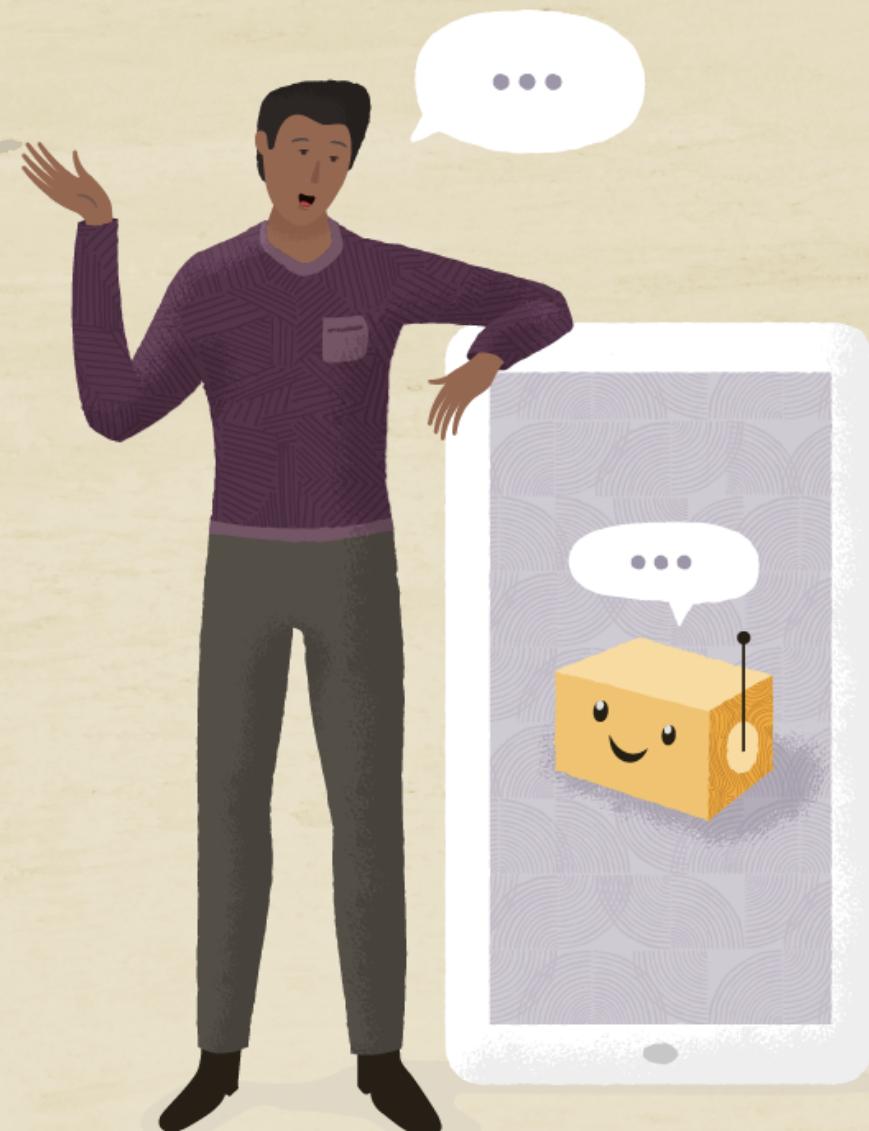ORACLE
Advertising and CX

Three ways Oracle helps you create lasting customer relationships

Treat every customer like they're the only one with Oracle Advertising and Customer Experience (CX).

1. Know your customer

Make every customer interaction effortless by connecting all insights, interactions, and data points from across the customer journey into a single customer view you can trust.

ShopBack improved engagements by

20%

with the connected customer intelligence of Oracle Unity.

2. Meet customers where they are

Unify finance, supply chain, and HR data with customer-facing applications to ensure that everyone who interacts with customers—directly and behind the scenes—can deliver authentic, data-driven experiences.

Zebra Technologies increased platform usage by

20%

And decreased response time to less than 2 seconds with Oracle solutions.

3. Turn intelligence into action

Automate timely, relevant customer interactions with AI built directly into all your applications. With complete customer profiles at their fingertips, marketing, sales, commerce, and service teams can focus their attention on bringing value to your customers and your business—one interaction at a time.

Hermes UK empowered

38%

of customers to use self-serve automated digital assistants, freeing service agents to focus on more complex customer queries.