



Accenture Solutions for Oracle Customer Experience

Accelerate your digital journey

High performance. Delivered.



Play to win: Embrace the new digital customer

In a heartbeat, today's customers can switch vendors—and when they do, there's a good chance they will let the world know exactly why. In fact, Accenture research indicates that 66 percent¹ of consumers worldwide switched companies due to poor customer service in the past year alone. Today's mobile, social, and multi-channel world creates challenges to better understand, engage and interact with customers—and significant opportunities for companies who get it right.

Today, the customer journey is no longer linear. It's now continuous, dynamic, and accessible—what Accenture calls the "Nonstop Customer Model" (see figure 1). Success in this environment comes from a customer-focused digital transformation that prioritizes a superior experience and aligns internal organization, processes and technology to help enable it.

We believe that the most valued and effective customer experiences are:

- Seamless
- Personalized
- Continuously Optimized
- Outcome Driven
- Powered by Analytics

We offer clients a scalable, industry-specific, enterprise-wide approach that helps transform a company's "status quo," reinventing its business performance and growing customer loyalty and wallet share.

Accenture Solutions for Oracle Customer Experience (CX) can help you:

- Engage customers who are perpetually in motion, more technologically savvy than ever, and whose actions are increasingly difficult to predict.

- Deliver a more tailored and personalized customer experience through the use of relevant, integrated and timely data.
- Develop forward-looking insights that help position and deliver a brand message through predictive analytics and a 360-degree view of customer behaviors.
- Improve the value of a customer by defining the customer journey with empirical ROI data, which also helps align CMO and CIO agendas.
- Improve customer satisfaction by providing a more consistent and seamless experience across all interaction channels.

Customer experience offerings for every step of your journey

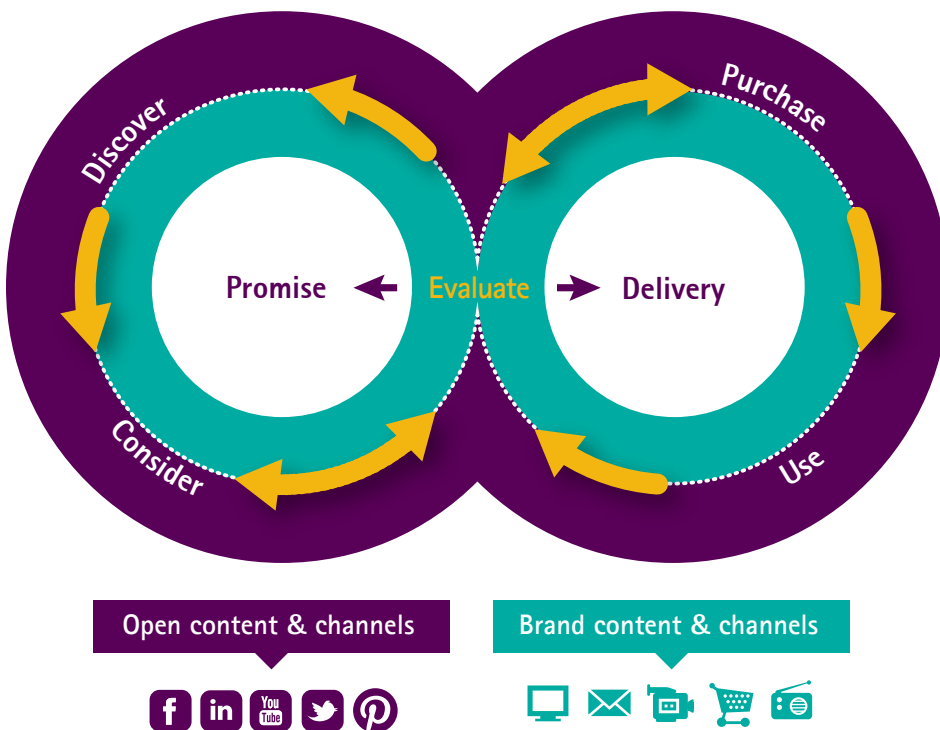
Accenture covers you from start to finish, with a suite of services from strategy to technical implementation, including customer relationship management, commerce, social, mobility, big data, analytics and digital marketing—all helping to further accelerate your digital transformation.

In addition to the technical know-how of our Oracle practice, we draw on Accenture Digital and Accenture Strategy to help provide end-to-end CX capabilities.

Our tailored offerings include:

- CX Strategy: Assessment and Roadmap
- CX Blueprinting: Generating customer insight by helping define the holistic customer experience
- Creative/Content Strategy and Design
- Social Media: solutions from strategy, through monitoring, sales, customer care and collaboration

Figure 1 Accenture Nonstop Customer Model



¹ Accenture 2013 Global Consumer Pulse Research, <http://www.accenture.com/microsites/global-consumer-pulse-research/Pages/home.aspx>.

Unleash the power of your data

For today's digital businesses to be more successful, data should be harnessed, managed and turned into a business asset. Analytics is moving from a reactive utilization of data to proactive decision making and the use of real-time data as a business asset.

We have used the insights gained from more than 700 analytics engagements to create Big Data Analytics Reference Architecture for Oracle, which helps make it faster and easier to use Oracle Analytics products across your enterprise to uncover new business insights.

What can you do with analytics? We've helped our clients:

- Use satellite pictures to count the cars in retailers' parking lots, predicting the company's customer flow.
- Analyze audio recordings to identify unsatisfied customers.
- Provide injury surveillance and early alerting to an insurance company by tracking newspaper clippings.

Proven assets based on over 20 years of Oracle experience to help get work done faster, with less cost and risk

Reusable components and accelerators, including Accenture Foundation Platform for Oracle Customer Experience (AFPO for CX), help reduce the complexity of Oracle CX projects, accelerating the delivery of your digital transformation while reducing costs.

Our Accenture Innovation Centers for Oracle not only demonstrate the "art-of-the-possible" using the latest Oracle CX

solutions, but also help you to focus your efforts by developing new capabilities.

These proven assets can help your new technology to run as expected from day one and scale as your needs change.

Accenture: Experience you can count on

We are innovators in digital transformation and long-standing market partners in Oracle implementation.

- No. 1 systems integrator for Oracle technology globally
- First Oracle alliance partner to reach Diamond status
- One of the largest of all Oracle service providers with more than 52,000 Oracle-skilled professionals

- Experience with large-scale, complex projects: more than 6,200 Oracle projects with more than half of the *Fortune* Global 100
- More than 10,000 CX practitioners

Accenture Solutions for Oracle CX help you provide end-to-end customer solutions by bringing together our industry-specific knowledge and expertise in strategy, digital marketing and Oracle technologies. Let us help you accelerate your digital transformation.

A major US communications provider increased revenue more than 275 percent by leveraging our suite of CX offerings.



Contact us

Take your CX initiative to the next level.

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About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with approximately 289,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US\$28.6 billion for the fiscal year ended Aug. 31, 2013. Its home page is www.accenture.com.