

Digital Convergence

Engage, Empower, Expand with Innovative CX for Communications

ORACLE® COMMUNICATIONS

KEY FEATURES

- Digital marketing with data management platform
- Complete and integrated omni-channel commerce
- Configure-Price-Quote (CPQ) with subscription ordering
- Knowledge empowered and social service

KEY BUSINESS BENEFITS

- Create a differentiated and engaging brand experience
- Acquire and retain customers across digital and social channels with an ongoing personalized dialog
- Increase customer insight to anticipate needs and deliver tailored offers and information at the right time
- Empower customers with full control over their usage experience
- Provide ultimate convenience, proactive and personalized service experience across channels and devices
- Turn customers into better brand advocates

Customers have changed. They are always connected, always aware, and always sharing. They demand simple, personalized, and proactive experiences on their terms. They rely on peers for advice and demand a consistent experience across channels. That is why communications service providers (CSPs) must reinvent CX for the digital age.

Oracle's Digital Convergence solution enables CSPs to personalize the engagement with customers and empowers them to make their services more valuable for customers, leading to an increased share of wallet from innovative converged and digital services. Oracle's Digital Convergence solution is a Digital CX cloud solution from a single vendor that increases agility and helps to cut costs using a proven cloud platform.

Engage customers personalized throughout their lifecycle

Oracle's Digital Convergence solution delivers innovative CX for the communications industry in the cloud. It enables CSPs to engage customers with a differentiated brand experience to acquire and retain customers across digital and social channels in an ongoing dialog. A simple digital-first, omni-channel experience engages customers with personalized offers and interactions across the customer lifecycle.

Empower customers, drive NPS while reducing cost to serve

Providing a nurtured service experience is a key differentiator as service interactions have the highest impact on customer satisfaction across all lifecycle phases. Delight your customers with actionable insight and proactive customer service. With Oracle's Digital Convergence solution, you can put customers in control of their usage experience so they can maximize their services' value. Empower your customer with spot-on knowledge, easy self-service and service from an active social community to drive NPS and turn customers into brand advocates while reducing cost to serve.

Expand and innovate with digital convergent services

CSPs are focusing on generating new revenue streams and monetization opportunities. Oracle's Digital Convergence solution allows CSPs to increase your customer's share of wallet by launching new digital services and by creating bundled offerings from communications, over-the-top digital, IoT and information-based services. The solution manages household, family, group or device relations for additional monetization. Cloud delivery enables continuous innovation and a short time to market.

KEY FEATURES

- Adaptive intelligence applications to deliver tailored offers
- Customer data management with data quality
- IoT to connect devices and sensors
- Big data to gain actionable customer insight
- Mobile and API platform to enable digital channels
- Integration and process management

KEY BUSINESS BENEFITS

- Increase revenues with smart digital convergent services
- Deliver digital services in a short time to market, leveraging an extensible cloud platform
- Rapidly enable new digital interaction channels with a modern, micro service architecture
- Agile cloud delivery and continuous innovation

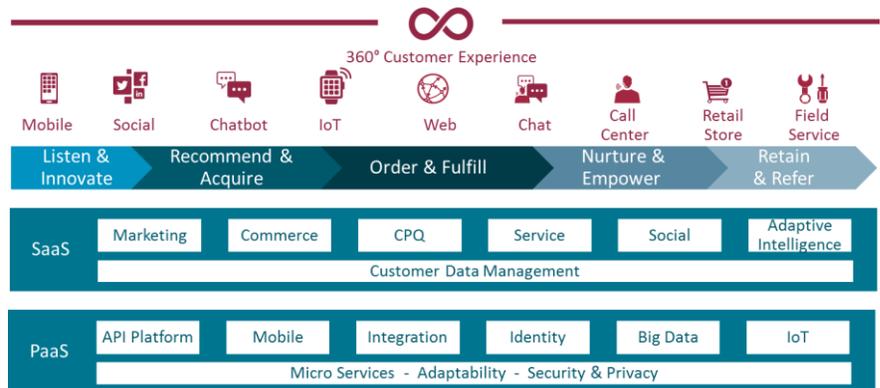
Expand and innovate with increased agility and reduced operational cost

CSPs must rapidly adapt to market changes and to customer demands. Oracle Digital Convergence is a cloud native solution. It is built on an agile platform that is designed to tailor the experiences and create new digital interactions with chatbots, mobile apps, and an API platform. The cloud platform also enables monetization of new revenue streams with IoT and Big Data.

Oracle’s Digital Convergence solution delivers innovative CX for the communications industry in the cloud

The Oracle cloud is the next-generation public cloud that provides the agility, reliability, scalability, and security that modern businesses need. Oracle’s Digital Convergence solution is comprised of Oracle’s market leading SaaS and PaaS. This cloud-based solution is complete, data-driven, and secure.

Oracle’s Digital Convergence is an innovative CX solution designed for the communications industry that enables CSPs to engage, empower, and expand by providing an ultimate customer experience, increasing agility, and cutting costs using the Oracle cloud.



CONTACT US

For more information about Digital Convergence, visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.

Integrated Cloud Applications & Platform Services

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