**ORACLE**
Advertising and CX

Top three things the CIO cares about to deliver seamless CX

Customer experience is now a top C-suite priority, but many organizations struggle to deliver on their CX promise due to disconnected data and processes. The pressure is on for CIOs to provide secure, reliable platforms that power excellent experiences. Here are

1. Enabling a single view of your customer
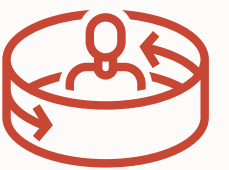
Point solutions create silos, which lead to disconnected experiences across customer touchpoints. Unify your customer data and preserve its quality and consistency by creating a single view of customers, products, and finances —all on a common data model you can trust.

2. Integrating CX with finance and operational systems

Provide a consistent experience at every stage of the buying journey by leveraging front- and back-office applications that are designed to work together—and share data freely. A complete portfolio of connected applications updates your tech infrastructure with quarterly innovations, so that IT can focus on strategic initiatives rather than maintenance.

3. Maximizing the value of your data, AI and automation

Once you've captured all customer data and connected it across your unified applications, you'll be able to reap the full benefits of AI and automation. Put your data to work by applying built-in AI and automation precisely when you need it—powering guided, intelligent recommendations for employees and relevant experiences for customers.