ORACLE®

ORACLE®

Customer Experience: Empowering People, Powering Brands

Neil Lewis

Director – Applications Product Management CRM/CX EMEA

Nov 2012

Safe Harbor Statement

The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions.
The development, release, and timing of any features or functionality described for Oracle's products remains at the sole discretion of Oracle.

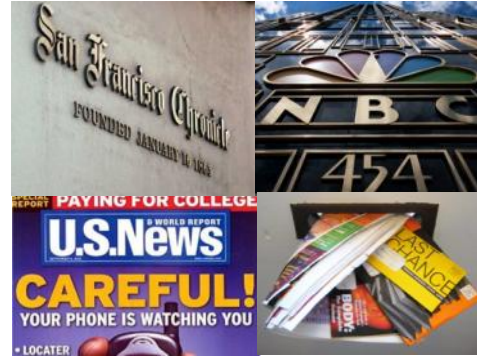ORACLE

WHY CUSTOMER EXPERIENCE MATTERS

ORACLE

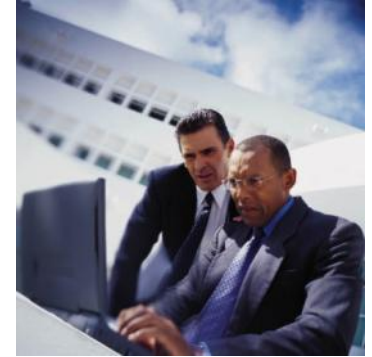# Customer Experience Is The Only Sustainable Differentiator

More competition around the globe

Products are becoming more commoditized

Traditional marketing is less effective

Customers have higher expectations

ORACLE

BEHAVIORS ARE RAPIDLY EVOLVING

Always on, always sharing, always aware.

ORACLE

Impact of Bad Experiences

86% *stop doing* business with an organization after one bad experience.*

82% *of customers will* communicate their bad service experience with others*

ORACLE®

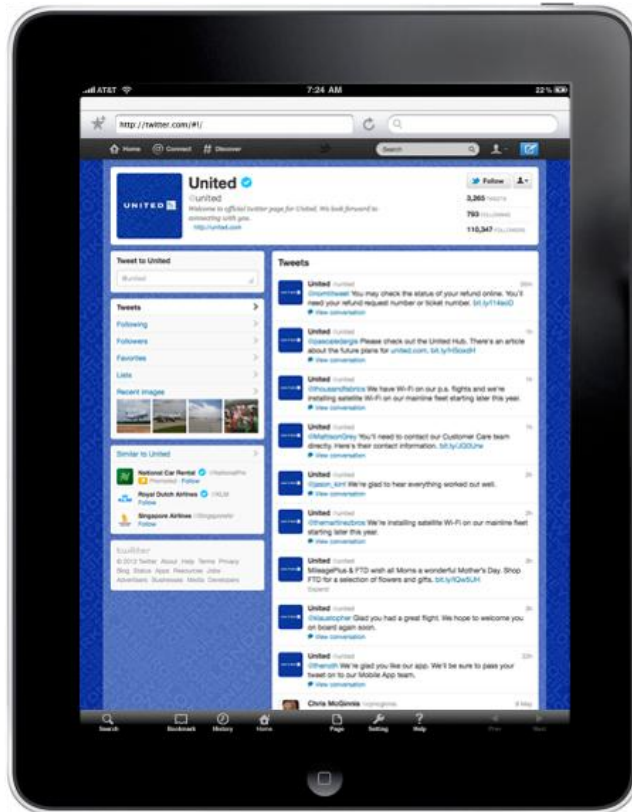*Source: Harris Interactive, Customer Experience Impact Report 2009-2011

Bad CX, Loss of Shareholder Value
United Breaks Guitars

11,000,000 VIEWS

+

NO RESPONSE FROM UNITED

=

-10% STOCK VALUE IN 4 DAYS

SCORNED CONSUMERS TELL FACEBOOK AND TWITTER FOLLOWERS

After a poor customer experience, more than a quarter of consumers posted a negative comment on a social networking site like Facebook or Twitter

79%

of consumers who shared complaints about poor customer experience online had their complaints ignored

21%

who did get responses to complaints, more than 50% had positive reactions and 22% posted a positive comment about the organization to their feeds

ORACLE

Impact of Positive Experiences

#1

*reason to recommend
a company: outstanding service**

86%

*of customers will pay MORE for a
better customer experience**

THE VALUE OF CUSTOMER EXPERIENCE

ORACLE

PROVING THE VALUE OF CUSTOMER EXPERIENCE
MEASURABLE METRICS

ACQUISITION (INCREASE SALES & ADOPTION)	RETENTION (BUILD TRUST & STRENGTHEN RELATIONSHIPS)	EFFICIENCY (REDUCE COSTS & EFFORT)
GENERATE MORE OPPORTUNITIES	INCREASE CUSTOMER SATISFACTION RATES	INCREASE SELF-SERVICE SUCCESS %
INCREASE CONVERSION RATE	INCREASE SERVICE QUALITY AND RELIABILITY	REDUCE COST PER INTERACTION
INCREASE AVERAGE ORDER VOLUME	DRIVE LOYALTY AND ADVOCACY	IMPROVE SERVICE PRODUCTIVITY

ORACLE

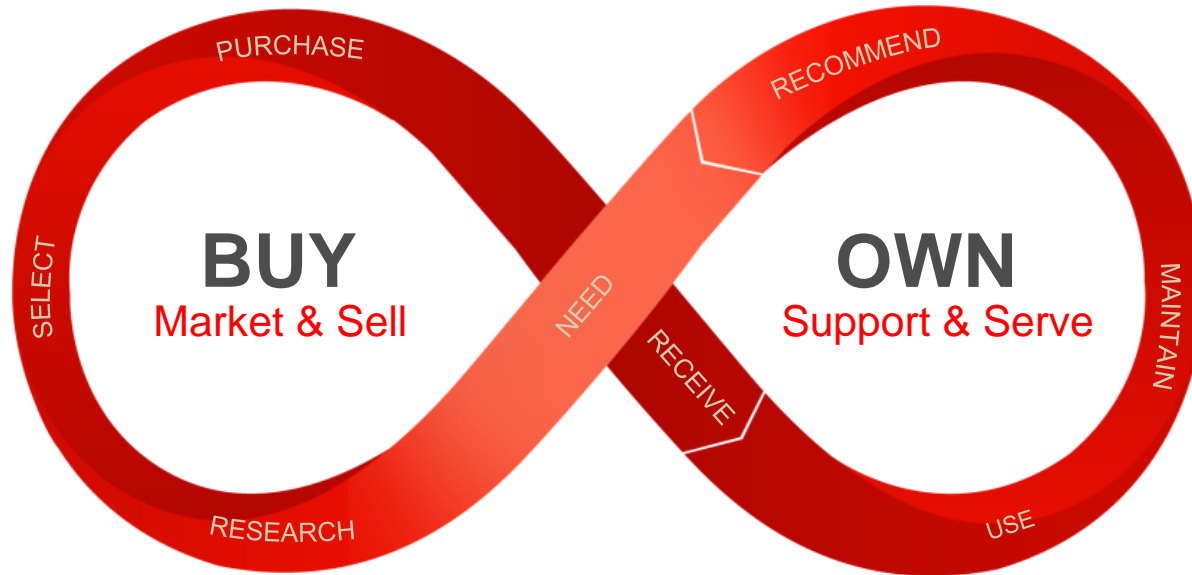# DRIVES REVENUE, REDUCES CHURN, AND INCREASES REFERRALS
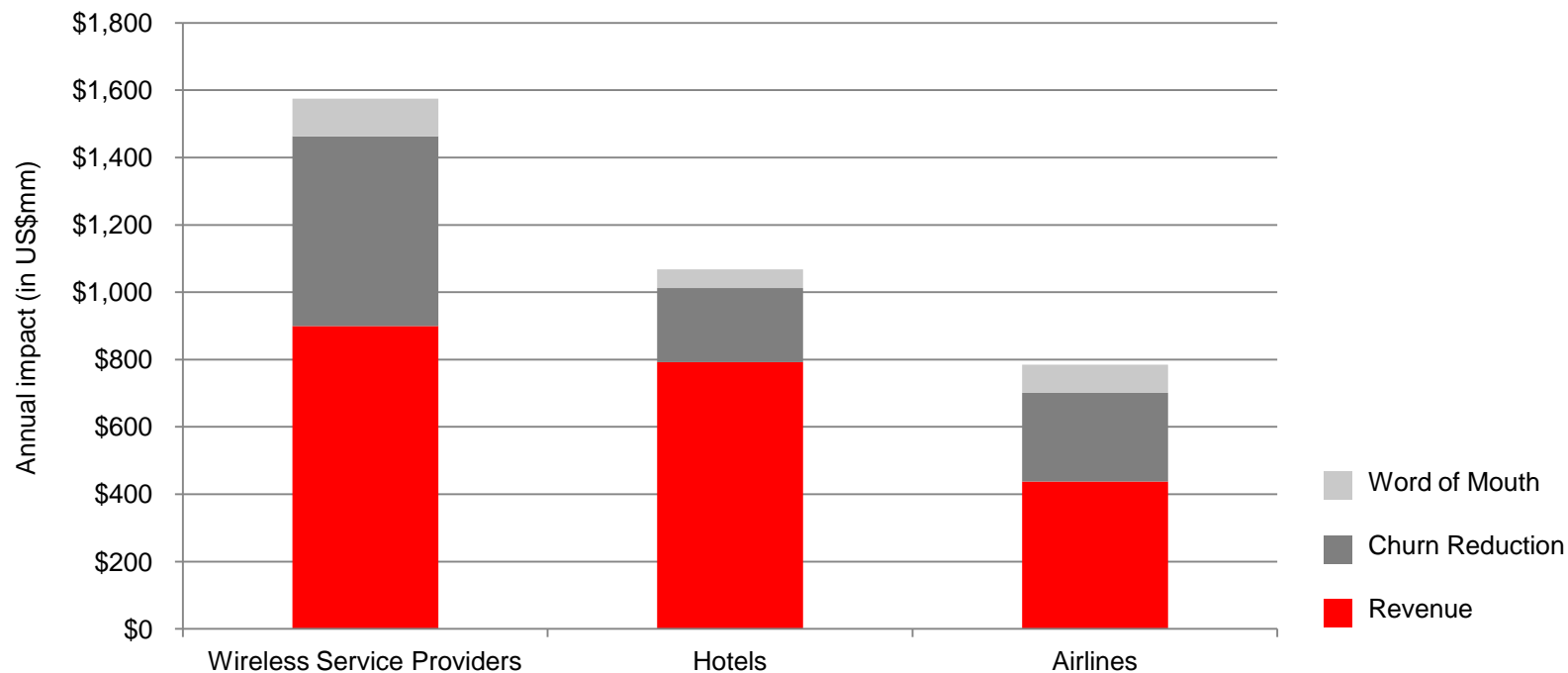
Source: The Business Impact Of Customer Experience, 2011, Forrester Research, July 2011

DELIVERING GREAT EXPERIENCES THROUGHOUT THE CUSTOMER LIFECYCLE

THE CHALLENGE OF CUSTOMER EXPERIENCE

ORACLE

The Challenges Enabling Customer Experiences
What's Happening to Our Customer Relationships?

- **Channel Explosion: Delivering Profitable Customer Journey's on and across multiple channels**

- **Global Growth and Managing Multi-Site/Brand/Country experiences**

- **Critical to Deliver Personalized, Targeted Experiences**

- **Need for Business Empowerment and Agility**

- **Challenge in Gathering Real, Actionable Insights**

YOUR CUSTOMERS EXPECT TO DO BUSINESS WITH YOU IN MORE WAYS THAN EVER BEFORE

IN-STORE
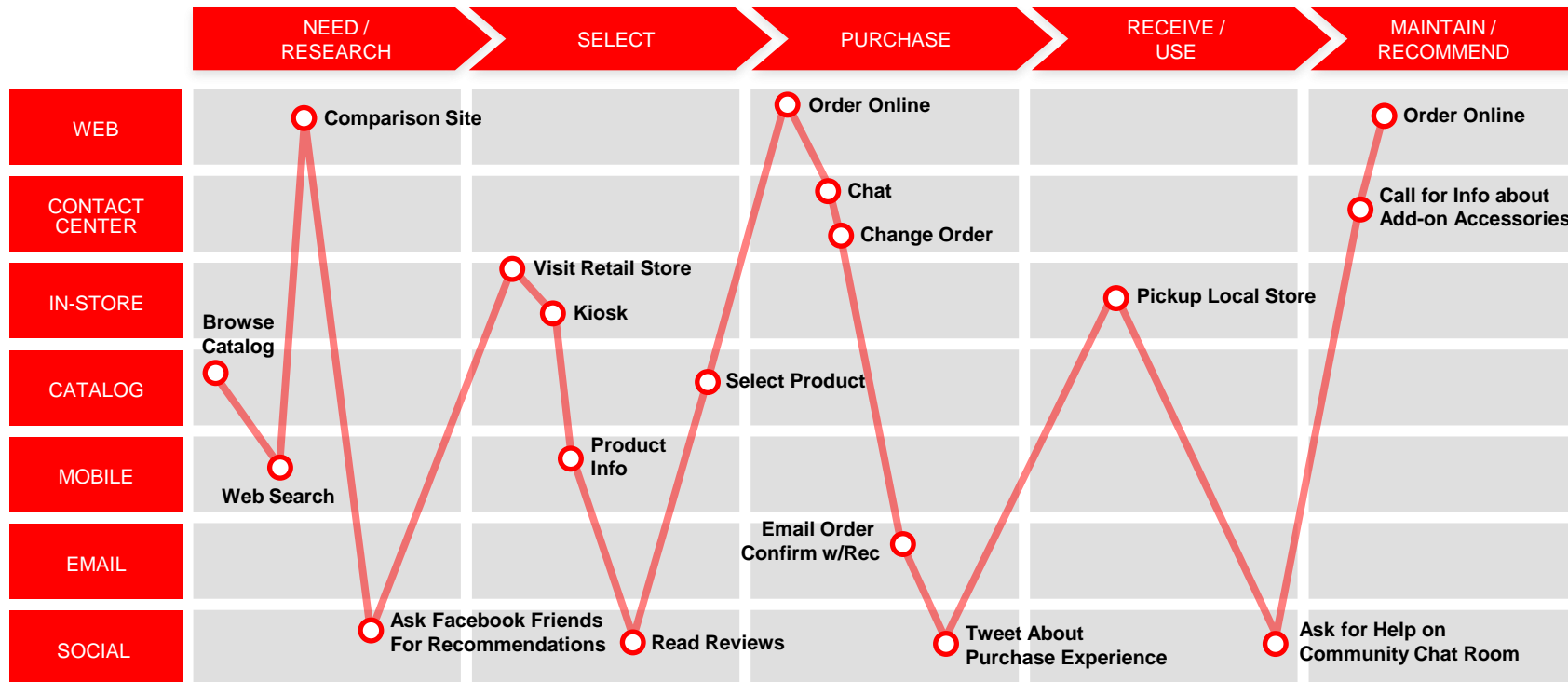
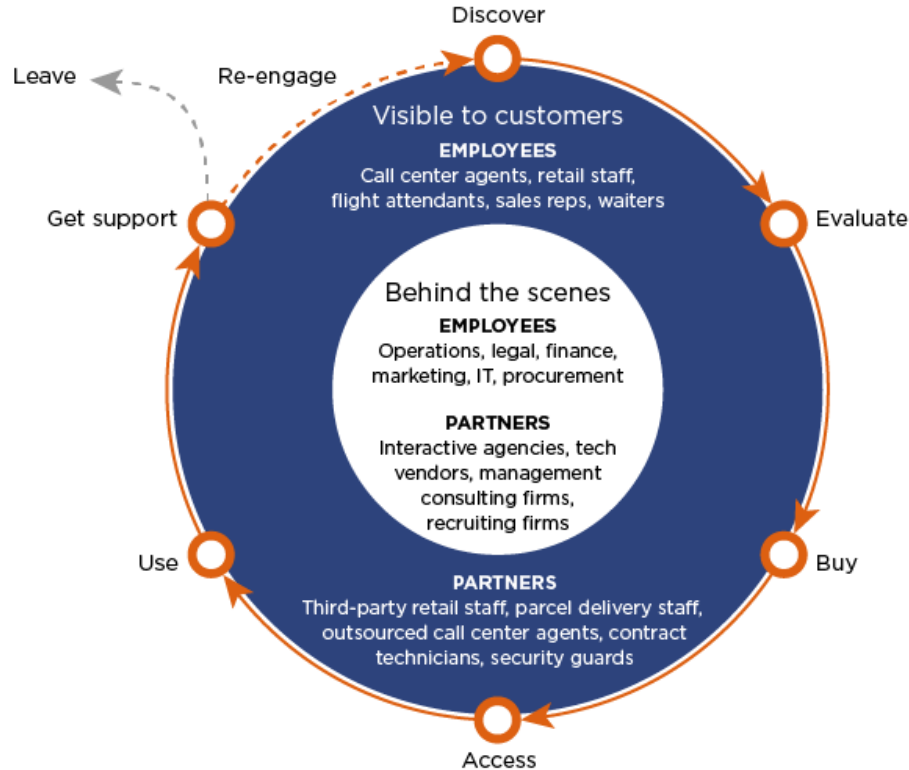**DIRECT SALES**

CONTACT CENTER

FIELD SERVICE

WEB

MOBILE

TABLETS

SOCIAL

KIOSKS

A COMPLEX CUSTOMER JOURNEY
CUSTOMERS DEMAND A BETTER EXPERIENCE

	NEED / RESEARCH	SELECT	PURCHASE	RECEIVE / USE	MAINTAIN / RECOMMEND
WEB	Comparison Site		Order Online		Order Online
CONTACT CENTER			Chat / Change Order		Call for Info about Add-on Accessories
IN-STORE		Visit Retail Store / Kiosk		Pickup Local Store	
CATALOG	Browse Catalog		Select Product		
MOBILE	Web Search	Product Info			
EMAIL			Email Order Confirm w/Rec		
SOCIAL	Ask Facebook Friends For Recommendations	Read Reviews	Tweet About Purchase Experience	Ask for Help on Community Chat Room	

The Players in Your Customer Experience Ecosystem

Discover

Leave

Re-engage

Get support

Visible to customers
EMPLOYEES
Call center agents, retail staff,
flight attendants, sales reps, waiters

Behind the scenes
EMPLOYEES
Operations, legal, finance,
marketing, IT, procurement

PARTNERS
Interactive agencies, tech
vendors, management
consulting firms,
recruiting firms

PARTNERS
Third-party retail staff, parcel delivery staff,
outsourced call center agents, contract
technicians, security guards

Evaluate

Buy

Access

Use

ORACLE

Source: Outside In by Harley Manning & Kerry Bodine

SILOS CREATE FRUSTRATION

| DIRECT | IN-STORE | CALL CENTER | WEB | MOBILE | SOCIAL |

ORACLE®

SILOED KPIS AND INCENTIVES MAKE THINGS WORSE

CHANNELS

| IN-STORE | DIRECT SALES | CALL CENTER | FIELD SERVICE |
| WEB | PARTNERS | SOCIAL | |

KPIs & INCENTIVES

| WEB KPIS | IN-STORE KPIS | DIRECT SALES KPIS | PARTNER KPIS | SOCIAL KPIS | FIELD SVC KPIS | CALL CENTER KPIS |

CUSTOMER EXPERIENCE

!?!?!?!?!?!?!?!?!?!?!?!?!?!

ORACLE

THE RESULTS:
INCONSISTENT, DISCONNECTED, IMPERSONAL, INEFFICIENT AND TRANSACTIONAL CUSTOMER EXPERIENCE

When I clicked the "Chat Now" the agent had no idea of what was in my shopping cart?"

Why didn't they send this mobile coupon when I was still in the store?

CALL CENTER

IN-STORE

Can't their sales reps see my web order? The Acme rep always knows all my orders.

SOCIAL

WEB

Wouldn't it be nice if they rewarded me for all the friends I have referred?

MOBILE

DIRECT

Why can't I order an item online and pick it up at my local store?

When I go online, I can't easily find what I need. It's too complicated to find my best option

ORACLE

The Experience Driven Organization Playbook

| DISCOVER | PLAN | ACT | OPTIMIZE |

Vision ›	Assessment ›	Organization ›	Performance Management ›
Landscape ›	Strategic Plan ›	Best Practices ›	Benchmarks ›
Business Case ›	Stakeholder Map ›	Tools And Technology ›	Continuous Improvement ›

Popular Titles	
Chief Customer Officer	30%
Chief Client Officer	15%
Chief Experience Officer	10%
Other	45%

ORACLE®

Source: Outside In by Harley Manning & Kerry Bodine

HOW ORACLE POWERS GREAT CUSTOMER EXPERIENCES

COMPLETE CUSTOMER EXPERIENCE (CX)

CONNECTED ENGAGEMENT

CROSS-CHANNEL INTERACTIONS

DYNAMIC PERSONALIZATION

OPTIMIZED DIGITAL EXPERIENCES

CROSS-CHANNEL INTERACTIONS
BUILDING CUSTOMER RAPPORT BY CONNECTING EVERY INTERACTION

CUSTOMER MASTER

ORACLE

DYNAMIC PERSONALIZATION
TAILORING CUSTOMER EXPERIENCES

"Get to know me. Amazon and iTunes do."

OPTIMIZED DIGITAL EXPERIENCES
FOR UNIQUE DEVICE CAPABILITIES
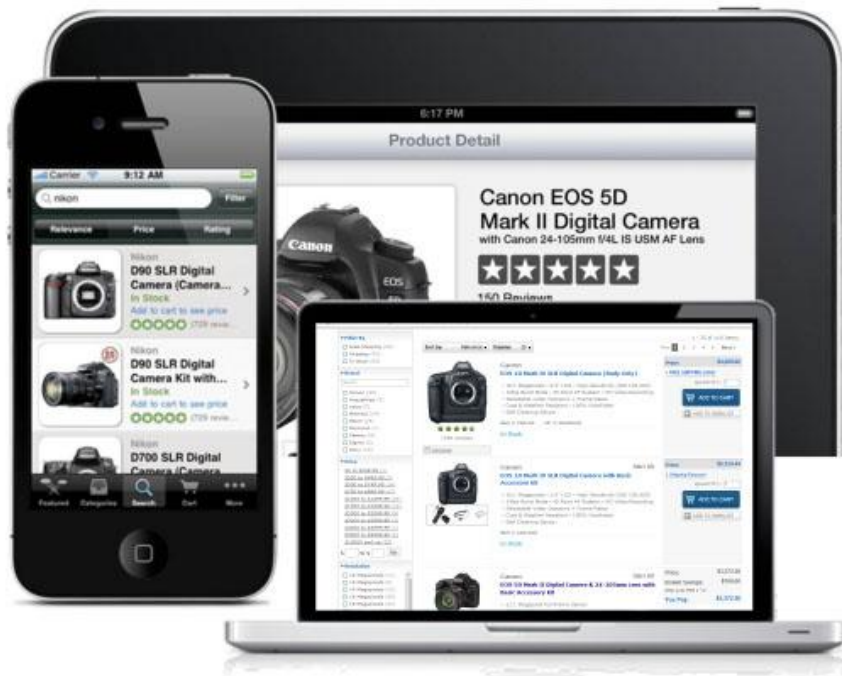
ACTIONABLE INSIGHT

REAL-TIME RECOMMENDATIONS

OPTIMIZE OPERATIONS

FIND HIDDEN OPPORTUNITIES

REAL-TIME RECOMMENDATIONS
LEVERAGE WHAT YOU KNOW. ANTICIPATE WHAT CUSTOMER WANT

OPTIMIZED EXECUTION

CROSS-CHANNEL ORCHESTRATION

ASSISTANCE AT THE POINT OF NEED

MAXIMIZE LIFETIME VALUE

CROSS-CHANNEL ORCHESTRATION
IMPROVE ORDER ACCURACY AND DELIVERY EXECUTION ACROSS CHANNELS

Smartphone Bundle

Supplier #1　　　　**Supplier #2**　　　　**Supplier #3**
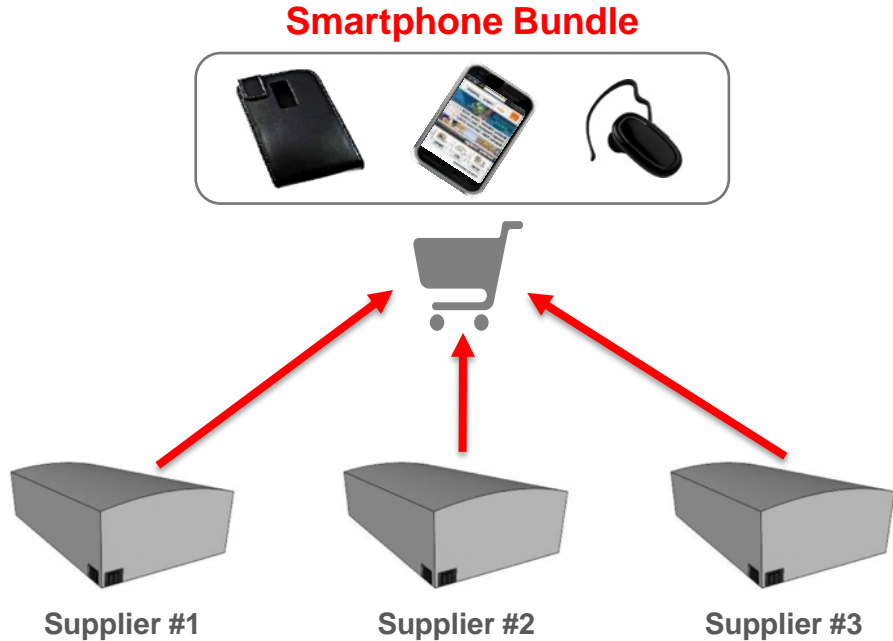
MAXIMIZE LIFETIME VALUE
REWARD HIGH VALUE CUSTOMERS
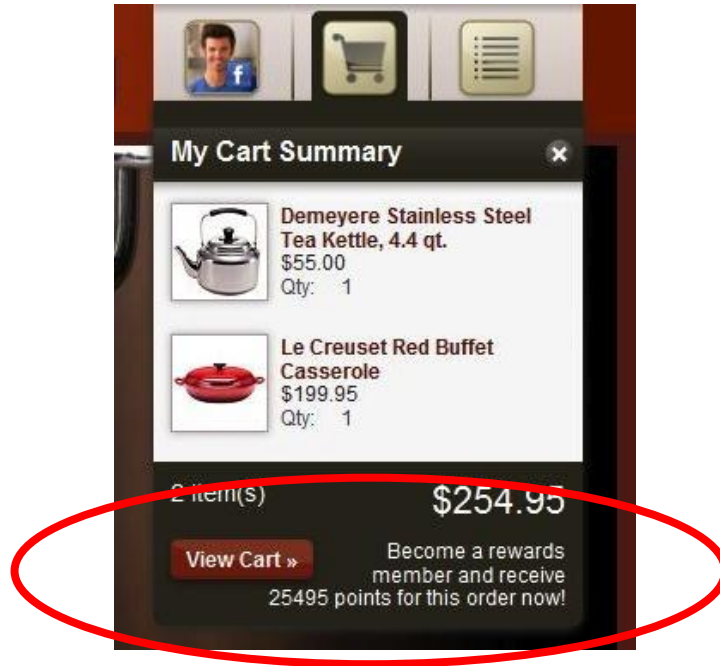
THE POWER OF ORACLE'S COMPLETE CUSTOMER EXPERIENCE (CX)

Oracle Is Driving Customer Centric Strategies

- **Oracle is defining the transformation to CX**
  - Marketing Experiences
  - Selling Experiences
  - Service Experiences
  - Search Experiences
  - Social Experiences
  - Mobile Experiences

- **Oracle is cloud-ready**
  - Standards-Based Applications and Platform-as-a-Service (PaaS)
  - Solutions for Departments, Divisions and Enterprises
  - Support for Public Cloud and Private Cloud
  - Support for social and mobile
  - Supporting Cloud based CX

The Customer Experience (CX) Framework

Only Oracle Delivers an End-to-End Customer Lifecycle Solution

Mobile

Online

Store

Call Center

Field Service

Social

Platform Services	Experience Applications (CX)	Social Services
	Operational Applications (CRM)	
	Master Data Management (MDM)	

The Customer Experience and SFA

- For multiple industries the **Sales Person** drives the Customer Experience

- Organizations must empower the sales person to be:
  - Knowledgeable of the product
  - Knowledgeable of the customer
  - Knowledgeable of the market

- Sales Organizations have to be
  - Effective: Be the best they can be in every opportunity
  - Efficient: Be effective as often as possible
  - Educated: Access to a 360 degree view of the customer

Application Services
Sales and Marketing Services

Installed Base

Territory Management

Multi-Channel Marketing

Sales Prediction

Leads and Opportunities

Forecasting

Partner Relationship Management

Quota & Compensation Management

ORACLE®

Best in Class Acquisitions for Oracle CX

November 2010

- **Best in Class** Selling Experiences

June 2011

- **Best in Class** Marketing Experiences

July 2011

- **Best in Class** Support Experiences

October 2011

- **Best in Class** Search Experiences

October 2011

- **Best in Class** for Service Experiences

ORACLE

Application Services
Customer Service and Support Services

Web Self-Service

Mobile Self-Service

Chat and Co-Browse

E-mail Management

Knowledge Management
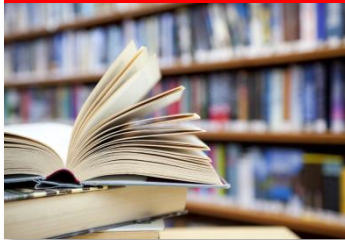
Contact Center

Support Communities

ORACLE
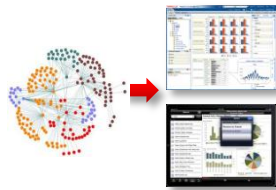
Social Relationship Management
Complete, Integrated, Enterprise Grade

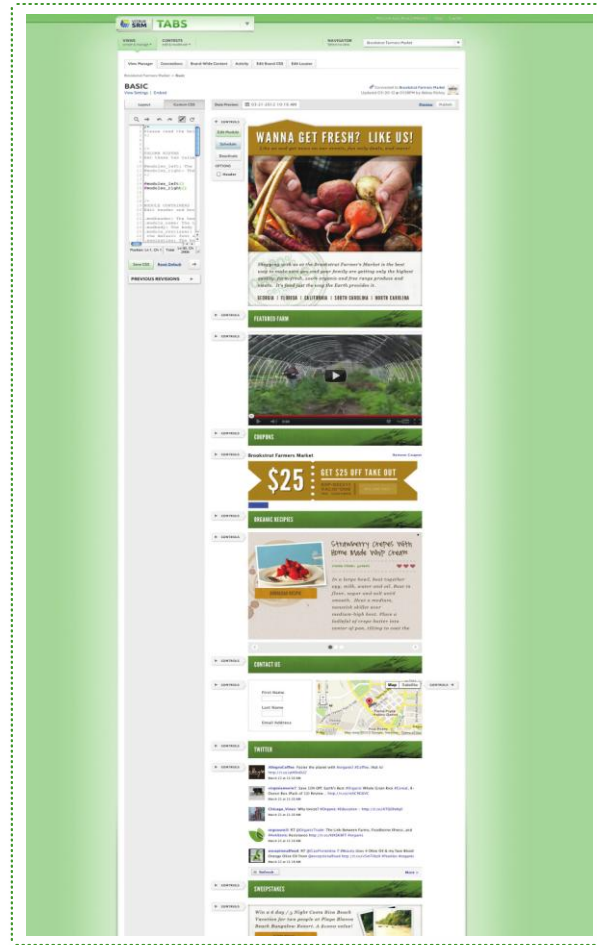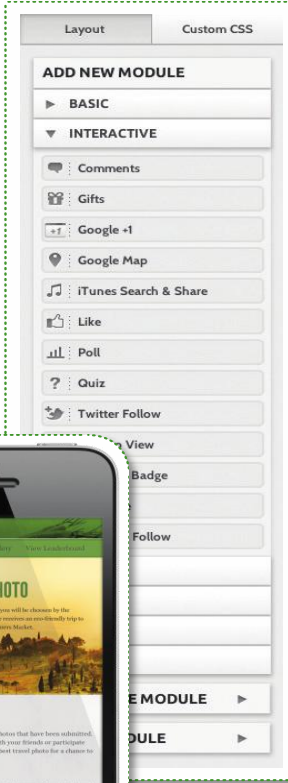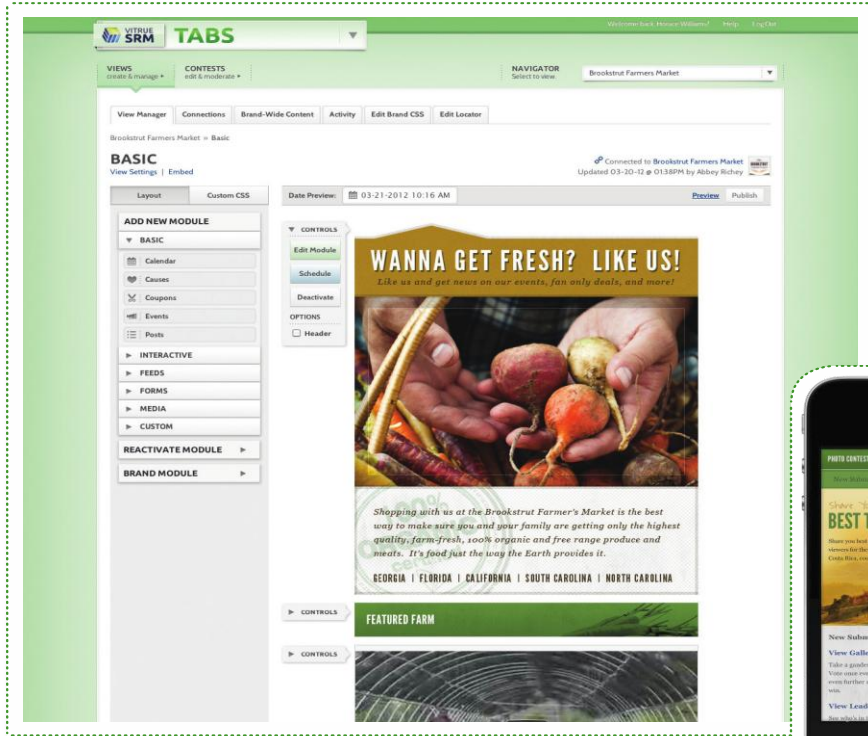| Social Data and Insight	Social Engagement and Monitoring	Social Network	Social Sites	Social Marketing
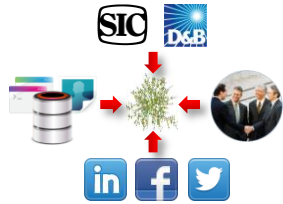
Common Infrastructure Services

Vitrue

ORACLE

Vitrue Customers

ORACLE

Social Monitoring - The Power of CI's Listening
Identify and Understand your Consumers to better engage with them

Dimension: Watching

Dimension: Intent to View
Alternate Program: Contagion

Aw I'm all caught up on jersey shore :(I'm going to watch contagion now which is probably a baaaaaad idea.

ugh, brought a lean cuisine for lunch and it's NASTY...   10:06AM Mar 18, 2010
Posted to **Twitter** by **qjaimes**   — negative

ugh, brought a **lean cuisine** for lunch and it's NASTY! guess that means i get to go home for lunch...oh darn :)

Gender: Male • Location: Georgia   1st person

Brand Selected

Social handle

Daypart

Dimensions: Taste, Quality
Sentiment: Negative

Gender

Location

Subjective

ORACLE

Collective Intellect - Content Collection and Consolidation

Social Data

- 26 million unique authors
- 5000 unique forums/boards
- 500,000 posts/day
- 75 million unique authors
- 3 million pages/user groups
- 1 million+ posts/day
- 60 million unique authors
- 1 million+ posts/day
- 10,000 new blogs/day
- 110 million unique authors
- 12 million tweets/day
- 300,000 new authors/day
- 6 million authors
- 100,000 unique sites
- 200,000 posts/day
- 2 million unique consumers
- 60 thousand reviews/day
- 50 unique review sites

Social:
- 300M unique authors
- 400K new authors/day
- 15M posts/day

Enterprise:
- Any text-based data
- Setup within hours

ORACLE® | collective intellect

Enterprise Text

- Survey/Focus Group Verbatim

- Private Community Conversations (External & Internal)

- Call Center/Email/Chat Transcripts
- Text-Translated Video

- Private news, research, feeds

ORACLE®

# Collective Intellect Customers

ORACLE

Involver Developer Experience Products

Tools to Create Fully Customizable Social Experiences

- **SML™ (Social Markup Language)**
  - Empowers developers to build pixel-perfect and multi-channel social applications

- **Visual SML**
  - Provides intuitive drag-and-drop interface to enable designers to easily create custom Facebook pages

- **Application Suite**
  - Allows users to create custom Facebook fan pages in minutes

- **Conversation Suite**
  - Enables companies to manage the conversations on the most popular social media networks from a single interface
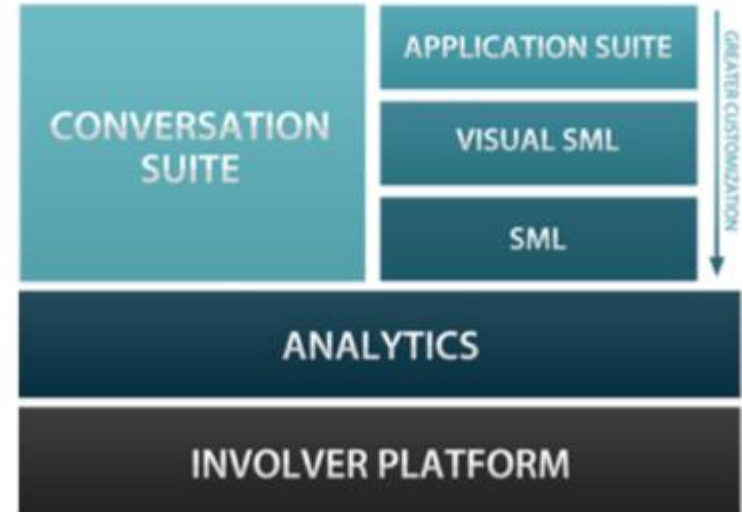
ORACLE

Involver Scales to Support Social and Web Presence for Leading Brands and Agencies

ORACLE

ORACLE'S COMPLETE CUSTOMER EXPERIENCE (CX)
EMPOWERING PEOPLE, POWERING BRANDS

☑ **Best-in-Class Customer Experience Solution**

☑ **End-to-End B2C and B2B Business Processes**

☑ **Multi Channel and Cross Channel Support**

☑ **Social and Mobile Optimization**

☑ **On Premise and in the Cloud Deployments**

STAY CONNECTED WITH ORACLE'S COMPLETE CUSTOMER EXPERIENCE

Read **blogs.oracle.com/CRM**

Watch **youtube.com/OracleCRM**

Follow **twitter.com/OracleCRM**

Join **facebook.com/OracleCRM**

Learn **oracle.com/CRM**

ORACLE

CX is a Business Strategy…It's not just about the technology

Process

Methods & Practices

People

Technology

Partners

= Business Outcomes

ORACLE