



NUCLEUS
RESEARCH

ORACLE ME SHAKES UP THE EX MARKET

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THE BOTTOM LINE

Oracle recently announced the launch of Oracle ME, the vendor's employee experience platform. As employee engagement becomes critical to the retention of a workforce, the vendor's introduction of dedicated functionality for employee experience can help existing customers avoid third-party costs, increase productivity, and improve sentiment and retention rates across their workforce. Nucleus believes that although other full suite HCM vendors offer EX solutions, Oracle's longstanding functional expertise in areas such as customer experience will help establish the product as a strong market leader.

OVERVIEW

If the past few years have taught organizations anything, it's to expect the unexpected. It has also created an environment where employers can no longer rely on blind employee loyalty and must implement tools to improve engagement and satisfaction. The launch of Oracle ME, the vendor's employee experience (EX) platform, is in line with some of the most pressing needs of the workforce. Although coming on the heels of other employee experience solutions from full-suite providers in the HCM space, the depth of Oracle ME and the vendor's customer experience (CX) expertise poise it to become a leader among EX platforms. Oracle is a consistent leader in the Nucleus Research HCM Value Matrix, indicating high levels of functionality and usability. Nucleus believes that Oracle ME's fusion of these two factors will make it a highly valuable addition to existing customers' Oracle Cloud HCM deployment.

Organizations using employee self-service can save more than \$1 million annually.

ORACLE ME

Oracle ME is Oracle's dedicated EX platform, which includes integrations that enable organizations to connect to and automate processes with third-party systems. The solution can also operate across channels such as e-mail, SMS, web browser, collaboration tools, and video conferencing. Oracle ME includes a combination of new and existing employee-centric Oracle products, including Oracle Touchpoints, Oracle HCM Communicate, Oracle Journeys, Oracle Connections, Oracle HR Help Desk, and Oracle Digital Assistant.

ORACLE TOUCHPOINTS

Oracle Touchpoints provides managers with a single location for continuous employee feedback. The solution is natively developed within Oracle Cloud HCM and regularly captures and tracks employee sentiment through pulse surveys. Managers then receive suggested actions, such as scheduling check-ins, providing feedback, or celebrating achievements. Oracle Touchpoints also includes an employee engagement center, which enables employees to take a more active role in their own job satisfaction.

ORACLE HCM COMMUNICATE

Oracle HCM Communicate is an employee outreach solution that allows HR teams to design, send, monitor, and measure the effectiveness of their communications campaigns. Fully developed within Oracle Cloud HCM, the solution is connected to an organization's workforce data and can target personalized communications to groups based on any factors in the HR system such as years employed and location. The solution enables organizations to measure engagement with content through open rate analysis and can drive more effective campaigns by taking actions such as sending follow-up communication.

ORACLE JOURNEYS

Oracle Journeys is a workflow solution that helps employees navigate complex processes such as onboarding, succession, returning to work, or other actions in their daily work which may not be associated with traditional HR process flows, all with personalized tasks and guidance. The solution has undergone feature updates to further help employees make better-informed decisions. For example, Oracle Journeys can now deliver specific, contextual instructions, training, and analytics that are in the flow of an employee's journey or specific action they're completing. The solution can also be extended to include full process automation with other enterprise applications.

ORACLE CONNECTIONS

Oracle Connections is an interactive workforce directory and organization chart that simplifies collaboration and makes it easier for employees to search for and connect with others across the organization to grow their professional network. Employees can import LinkedIn profiles, record video introductions, highlight skills and accomplishments, and share feedback and skills endorsements with other users.

ORACLE HR HELP DESK

Oracle HR Help Desk is the vendor's service request management solution for the unique needs of HR service centers. The HR Help Desk makes it easier to track employee cases securely. Employees can search for content, securely submit inquiries, and open help tickets through multiple channels, including Oracle Digital Assistant, SMS, e-mail, and social platforms.

ORACLE DIGITAL ASSISTANT

Oracle Digital Assistant is the vendor's HR chatbot that provides a conversational interface for employees to instantly get answers to inquiries and complete transactions. The Assistant

has more than 90 prebuilt transactions but can be configured to support extended processes or requirements.

BENEFITS FOR CUSTOMERS

The introduction of a dedicated platform for employee experience enables existing customers to take advantage of native capabilities without the need to seek out best-of-breed EX solutions. The interoperability of the apps within Oracle Cloud HCM will lend itself to higher ease of use and subsequent adoption. By creating a focal point for all areas of employee experience, the platform can facilitate higher productivity rates, as managers can better handle employee needs and inquiries. Employees are also given the tools necessary to take a greater degree of control in their career development. Nucleus found that the return on self-service capabilities is consistently high, with some organizations saving more than \$1 million annually from time savings driven by employee and manager self-service capabilities. This greater control lends itself to greater job satisfaction, which in turn, results in higher retention. With turnover costing an average of \$10,000 to \$25,000 per employee, organizations that commit to improving employee satisfaction can save significant costs associated with early and voluntary turnover. Additionally, as jobseekers expect prospective employers to have measures in place to promote career development and employee engagement, Oracle customers that leverage Oracle ME are poised to be more competitive employment destinations.

LOOKING AHEAD

Organizations have shifted to adopt more elements of customer experience when dealing with their workforce, such as sending campaigns and measuring engagement. As mass resignations continue, employers require dedicated tools to improve the satisfaction of their workforce. Despite the presence of other employee experience platforms on the market, Nucleus expects Oracle's longstanding leadership in CX to ensure the ability of Oracle ME to drive value for customers and establish itself as a leader in the EX market.