

# Oracle Communicate

Part of Oracle Fusion Cloud HCM

The screenshot displays the Oracle Communicate interface. At the top, a dark red header contains the text '< Communications & Events'. Below this, the interface is divided into several sections:

- Recommended for you:** This section features two cards. The first card, titled 'New: Career Development and Growth', is marked 'Registered' and scheduled for '4/24/2025 10:00 PT'. The second card, titled 'Complete New Hire Journey', is marked 'Requires Action' and includes a message from Jennifer Smith: 'Welcome to Inspire! We are excited to have you. Complete your assigned journey to set you up for success from day one! Due by 4/24/2025'.
- All Communications:** This section includes a search bar labeled 'Search communications' and filter buttons for 'Type', 'Category', 'Requires Action', and 'Due Date'. A 'Sort By' dropdown menu is also present.
- Upcoming events:** This section lists three events: 'Cloud Leadership Summit' (1,250 registered, 'Waitlisted'), 'Inspire 2025 Global Conference' (8,650 registered, 'Not Registered'), and 'Marketing All Hands Q2' (1,500 registered, 'Not Registered').

At the bottom of the 'All Communications' list, two items are visible:

- Newsletter: Learning Opportunities** - 'Every month, we are bringing you key resources to help you embrace your curiosity and u... Yesterday From Inspire Employees'
- Learning: 5 Skills to Learn in 2025** - 'You can now find all learning paths the learning portal. We're one step closer to completi... 1/16/2025 From Inspire Employees'



# Internal engagement as a business strategy

Organizations often struggle to engage employees effectively, which is vital for successful change management. A study by Gallup shows that engaged business units deliver 21% more profitability than others.<sup>1</sup>

Leaders frequently prioritize employee satisfaction to attract top talent in industries marked by labor shortages. However, merely understanding and meeting employee needs often fails to foster engagement that helps achieve business goals.

To unlock their potential, companies must treat each employee as a key stakeholder in both their own future and the organization's. By doing so, businesses can enhance engagement and drive significant performance improvements, which can help support sustainable success.

“Highly engaged organizations prioritize engagement as a competitive, strategic point of differentiation.”<sup>2</sup>

## **Point solutions deliver expensive workarounds that fall short**

Industry leaders understand that improving employee engagement is crucial for business success; however, most leading HR software vendors haven't prioritized investing in engagement tools, and the many point solutions available only offer incomplete fixes.

While many enterprise suites and technology platforms have embedded employee marketing layers, they deliver a confusing, fragmented employee user experience. In addition, they often can't target specific audiences or track engagement against desired outcomes, as they only support mass communications, leaving organizations with a limited ability to drive effective change management across teams, programs, and departments.

As a result, many organizations resort to using the CRM and email marketing tools used by corporate communications teams, but these are designed to optimize customer communications and track associated metrics, such as lead scoring; they're not purpose-built to report the metrics HR and business leaders need to successfully manage change and drive strategic initiatives.

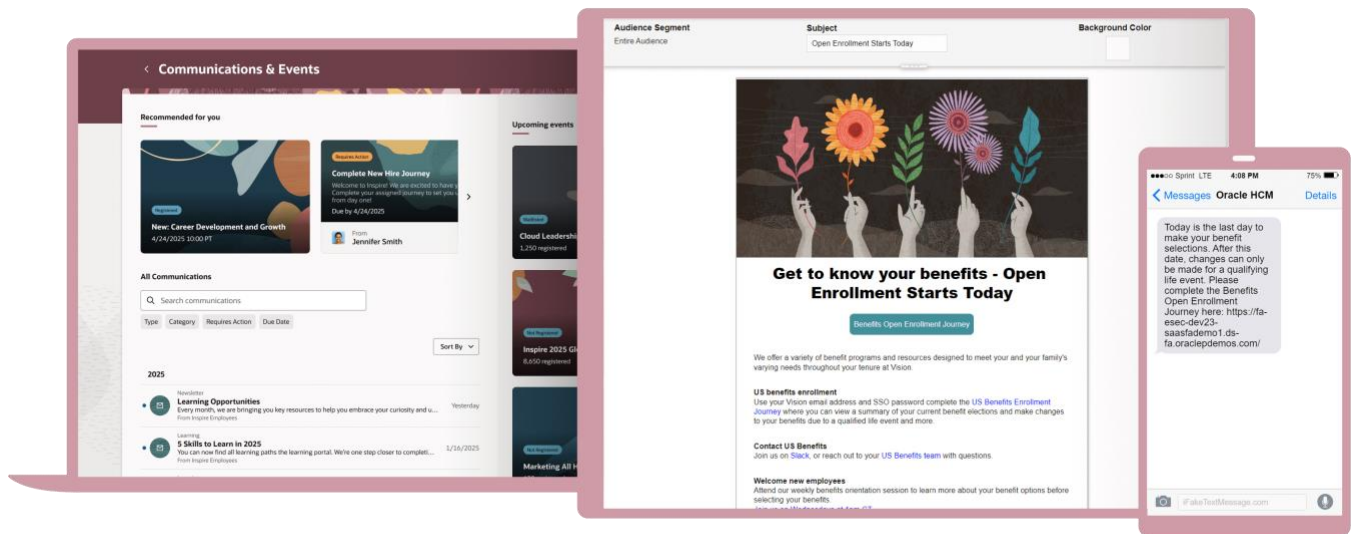
Third-party internal communications solutions also fall short: They don't fully connect employee data to business initiatives, limiting their ability to personalize messages and target specific audiences to make engagement-focused communications relevant to every employee. Businesses also have concerns about the potential data privacy risks involved in linking sensitive employee data to external systems.

Now, however, for the first time, organizations can execute a comprehensive internal engagement strategy using a complete HCM cloud solution that natively connects communications and event management with people data and processes, giving them a clear and actionable picture of employee engagement and sentiment and helping them avoid the hassle of feedback loops that rely on their current disjointed systems.

## Oracle Communicate

Oracle Fusion Cloud Communicate is an employee communications, engagement, and event management solution that allows HR, business leaders, and managers to drive employee participation, growth, and performance using targeted communications and internal events.

Using a solution connected to workforce data, HR teams, business leaders, and managers can easily create personalized communications and events that drive people to take relevant actions and gain the insight they need to increase trust and productivity, foster organizational culture, and build a better employee experience.



Built on the Oracle ME employee experience platform, Oracle Communicate is part of the Oracle Fusion Cloud HCM solution that natively connects engagement communications and events with people data and processes. This allows your HR leaders and managers to send

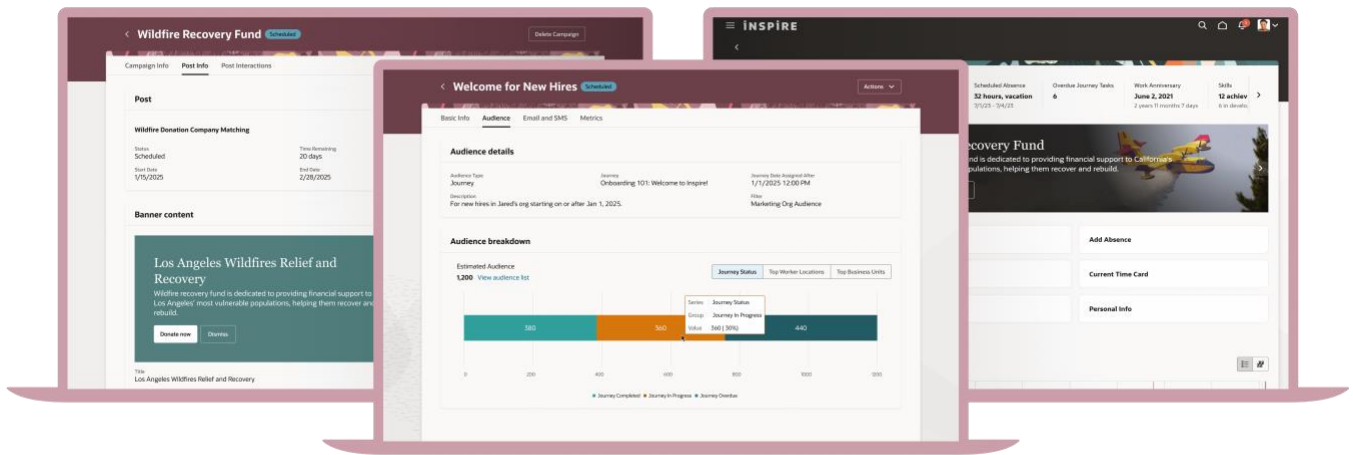
highly targeted communications that are more relevant to employees, making it more likely they'll engage and take action. You also gain an internal event management platform that empowers employees to help shape your company culture and boost peer engagement and provides managers with more powerful tools to request and follow up on significant development and team action items.

### Oracle Communicate differentiators

- ✓ Own the audience
- ✓ Go beyond engagement
- ✓ Improve impact

## Own the audience

Own the audience, content, and timing of every message without depending on other teams. Oracle Communicate is a communications solution built directly into Oracle Cloud HCM so you can securely reach workers across your organization.



## Flexible audience targeting tools

Enable nontechnical team members to easily create simple or multistep email campaigns that automate outreach to the right people at the right time using a flexible audience builder, visual editor, and fully responsive templates with rich media content.

## Engagement in the flow of work

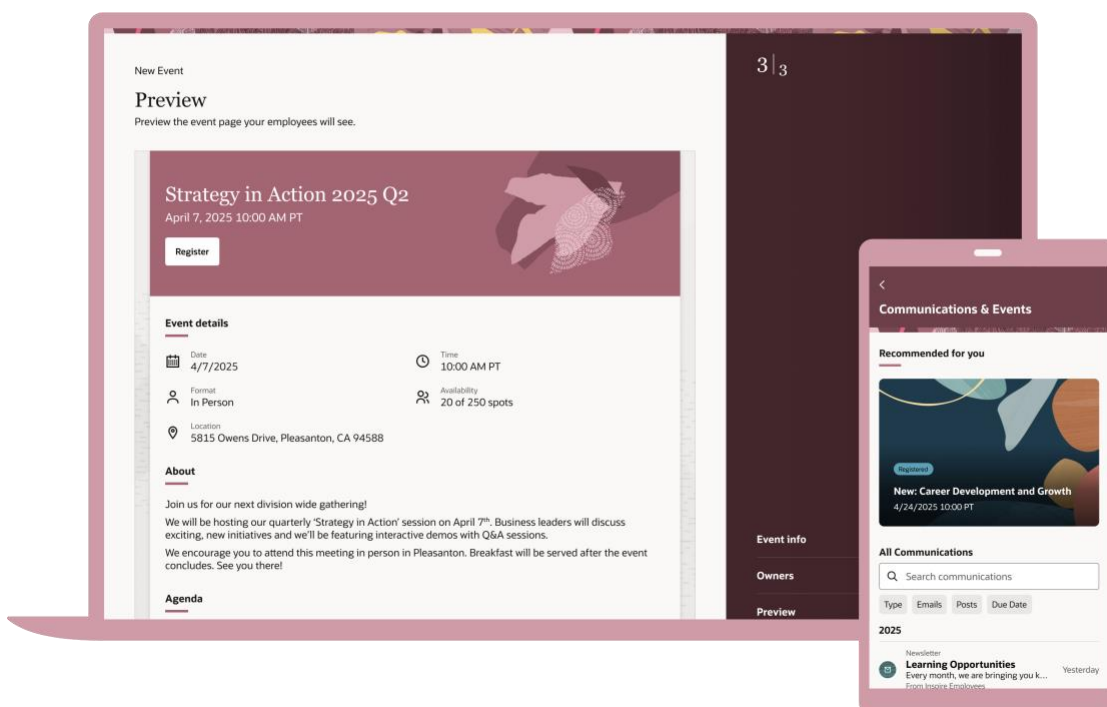
Send automated reminders to target audiences to take action on events, journeys, training, and other priorities, and reach select teams and employee groups on their preferred channels using email, Activity Center banners, and text messages with a single action rather than posting manually in multiple applications.

## Seamless communications hub

Provide employees with a single place to see all event communications and updates, including upcoming and past events and recommendations based on their HR data, interests, and previous engagement.

## Go beyond engagement

Use your communications and events to drive behaviors and outcomes that matter to your organization. Increase engagement in relevant activities by using HCM data to follow up more efficiently: Identify groups that need to take action using Oracle Fusion HCM Analytics, then send them targeted communications linked to Oracle Journeys—digital experiences that guide employees through the right steps to complete cross-organizational and multistage initiatives, such as crisis management cases, returning to the office, vaccination verification, or annual compensation reviews.



## Level up your workforce

Create a learning culture by enabling employees to drive learning events tied directly to professional development.

## Create community

Empower employees to host relevant social events to increase peer connections and inclusion and foster a greater sense of belonging across the workforce.

## Let employees plan their participation

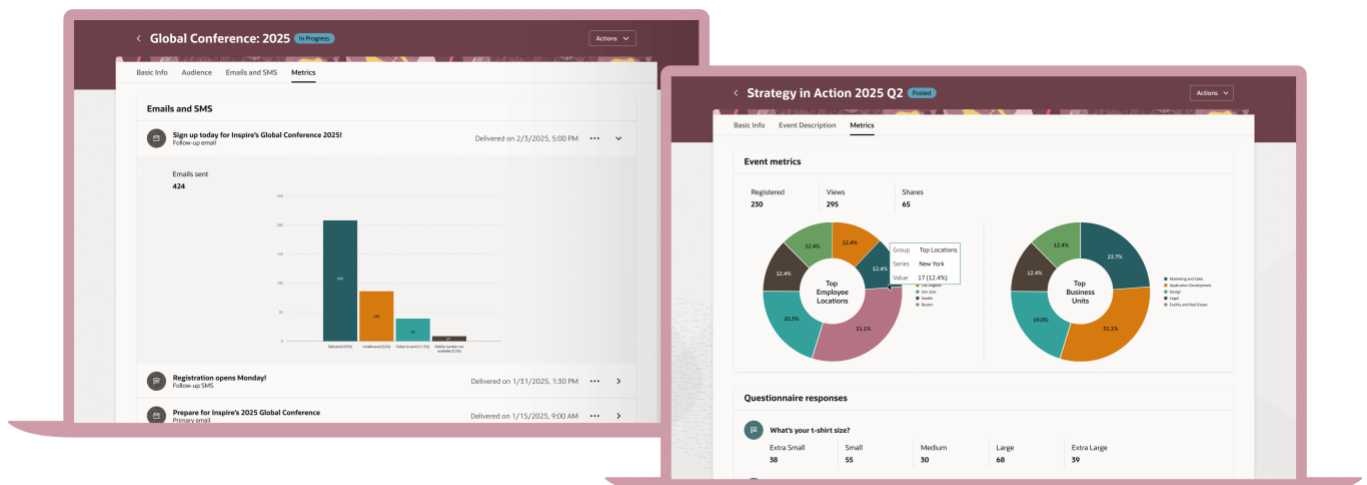
Post all event communications to a central hub within a single tool to improve event participation and the employee experience. This gives employees a holistic view of how they can engage and participate in upcoming events and a place where they can derive inspiration for new events to create or attend.

## Transform managers into organizers

Empower managers to quickly and efficiently create events based on line-of-business data for their teams and stakeholders without navigating team email aliases.

## Improve impact

Track email engagement metrics such as open and click rates to understand and improve impact. Set up automatic retargeting to shorten response loops, improve your service delivery, and boost agility.



## **Drive change management**

Drive change management across the organization with precise, real-time insights into outstanding and received responses and actions tied to companywide initiatives and goals.

## **Gain participation insights**

Leverage event analytics to derive participation insights using prebuilt dashboards that highlight attendee segments and key success metrics, allowing event organizers to plan and promote events more effectively to achieve the desired outcomes.

## **Improve engagement impact**

Use employee engagement data to improve the impact of events with AI-supported event recommendations that help employees surface relevant communications and event suggestions based on their activity, reactions, and peer behavior.

# Manage employee communications and events in a complete HCM cloud solution

Most HR teams, business leaders, and managers must rely on corporate communications, which adds complexity and time, or use third-party tools that lack the targeting and tracking capabilities needed to drive outcomes and optimize employee engagement and participation.

Oracle Communicate is part of a complete, connected HCM cloud solution designed specifically for internal engagement. Built to drive initiatives that go beyond improving performance and well-being, our solution combines communications and employee event marketing to help your organization create a stronger sense of belonging, community, and learning culture. Through amplified employee participation, business leaders can enhance both employee engagement and change management initiatives to support sustainable business success.



## Endnotes

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1 and 2. “Employee Engagement vs. Employee Satisfaction and Organizational Culture,” August 13, 2022, [Gallup](#)

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