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Oracle Digital Business Experience for marketing teams

In the current, hyper-competitive service provider landscape, it's never been more important for marketers to get the most compelling offers in front of their customers to stand out from the competition.

To maintain the existing customer base, while acquiring new customers, service providers need to consistently deliver a personalized experience, while strategically bringing new offers and bundles to market faster than the competition - and this can be achieved with the support of solutions such as Oracle Digital Business Experience.

Oracle Digital Business Experience for marketers

Oracle Digital Business Experience is an AI-powered customer experience management platform built for the communications industry and pre-engineered by Oracle to help communications service providers grow revenue and create personalized, data-driven experiences at every step of the customer journey.

As a concept-to-cash-to-care solution Oracle Digital Business Experience delivers all of the tools needed for service providers to create, manage, fulfill, monetize, serve, and nurture lasting customer relationships.

In order to grow revenue and deliver personalized experiences, marketers need to understand their customers better, identify impactful ways to engage with them, and get offers in front of their audience faster than the competition.

Key features for marketers

> ✓ **No-code offer and promotion design:** Work faster with no-code design experience for offers and promotions
>
> ✓ **Offer cloning:** Quickly create new offers by cloning an existing offer and altering components, pricing, or terms
>
> ✓ **One-click offer introduction:** Launch offers to market faster with the click of a button

Utilize data and Artificial Intelligence to understand customers

At a fundamental level, marketers need to understand who their customers are to create more effective marketing campaigns and more impactful customer engagements.

Customer data fragmented across various sources can make it difficult for marketers to get a detailed view into customer and their preferences. Oracle Digital Business Experience provides master data management (MDM), collecting, cleansing, and storing data from across the organization, providing marketing teams with a complete and unified view of the customer. With integration into Oracle Unity Customer Data Platform (CDP), marketing teams can build more robust customer profiles with additional data collected from second and third-party sources. Native AI capabilities including pre-built large language models (LLMs), help marketers transform customer data into actionable insights.

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Oracle Digital Business Experience, when used in conjunction with Unity, provides marketers with a single pane of glass analytics dashboard with insight into key marketing metrics including campaign success, overall engagement customer segments, and demographics, and build upon insights to create focused customer segments, and targeted campaigns.

With complete and unified data, service providers' marketing teams can create and activate audiences, generate more conversion-ready opportunities, personalize experiences, uncover insights, and optimize campaigns. From the Unity Customer Data Platform, these insights can be taken into the enterprise product catalog to generate a specific bundle or offer.

Core capabilities

- ✓ 360-degree view of each customer or account enabling highly personalized interactions
- ✓ Insight into customer behaviors in real time empowering marketers to optimize campaigns, identify valuable campaigns, and improve engagement
- ✓ Leverage built-in AI and ML for scoring, recommendations, and next-best actions

Get new products and offerings to market faster

With Oracle Digital Business Experience, marketing teams can launch captivating promotional campaigns and commercial offers through an easy-to-use, centralized enterprise product catalog.

Commercial products, promotions and services are efficiently designed with the capability to intuitively create a new offer or bundle, and then easily clone or modify it for future opportunities. A guided flow prompts marketers to design both simple product offers such as devices or services, or bundled product offers incorporating two or more product offers. Marketers are also supported with one-click publishing, enabling them to send the offers downstream to sales representatives and customer service teams.

Core capabilities

- ✓ Collaborate easily with business and IT departments to define all commercial products, promotions and services
- ✓ Efficiently design and approve offers
- ✓ Establish a trusted commercial launch process based on TMF modelling
- ✓ Simplified one-click publishing

Summary

Oracle Digital Business Experience is a comprehensive, AI-powered customer experience management platform designed to support service providers' marketing teams throughout the entire customer lifecycle. Further strengthened by Oracle Unity Customer Data Platform and the enterprise product catalog, marketers are equipped with unified customer data, layered with AI-enabled insights, to deliver better customer experiences and business outcomes.

- **Master data management:** Collect, cleanse, and manage customer data, building a complete view of the customer and a single source of truth across the business.
- **Oracle Unity Customer Data Platform:** Activate customer data with AI-powered customer profiles, to create a foundation for more connected, personalized experiences.
- **Catalog:** The enterprise product catalog of Oracle Digital Business Experience provides a collaborative environment designed for stronger integration across business, IT, and marketing personas.

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