor catalog management extends far beyond back-office inefficiencies—it's felt directly by customers, often in ways that drive frustration and churn.

[1]Shep Hyken, the State of Customer Service and CX, 2024 [2]Omdia 2025 Digital Consumer Insights Survey: 5G Monetization [3]Personalization: It's a value exchange between brands and customers, Deloitte

What the experience often is:

✓ **Confusing or outdated offers:** Customers encounter inconsistent product information online, in-store, or through call centers, leading to confusion and lack of trust.

✓ **Long wait times for new offers:** Customers wait weeks or months to access new service bundles or promotions due to slow, manual catalog update processes.

✓ **Missed personalization opportunities:** Despite their unique needs, customers receive generic promotions that don't match their usage patterns, making the provider seem out of touch.

✓ **Broken processes and errors:** Incomplete or poorly synchronized product data results in order errors, billing mistakes, or failed activations—prompting support calls and causing frustration.

What the experience should be with a modern catalog solution:

✓ **Consistent, up-to-date offers everywhere:** Whether online, in-store, or in-app, customers see the same, synchronized offerings and pricing – building confidence and clarity.

✓ **Rapid introduction of relevant offers:** Tailored for specific customer microsegments, offers can be launched in minutes or hours, keeping pace with what customers want in real time.

✓ **Hyper-personalized promotions:** Customers receive dynamic recommendations and promotions based on their actual behavior and preferences, making every interaction feel relevant and valued.

✓ **Seamless journeys:** Orders and activations happen smoothly and accurately, with minimal friction and fewer support issues, enhancing satisfaction and loyalty.

By transforming catalog management from a bottleneck into an enabler, CSPs can turn every touchpoint into a positive, personalized experience—winning and keeping customers in an intensely competitive market.

Capabilities CSPs should demand

Given these market realities, CSPs must ask themselves tough questions: Can your current catalog solution keep up with these demands? Is it unified, automation-driven, and agile? Would you invest in it again, knowing the requirements of today's hyper-personalized market?

The capabilities that matter most are:

- No-code interfaces to empower business users, not just IT
- Real-time collaboration for agile offer design and governance
- Automation that accelerates time-to-market
- Unified management of commercial offers, promotions, devices, and product lines in one place
- Open standards and security to ensure seamless integration and compliance
- Template and cloning tools to speed creation of similar or targeted offers

Why Oracle's Commercial Catalog sets the standard

Oracle's Commercial Catalog is purpose-built to tackle these challenges and enable CSPs to lead in the era of digital, hyper-personalized experiences. Here's why it stands out:

- Accelerated Market Readiness: CSPs have seen up to a 10x improvement in speed-to-market, with the ability to deploy new offers in as little as 30 minutes.

- Empowers Business Users: Intuitive, no-code GUIs let business teams create and modify offers without IT bottlenecks.
- Seamless Collaboration: Stakeholders can work concurrently, improving transparency and productivity through guided flows, role-based access, and real-time lifecycle status updates.
- Unified, Agile Architecture: Oracle's catalog centralizes offer management, reducing fragmentation and manual processes, while providing one-click publishing to downstream systems like order management, billing, and CRM.
- Open and Secure: Built on TM Forum open standards, Oracle's solution supports confident integration and compliance across the business.
- End-to-end integration: Oracle's Commercial Catalog is a core part of a comprehensive communications portfolio, enabling CSPs to manage the full customer lifecycle – from acquisition to retention – with consistency, efficiency, and agility.

Summary

In the new era of customer-centricity, the ability to launch rapidly, scale personalization, and adapt to evolving market demands is a must-have. If your current catalog solution can't deliver—now is the time to consider Oracle as your trusted partner. Oracle's Commercial Catalog isn't just catalog management; it's a powerful engine for business growth, customer retention, and sustained competitive advantage.

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