ORACLE
Advertising and CX

Three important considerations when evaluating customer experience (CX) solutions

Customers' expectations for how and when they engage with your brand are rapidly changing. As customers now expect more dynamic experiences, you need a solution that fits their evolving demands. When evaluating your next CX solution, ask yourself the following questions.

1. Does my solution personalize every interaction across advertising, marketing, sales, and service?

Customer connections should feel personal and intuitive, and feature the same qualities as close friendships, like mutual understanding and empathy. This starts by knowing your customers with a unified view of their engagements across your business, and the data and processes that trigger those engagements.

2. Does my solution empower whoever customers engage with first?

Customers become frustrated when presented with irrelevant experiences. Successful CX solutions require digital adoption across the board: connecting advertising, sales, marketing, and service with business goals and operational systems, so that you can connect with customers every step of the way.

3. Does my solution guide employees to deliver relevant experiences to customers?

Quality CX solutions must have AI capabilities built directly into their applications to better process customer data and quickly respond to customer interactions. Data-driven insights and recommendations guide employee decision-making to deliver relevant experiences to your customer, increasing deal value and win rates.