



# 3 Telecommunication Challenges and How to Conquer Them

Oracle Customer Experience can help communications service providers manage in-field employees to provide more efficient service and enhance customer experiences throughout every stage of the customer journey.

## Common telecommunication challenges

### Complex schedules and insufficient data

Communications service providers must overcome several service delivery challenges, including scheduling complexity, low first-time fix rates, the demand for real-time communication, and evolving technology—all while meeting customer expectations and maintaining regulatory compliance.



## Capabilities needed to succeed

### Oracle Field Service

Optimize the scheduling and routing of mobile workers (including subcontractors) and equip them to efficiently complete service activities at a customer's home or office.

### Siloed customer data

Outdated legacy systems make it difficult to connect all data, processes, and applications within a single unified platform that can be used by marketing, sales, and service teams. Bundling multiple products and services (for example, mobile, internet, and TV) adds further complexity.



### Oracle Unity Customer Data Platform

Create new digital service categories with increased margins on a common cloud platform that helps unify customer information and break down organizational silos while supporting bundled purchases.

### Inability to scale marketing efforts

Customer expectations continue to rise, and many CSPs struggle to deliver the timely and personalized offers customers expect across all channels, especially during key events such as service issues and promotional campaigns.



### Oracle Eloqua Marketing Automation

Leverage a single customer profile that includes a complete historical account view across channels to deliver relevant, individualized, and timely messaging and boost customer engagement.

## CUSTOMER SUCCESS

A leading telco uses Oracle Eloqua Marketing Automation to simplify campaign management and deliver better customer experiences, doubling opt-in clicks and boosting conversion rates.

### Turn customer data into amazing experiences

Oracle Communications can help telecommunications service providers automate the design, delivery, and monetization of new customer experiences.

[Learn more](#)