

Digital Experience for Communications

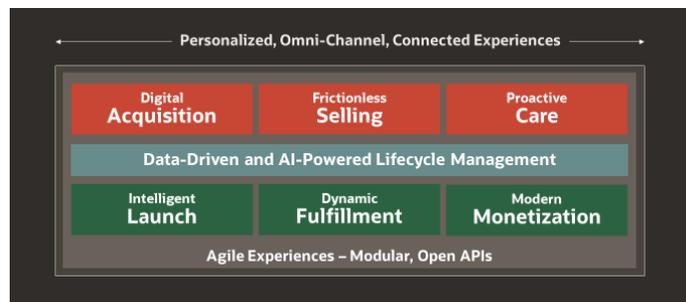
Your customers have changed – they buy experiences, even for commodity products. Digital disruptors and over the top providers are inserting themselves between you and your customer, driving away value and leaving you as a provider of core network and communication technology.

CSPs such as yourselves, need to change how you do business. The new battleground is smart use of data to offer personalized, omni-channel, connected experiences based on deep insight into digital profiles and behavior.

Innovate. Engage. Transform.

Oracle Digital Experience for Communications (DX4C) is an end-to-end, cloud-based, communications industry specific solution. Powerful data-driven insights help **transform** and personalize digital **engagement** and enable you to bring **innovative** offers to market.

- Create proactive and personalized experiences
- Dynamically feed online and assisted channels with the relevant customer data
- Provide product designers a unified design approach with insights based on predicted market demand.



"Last year, \$87.5b in sales were influenced by personalized offers to consumers – highlighting the need for actionable customer intelligence and unified engagement strategies to drive frictionless, cross-channel interactions", [10 Marketing, Tech and CX Predictions for 2020](#)

"The Oracle Digital Experience for Communications platform provides us a complete, agile solution to support our core business, enabling flexibility, rapid product introduction and fast solution configuration as we continue our digital transformation."

Michael Wagenhofer
Chief Executive Officer
ORS

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