ORACLE

Oracle Modern Best Practice

Digital Business Processes for CX

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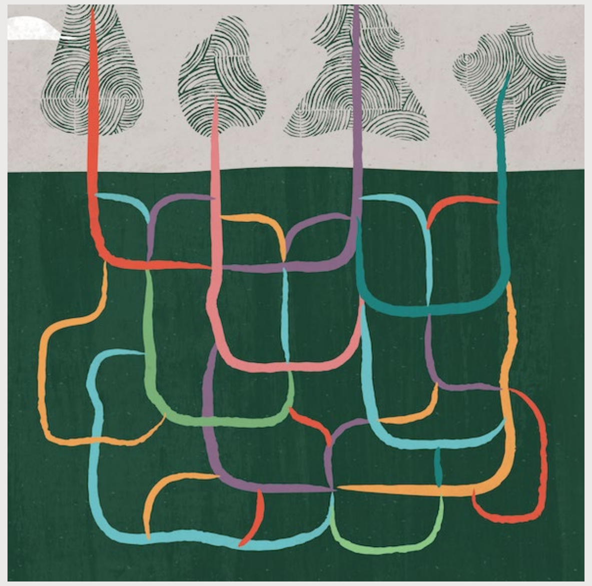
What is Oracle Modern Best Practice?

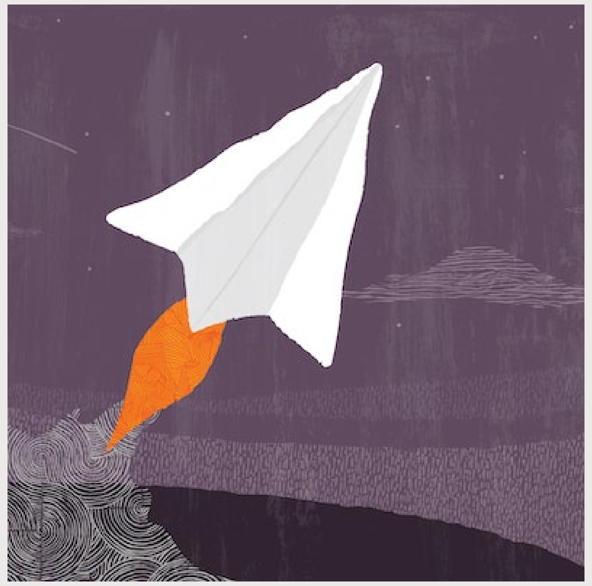
www.oracle.com/modernbestpractice

Digital business processes that evolve with you



End-to-end across the organization

Radically superior results



Leverages latest technologies

Modern Best Practice for CX

Marketing

- Nurture to Opportunity
- Campaign Execution to Opportunity
- Data Signals to Unified Profiles

Sales

- Lead to Opportunity
- Channel Lead to Vendor Opportunity
- Opportunity to Quote
- Quote to Revenue
- Field Sales Preparation to Execution

Sales Performance Management

- Coaching Plan to Performance
- Incentive Plan to Seller Earnings

Service

- Customer Contact to Resolution
- Knowledge Gap to Solution
- Field Incident to Resolution
- Service Request to Depot Repair

Modern Best Practice for Marketing

Nurture to Opportunity

Define Nurture Strategy and Campaign Goals

Leverage up-to-date campaign performance to inform decisions on strategies and goals. Uncover insights using graphical analysis on dashboards.

Define Opportunity Qualification Guidelines

Set screening criteria to identify buying intent from captured responses. Use graphical tools to lay out the sequence of tests and assignment of actions.

Design Omnichannel Journey

Easily lay out the target audience journey based on their preferred communication channels using graphical tools.

Identify and Build Audience

Identify the target audience from lists of contacts with filters based on identifying characteristics, including profile attributes and past activities. Leverage data from data aggregation or CRM systems to update the list dynamically.

Create Personalized Campaign Assets

Create highly relevant personalized content for the target audience by tailoring templates and building blocks from a repository to ensure content consistency with brand.

Activate Campaigns

Automatically check critical details, such as campaign name, start and end dates, and campaign assets before launching the campaign.

Score and Route MQLs

Review and identify consolidated high-quality leads by setting up rules to automatically score leads based on profiles and engagements. Transfer marketing qualified leads (MQL) to sales teams. Route leads requiring further nurturing to campaigns for additional engagement.

Analyze Results and Optimize Campaigns

Gain real-time insights into in-flight campaigns using a dashboard. Easily locate the activities and performance metrics specific to a campaign or asset for focused analysis and informed decision-making.

Product Mix: CX Marketing (Eloqua Marketing Automation)
Key Metrics: # of Leads Generated from Marketing Source; Leads to Opportunity Conversion %; Average Campaign Cost per Won Opportunity; Won Opportunity Line Revenue (U-Shaped Attribution)

Cloud Mobile Analytics Collaboration AI/ML

Campaign Execution to Opportunity

Define Strategy and Goals

Review sales objectives and align campaign product mix, strategy, and goals. Determine target accounts and content plan. Set budget for new content development and media buying.

Generate Target List

Analyze installed base composition. Build target audience list from known contacts and automatically create audience profiles for paid media.

Build Campaign Assets

Curate campaign assets from a centralized content repository or develop new ones. Obtain recommendations on most relevant reference stories. Easily create email and landing page from brand approved templates.

Execute Campaign

Send personalize email to target contacts and launch advertising on integrated channels. Capture responses and engagement.

Monitor Campaign Results

Review crucial metrics using dashboard-driven review and identify areas for improvement.

Generate Opportunities

Evaluate account level interest by automatically aggregating interest from individuals. Automatically create opportunities on accounts meeting scoring criteria.

Product Mix: CX Marketing
Key Metrics: Lead to Opportunity Conversion (%); Average Campaign Cost per Won Opportunity; Open Opportunity Line Revenue (U-Shaped Attribution); Won Opportunity Line Revenue (U-Shaped Attribution)

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Data Signals to Unified Profiles

Collect Behavior Data

Monitor customers' digital behaviors such as website visit activities from different sources in real time and set rules to record relevant data points in a structured common format based on business objectives.

Collect Profile Data

Establish regular feeds of customer-related data, such as account details, contact information, and potential business opportunities from online, offline, first-, second-, and third-party data sources. Automatically convert data from different sources into a common definition.

Collect Transaction Data

Establish regular feeds of customer transactions and related data, including purchases, payments, and products. Set rules to automatically synchronize corresponding attributes from different sources with the repository data structure.

Collect Form Data

Receive data submitted by individuals responding to formal information requests during their online activities. Set rules to ensure each piece of data is correctly assigned to its corresponding field within the repository.

Unify Profiles

Set rules to merge duplicates, resolve inconsistencies, and incorporate new data into known profiles. Easily access repository data and set filters to focus on datasets and attributes relevant to business requirements.

Derive Intelligence

Use interactive graphical analysis to evaluate engagements, identify high-value customers, and discover the high-performing attributes of a campaign. Apply ready-to-use data science models to assist decisions, including target audience, channels, and communication tactics.

Product Mix: CX Marketing
Key Metrics: # of Email Opens; # of Form Submissions; # of New Contacts

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Modern Best Practice for Sales

Lead to Opportunity

Capture Leads

Aggregate leads across multiple channels, such as social, campaigns, events, and so on.

Nurture and Score Leads

Use rule-based nurturing and scoring to identify high-quality leads.

Qualify Leads

Evaluate and prioritize leads. Rank leads after cleansing.

Assign and Allocate Leads

Assign nurtured leads to sales teams or channels using rule-based territory allocation.

Review Leads

Use preconfigured assessment templates to review leads. Recycle unqualified leads for further nurturing.

Convert Leads

Accept and convert qualified leads to opportunities.

Product Mix: CX Sales
Key Metrics: Leads to Opportunity Conversion (%); New Opportunities Win Rate; Win Rate; Revenue Line Won Rate

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Channel Lead to Vendor Opportunity

Create Partner Leads

Partners monitor social media for buyer digital body language. They generate leads and assign them to sales teams using rules-based territory assignment.

Qualify Partner Leads

Determine purchase interest, then qualify and score leads using assessment tools. Request quotes and support from vendors when necessary.

Register Partner Deals

Partners register deals for vendor review and approval. They collaborate with prospects to confirm purchase interest.

Accept Partner Opportunities

Review and accept opportunities from partners.

Manage Partner Quotes

Partners configure and price quotes by applying approved pricing discounts. They share proposals with prospects and manage interactions.

Product Mix: CX Sales
Key Metrics: # of Partner Assigned Leads; Leads Conversion % (Across Levels in Primary Partner Hierarchy); Win Rate; Quote Conversion Rate

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Opportunity to Quote

Review Opportunities

Identify high priority opportunities using dashboard-driven review based on win probability and business objectives, such as new product introduction or market segment expansion.

Verify Account Data

Verify account data including location, organization structure, and contacts if the account is not actively engaged. Maintain data quality with flags on possible duplicates and easy resource assignment to investigate.

Engage Account

Get full account information from order history and service requests to leads and open opportunities. Get intelligent advice on actions to increase win probability. Manage tasks and get account insight on any device.

Discover Needs

Initiate discovery with the prospect to position products and services. Align deal timing with the prospect's buying cycle. Get helpful tips and recommendations for meeting objectives and follow-up tasks.

Present Solutions

Schedule meetings and product demos based on roles in the buying group. Manage meeting logistics, secure subject matter resources, and record meeting briefs on any device using business card scan, voice, or text entry.

Prepare Quote

Assess possible discount level. Develop solution proposal satisfying customer needs and available budget.

Product Mix: CX Sales
Key Metrics: # of Active Quotes with Proposal; Active Quote Win Rate; Average Active Quote Cycle Time

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Oracle Modern Best Practice 25B

Quote to Revenue

Identify Opportunity

Identify proposal-ready accounts with dashboard-driven review of open opportunities, engagement history, or intelligent recommendations.

Configure Quote

Configure a personalized quote with optimal products, services, and subscriptions that meets the prospect's needs.

Price and Sell

Ensure commercial viability with automated or manual rule-based and workflow-routed approval of pricing and terms such as billing, shipping, payment, scheduling, and service level requirements. Generate and securely share sales order and confirmation.

Record Shipment

Create fulfillment orders: work orders for CTO, POs for dropship, and warehouse orders for inventory on-hand. Optimize supply chain strategy to balance costs and service level. Send customers shipment status.

Process Subscription

Complete any onsite installation and ensure service provision. Automatically link eligible usage to subscription. Continue to offer personalized engagement by leveraging insights from usage pattern, device signal, etc.

Collect Usage

Get full view of customer usage and interaction history on a centralized dashboard. Receive notification of at-risk customers and take corrective action. Leverage account insights to identify cross- and up-sell opportunities.

Bill Customer

Provide timely statement with accurate usage data and billing calculation in any pricing scheme. Send invoices using customers' preferred channels and offer convenient payment options.

Recognize Revenue

In accordance with ASC 606/IFRS 15, automatically recognize revenue over time or point in time from qualified activities such as delivery of goods or services.

Product Mix: CX Sales, SCM Order Management, ERP Financials
Key Metrics: Active Quote Win Rate; Average Active Quote Cycle Time, Monthly recurring revenue (MRR)

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Oracle Modern Best Practice 25B

Field Sales Preparation to Execution

Prioritize Activities

Review appointments, go over to-do list, and update status on a centralized homepage over any device. Easily access appointment details and related data.

Review Account and Qualify Leads

Get a complete view of target accounts, including transaction history, past interactions, open leads, and associated contacts. Initiate calls from an account area and qualify leads.

Prepare Trip

Optimize time in the field by locating accounts in the same area and scheduling visits in one trip. Easily find accounts in the vicinity during a trip for drop-in visits.

Conduct On-Site Visit

Check on-site asset information by scanning UPC codes. Add notes to the opportunity using a device camera. Use digital assistant to dictate meeting minutes and add contact information by scanning business cards.

Execute Follow-Up Actions

Get intelligent recommendations based on meeting minutes. Review analysis on the current pipeline and drill down into opportunities.

Advance Sales Stage

Get a notification when a quote is approved or review opportunities with approved quotes on a dashboard. Download proposals and share them with customers.

Product Mix: CX Sales
Key Metrics: # of Open Activities; # of Opportunity Appointments; Appointment Rate - Won Opportunities

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Modern Best Practice for Sales Performance Management

Oracle Modern Best Practice 25B

Coaching Plan to Performance

Develop Coaching Plans

Review assigned goals and accounts. Create individual plans to achieve objectives, such as strategic account growth and new account outreach. Identify tactical activities, such as account contacts, lead conversion, and pipeline expansion, to achieve sales goals.

Incorporate Gamification

Stimulate engagement with decentralized contests and competitive programs with monetary or nonmonetary awards. Provide real-time leaderboards to track results, ranking, performance, and awarded points on any device.

Track Progress

Monitor organization, team, and individual performance through interactive, secure dashboards across all devices.

Check In and Coach

Review progress with team members regularly. Discuss forecasts, potential commissions, and goals. Incorporate deal-level and pipeline coaching and share successful tactics on engagements, products, and industries.

Identify Risks and Opportunities

Get insights and alerts on potential issues and review key indicators, including low account engagement, extended sales cycles, and top product offerings, using dashboards. Leverage artificial intelligence (AI) and machine learning (ML) to detect and respond to anomalies, changing market trends, and forecast shortfalls.

Address Gaps and Market Changes

Revise strategies and incentives based on the latest performance and new insights. Leverage AI/ML for optimal fund allocation to incentivize new strategic focus.

Recognize Top Performance

Reward top performers with monetary or nonmonetary awards.
Award points based on performance.
Rank achievement levels using leaderboards.

Product Mix: CX Sales
Key Metrics: Activity Rate - Converted Leads; Activity Rate - Won Opportunities; # of Opportunity Open Activity Tasks

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Incentive Plan to Seller Earnings

Review and Accept Incentive Plan

Review assigned incentive plans and targets. Review assigned territories and accounts to formulate actionable plans to achieve targets. Accept the incentive plan.

Execute Sales Motion

Get machine learning recommendations to identify accounts with high revenue potential and win probability. Leverage AI/ML for next best actions during the sales cycle.

Forecast Revenue and Monitor Earnings

Get revenue forecast with estimated earnings. Review compensation updates and progress to goals.

Resolve Disputes

Easily create service requests for unexpected discrepancies. Track updates on any device.

Award Compensation

For each compensation period, sales managers review team member commission and performance ratings, allocate available discretionary pool, and sign off on individual awards using a centralized dashboard.

Receive Earnings

Get notification of the final award for the period and receive earnings in the designated pay period.

Product Mix: CX Sales
Key Metrics: Revenue Line Won Rate; Influenced Won Opportunity Revenue; Campaign Expected Revenue

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Modern Best Practice for Service

Customer Contact to Resolution

Capture Initial Contact

Leverage a designated portal for customers to find solutions. Enable customer contact through email, phone, web, chat, or social media.

Unify Customer Information

Provide service agents with a complete view of detailed customer data consolidated automatically over multiple channels. Automatically create reference numbers for personalized interaction and service.

Identify Solutions

Quickly identify answers using a knowledge repository with easy access and powerful search capabilities. Transfer inquiries to expert staff if needed.

Deliver Solutions

Provide consistent solutions over customer-preferred communication channels, including phone, email, or chat.

Enhance Knowledge

Suggest new content or modifications to the knowledge repository based on insights from customer interaction.

Confirm Resolutions and Solicit Feedback

Recap customer interactions and resolutions. Close incidents. Automatically send confirmation email and invite customers to provide feedback.

Track Service Costs

Record service usage against applicable subscriptions and track incurred charges.

Product Mix: CX Service
Key Metrics: Agent Performance

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Knowledge Gap to Solution

Monitor Usage

Analyze customer interactions to identify emerging trends and behavioral patterns. Use prebuilt reports to gain insights into knowledge usage, resolution performance, and content gaps within your knowledge repository. See which knowledge articles are most effective in resolving customer incidents and which have the lowest or highest deflection rates.

Identify Knowledge Gaps

Evaluate existing resources to determine where new content is needed to resolve key issues. Identify areas for improvement, including missing content, outdated information, or underperforming knowledge articles. Prioritize content development based on urgency, frequency of need, and impact on customer or operational outcomes.

Curate and Validate Knowledge

Collaborate with experts to create, update, and review content, ensuring that accurate and timely solutions are available. Control the entire knowledge lifecycle with configurable options and workflows for authoring, editing, categorizing, reviewing, governing, and publishing content, while setting permissions for article access. Accelerate and optimize knowledge content creation by leveraging generative AI to quickly draft new articles based on service request details and external documents.

Deliver Resolutions

Provide targeted knowledge at the right time and place to support seamless customer self-service. Ensure knowledge is readily accessible across all environments, pages, apps, channels, and devices, delivering it precisely where needed. Leverage embedded AI to efficiently answer questions and recommend relevant articles. Enable users to quickly find information using interactive and semantic search capabilities.

Product Mix: CX Service
Key Metrics: Average Time to Resolve (Hours); Open SR Age (Days); SR Resolution Rate

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Oracle Modern Best Practice 25B

Field Incident to Resolution

Manage Incidents

Monitor customer assets in real time using a device simulator. Provide visibility and management capabilities for all assets across a customer's infrastructure.

Automate Service

Automate field incident resolution, enabling service agents to quickly prioritize actions, schedule technicians, and ensure timely resolution.

Manage Service Scheduling

Set priorities and assign engineers to perform repairs. Empower service agents to efficiently manage scheduling and optimize resources. Reduce response times and minimize disruptions, ensuring timely and effective field service delivery.

Engage Customers

Provide customers with a tailored, personalized experience that meets their specific needs by using self-service portals. Use a digital customer service support center to build these portals based on Visual Builder capabilities.

Perform Repairs

Use comprehensive tools and information to successfully complete assigned work. Provide real-time technician arrival updates.

Review Charges

Ensure all charges are properly recorded and aligned with agreed-upon pricing structures, contracts, or service-level agreements.

Manage Estimates

Provide accurate estimates for future appointments, closing the service loop effectively.

Product Mix: CX Service
Key Metrics: # of Resolved Critical SRs; Average Time to Resolve (Minutes); Field Service Technician Work Order Charges; Field Service Estimates

Cloud Mobile Analytics Collaboration AI/ML

Service Request to Depot Repair

Initiate Service Request

Get omnichannel service requests through channels, including web portal, call center, or service integration. Create service requests automatically based on IoT alerts or other predefined triggers, such as detection of potential equipment failure. Capture essential details, including product information, issue descriptions, and warranty status.

Manage Service Requests

Track and validate service requests on centralized dashboards. Ensure requests align with warranties, service contracts, or customer entitlements. Optimize service request assignment based on location and technician availability. Streamline resolution process with automatic routing of approvals and assignments. Get recommendations of resolution based on historical cases.

Receive Customer Returns

Track shipment status of customer returns and route them to the repair depot. Record the receipt of returned items at the depot repair center and verify item conditions. Update inventory systems and link returns to respective service orders. Get real-time inventory updates of returned products.

Manage Repair Orders

Create and track repair work orders on centralized dashboards. Automatically assign work orders to technicians based on expertise, workload, and priority. Ensure part availability for repair tasks with predictive analytics to forecast spare part demand and repair cycle times.

Perform Repair

Leverage AI-driven guidance and diagnostics to help diagnose issues, perform repairs, replace faulty parts, and apply system updates. Easily access needed work instructions and technical documentation. Record all actions, including time spent and materials used. Get root cause analysis and predict future failure risks with machine learning.

Determine Repair Charges

Determine whether repair costs are covered under warranty or contract. Automatically apply warranty and service agreement terms to repair orders. Generate estimates and obtain authorization for non-warranty repairs. Dynamically calculate repair costs based on labor, parts, and service agreements.

Ship Repaired Items

Conduct a final quality check before shipping the repaired items. Determine shipment methods by balancing speed, cost, and service quality. Provide customer shipment status and tracking information from in-house fleet or third-party carriers.

Bill Customer

Generate and issue invoices for out-of-warranty repairs. Apply pre-approved service credits or customer payment options. Manage automated invoicing and payment tracking. Automate chargebacks for recurring service contracts. Analyze customer payment behavior to optimize billing management.

Product Mix: CX Service
Key Metrics: Depot Repair Work Orders; Depot Repair Shipments; Depot Repair Charges; Depot Repair Estimates

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Digital Business Processes for CX