

ORACLE®

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Customer Experience Management

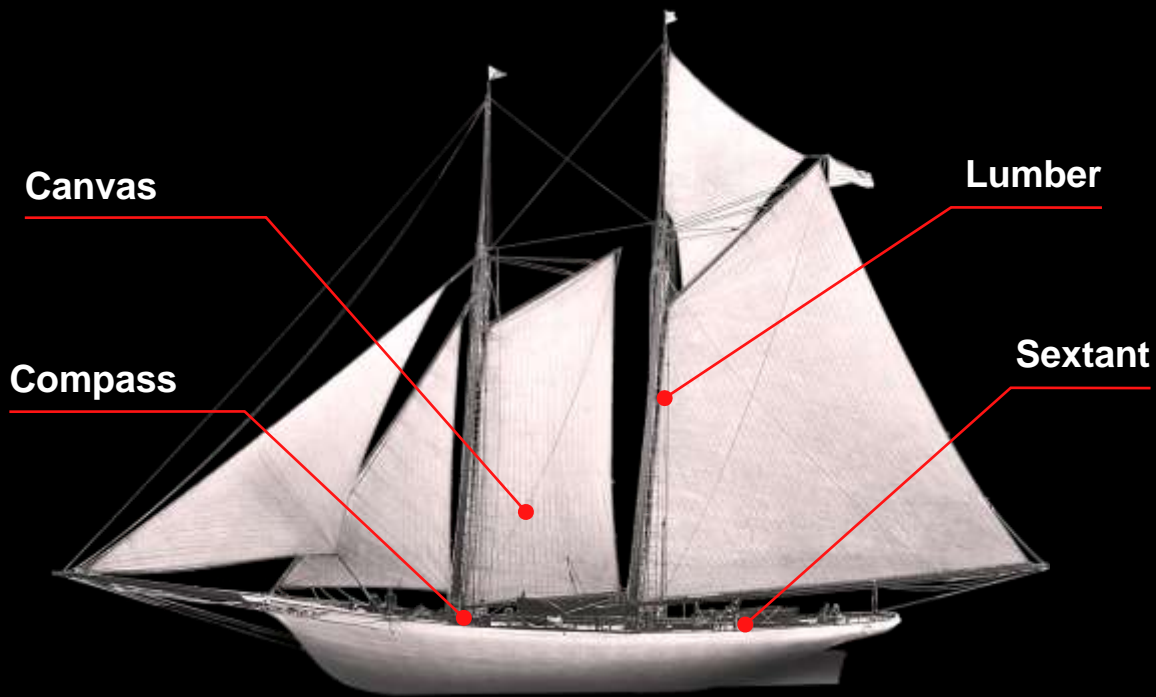
differenziarsi per valorizzare il proprio brand e per creare efficienza organizzativa

Adriano Ceccherini



Digital Transformation in Customer Experience

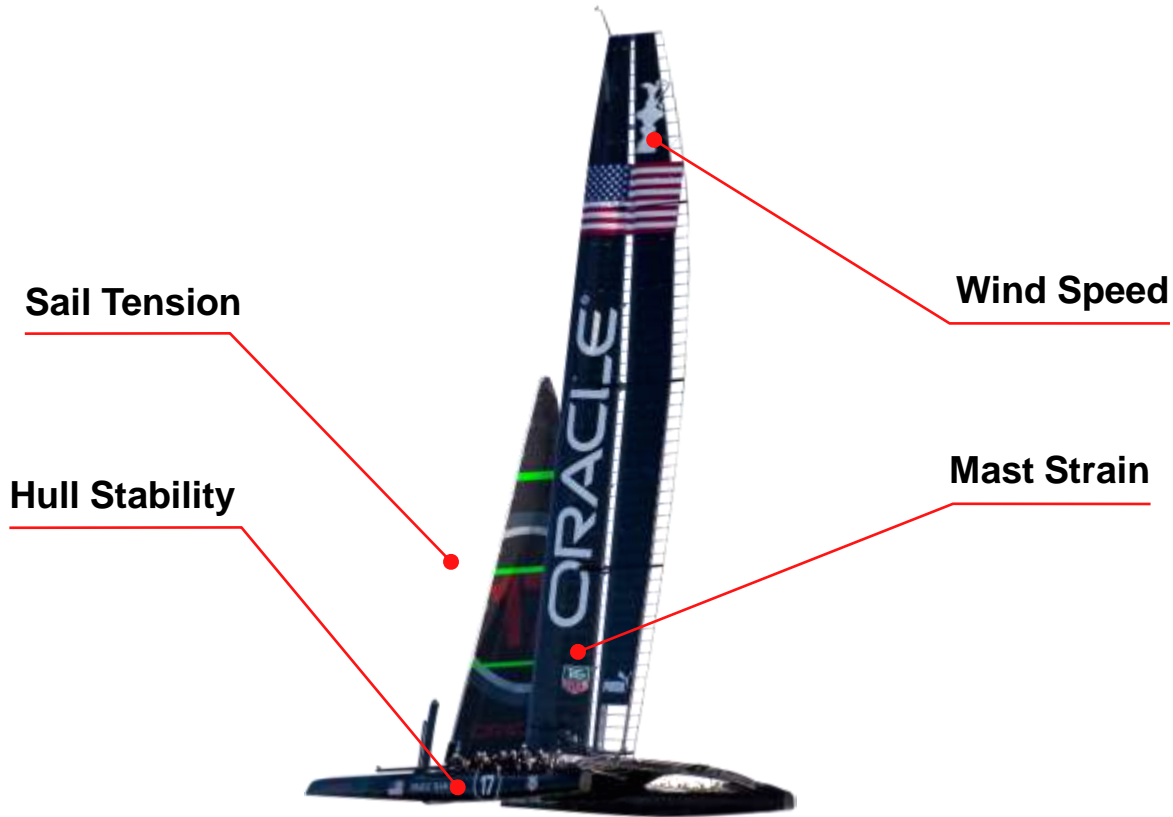
Digital transformation refers to the changes associated with the application of **digital** technology in all aspects of **human society**



1851

America's Cup

The oldest trophy in international sport



300

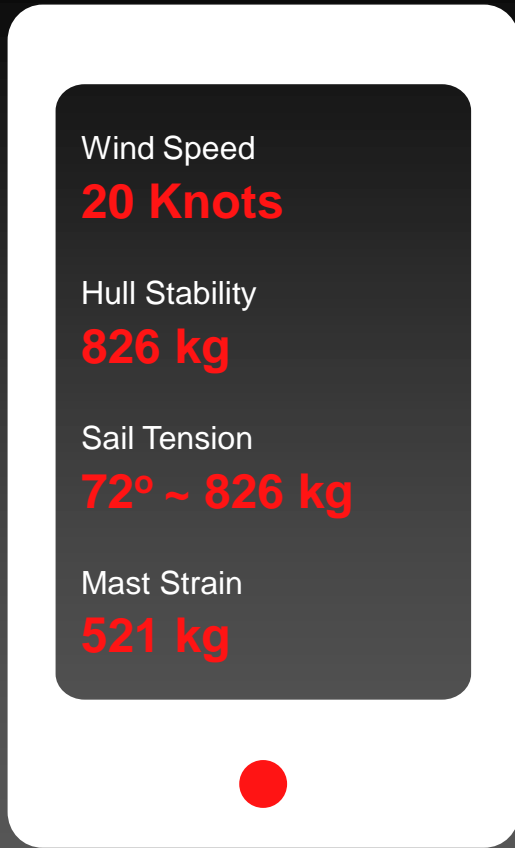
Sensors

3,000

Variables running
10 times per second

1GB

Raw data
every sailing day



Empowering the Right Team with the Right Information

New Spectator Experience



“ Oracle Team USA
Breathes Life Into
America's Cup With
Historic Comeback”

Huffington Post, 2013

“ Sailing-Epic
America's Cup to
end with winner-
take-all showdown”

Reuters, 2013

“ NBC Gets More
Than It Expected”

The New York Times, 2013

Maersk Line: From Containers to Social

Who is Maersk Line?

- World's largest shipping company
- 25,000 employees, 150 countries, 325 offices, 600 container ships, 2,2 million containers



Why social media?

- Brand awareness
- Customer loyalty
- Employer branding
- Employee retention
- Customer insights
- Product development
- Easy-to-use and cost-efficient tools for Communication, Marketing, HR and Customer Service
- And more



"Getting closer to our customers"

Facebook?! You better be Kidding!?!?

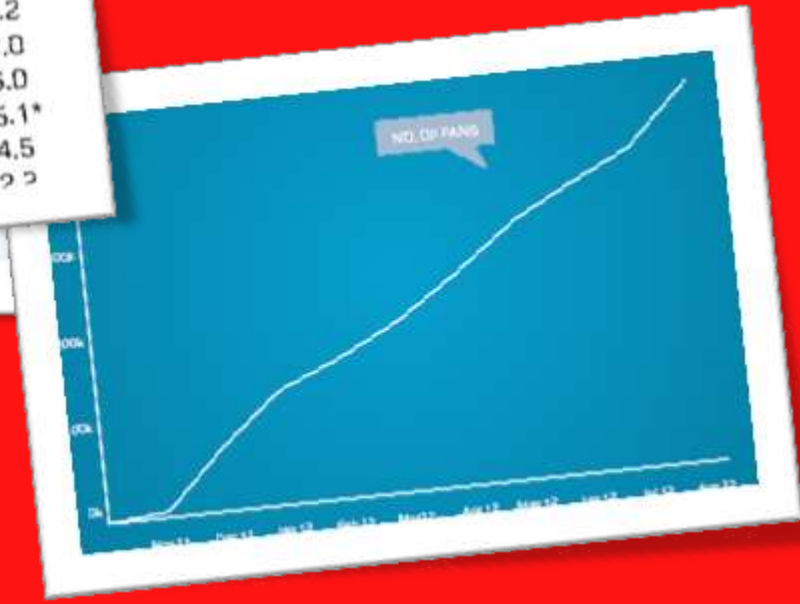
Maersk Line: Engagement Level to the Top



Lego	48.0**
Maersk Line	37.0
Disney	34.2
GE	32.9
Shell	19.1
Ford	17.2
McDonald's	10.2
Oreo	7.2
Dell	7.0
Red Bull	6.0
Converse	5.1*
Starbucks	4.5
Coca-Cola	2.2

- Average score for ten latest FB post
- Score is measured as likes + shares (x2) + comments (x4) divided by number of fans

- Discussions with shipping experts around the world, bringing in external intelligence
- Reports set to inspire management decisions



Evolving Consumer Habits

69% of Italian Consumers connects to Social Networks during TV shows (+18% YoY)

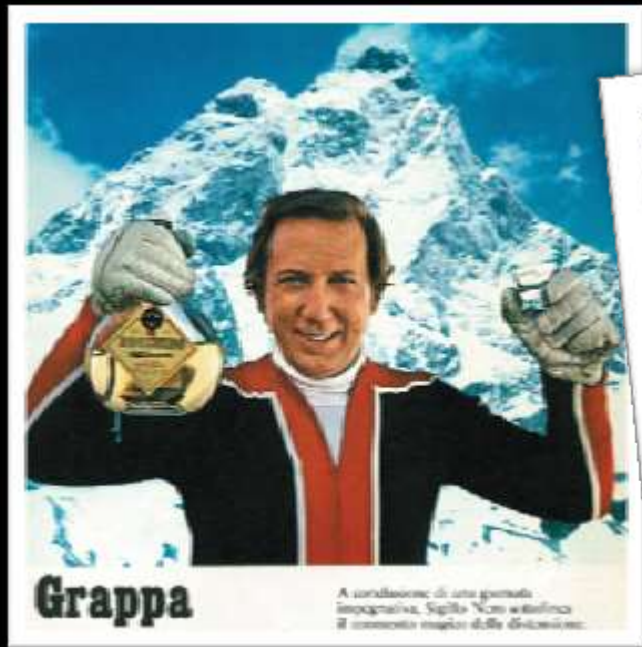
30% of Italian Consumers uses Social Network to discuss in real time broadcasted contents



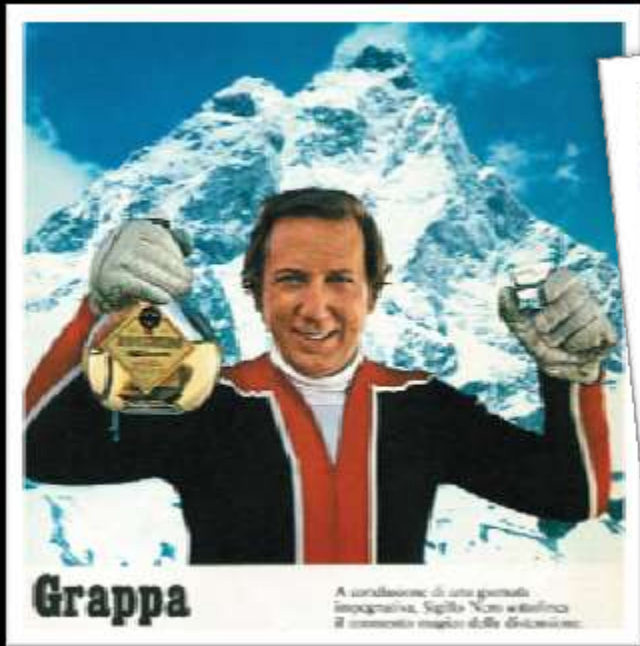
50% of Digital Consumers at WW level consider personalized content a key feature of the New TV

9% only of the Digital Consumers at WW level are between 18 and 24 years old

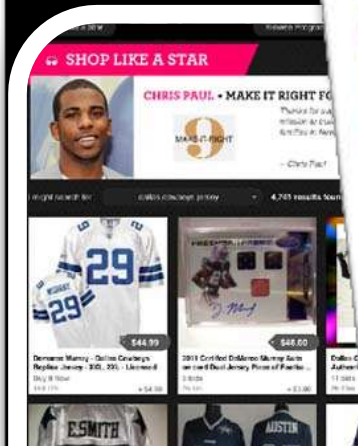
From Grappa and Mike to Red Bull & Shazam...



... To UEFA and Heineken Star Player ...

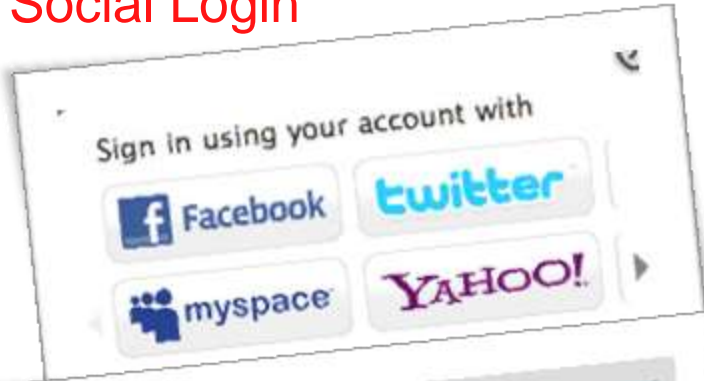


... To Watch with eBay



Enabling Digital Marketing

Social Login



92% of consumers saying they'd left a website during the sign up process and

80% of those making past the posts giving false information in order to create an account.

87% of online consumers are aware of social login

52% already using it. More importantly, though

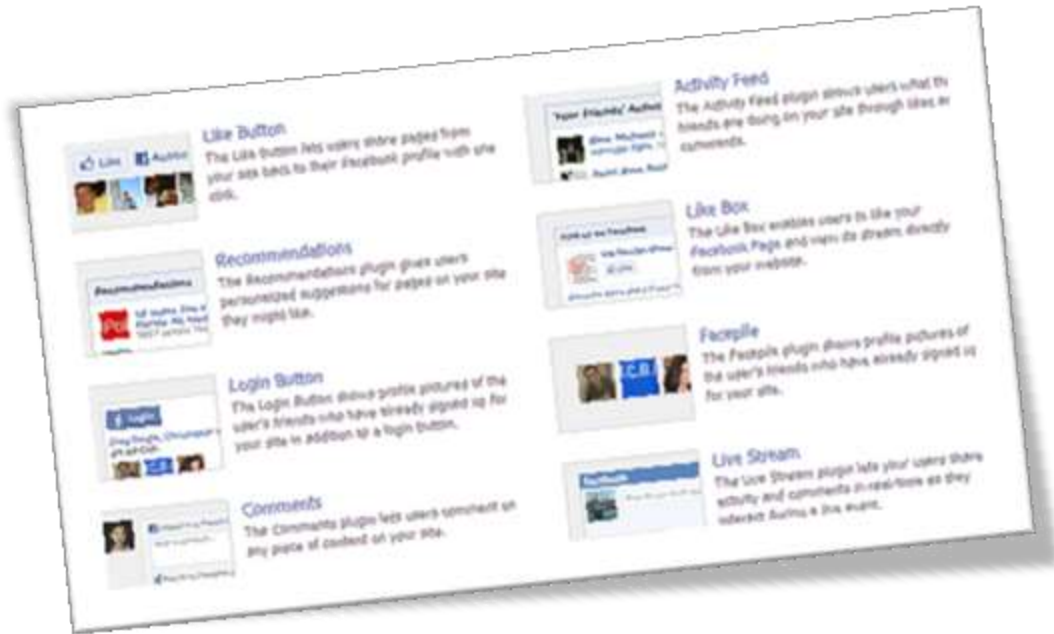
65% agreed that they'd be more likely to return to a website that automatically welcomes them through social login

67% say site personalization (achieved by social login) is 'highly attractive'



Enabling Digital Marketing

Facebook Open Graph



- The "Like" button turns any page into a Facebook "Fan" page, but hosted on any website.
- When people visiting the page click on the new version of the "Like" button, they become "fans" of the page.
- This means that the link is shared with their network on facebook, and *a/so* you are now able to **add content to their Facebook News Feed**

Digital Maturity

Digital Intensity

Technology-enabled initiatives in:

- Customer Experience
- Internal Operations
- Collaboration



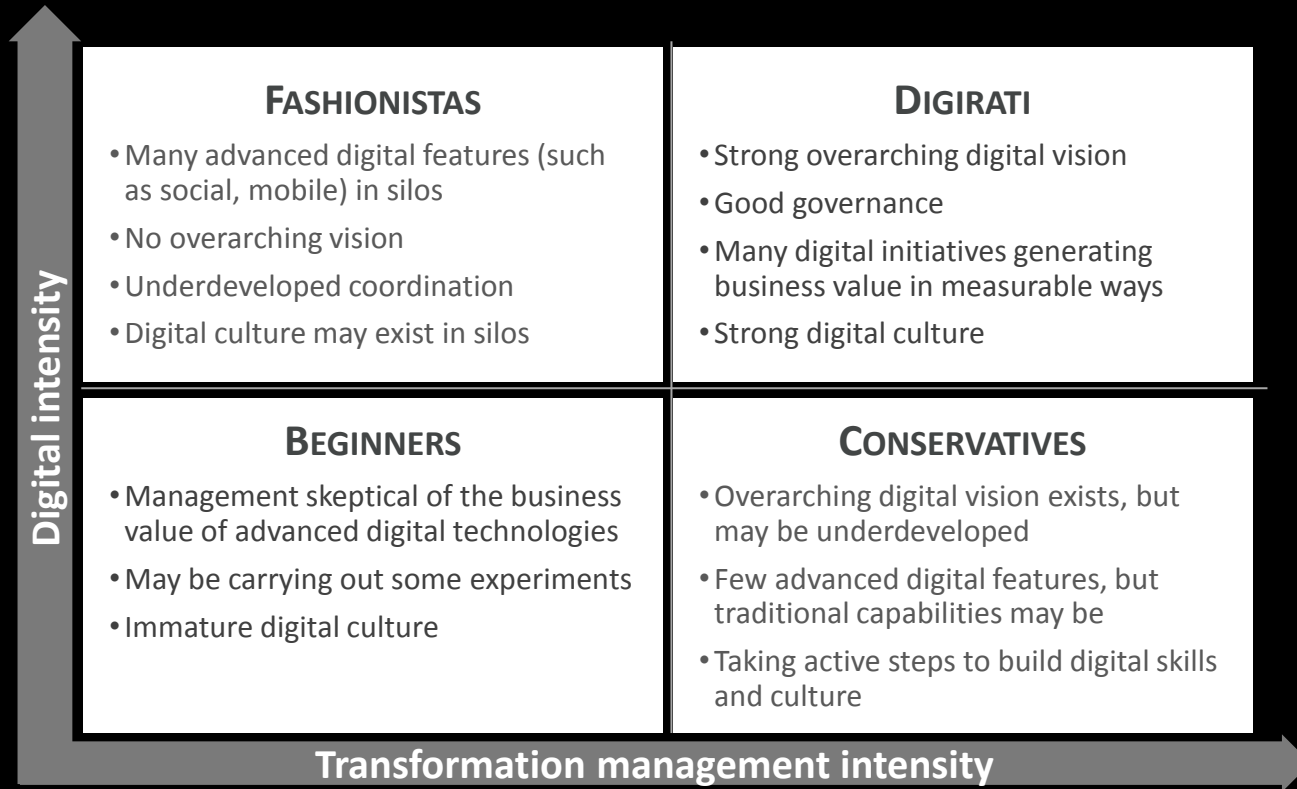
Transformation Management Intensity

Leadership capabilities including:

- Vision
- Governance
- Engagement
- IT-Business Relationships



Four levels of digital maturity



The Transformation Dimensions

Customer Experience

Operational Processes



Business Models

Digital Transformation: the Italian Perspective

Assintel

Customer Interaction

Real time interaction, to increase fidelization and improve product and service offering/creation

Cloud Computing

Easy and fast access to sophisticated tools
Enable fast growth/expansion without need infrastructure and strong investment

Talent Management

Easier, faster and cheaper talent research and hiring
Access to global talent market

Digital Marketing

Broader audience, measurable ROI, more consumer information, personalize message and offering

Global Presence

Opportunity to compete with bigger Company in a without borders market

New Experiences



Social

New Processes



Mobile



Cloud

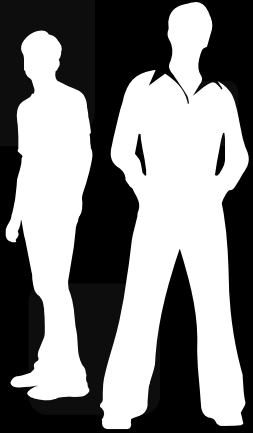
New Business Models



Big Data Analytics

New Technologies | New Possibilities

BUSINESS. REIMAGINED.THROUGH:



The Experiences
Customers Expect



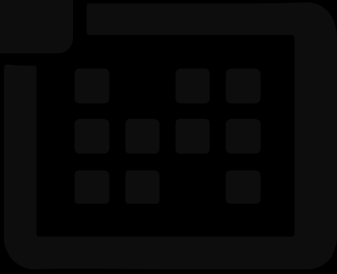
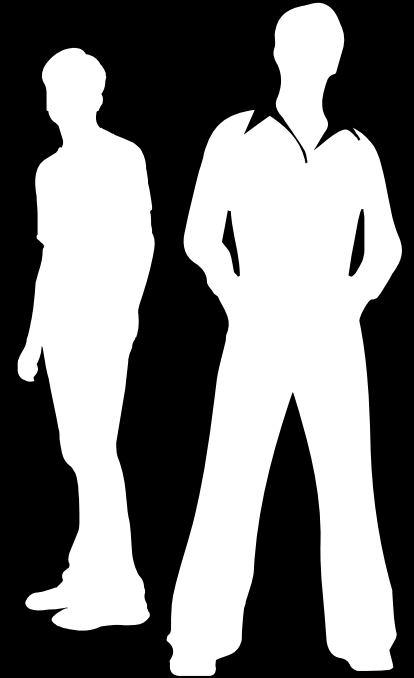
The Talent
to Succeed



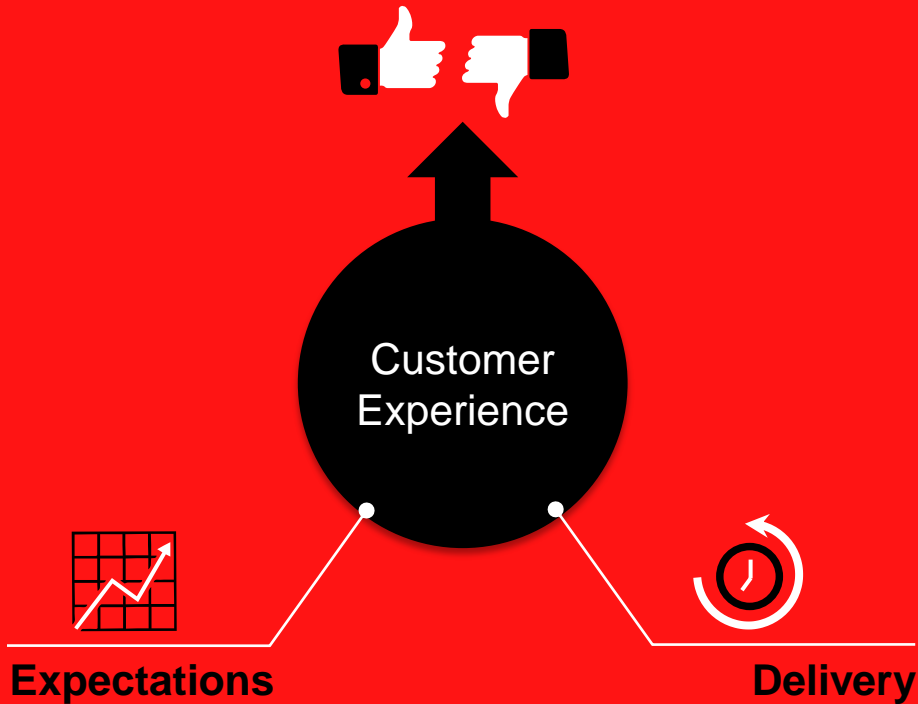
The Performance
the Market Demands

Customer Experience. Reimagined.

The Experiences
Customers Expect



The Expectations Gap



The Execution Gap

97% executives say CX is critical to their business advantage

37% are just getting started with a formal CX initiative

Consistent and Connected Experience



Customers expect a multi-channel experience

1 in 3 customers prefer digital channels rather than the phone

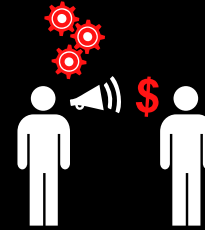
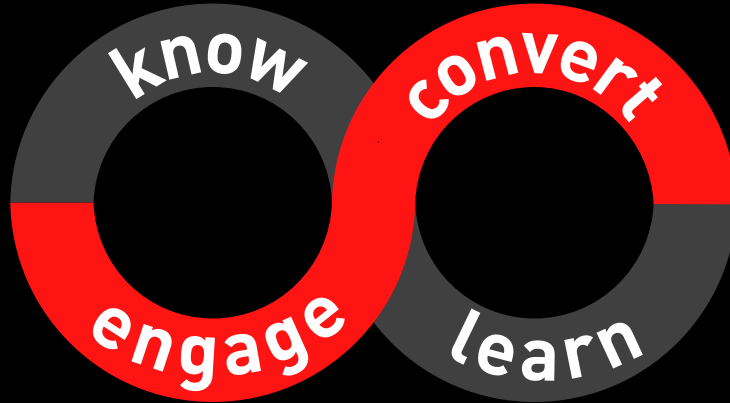
Modern Marketing

Engage Audiences. Know Buyers. Drive Revenue.

Digital Body
Language



Useful Info
Anytime,
Anywhere



57% of
purchasing
decisions
before sales
involvement



Marketing ROI

Commerce Anywhere

Grow Revenue. Increase Speed. Manage Complexity.



Tailored products, offers,
and recommendations

Dynamic merchandising

Consistent shopping
experience across channels

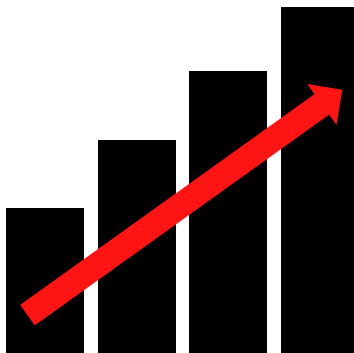
90% of commerce transactions
are influenced by social

Smarter Sales

Sell More. Know More. Grow More.

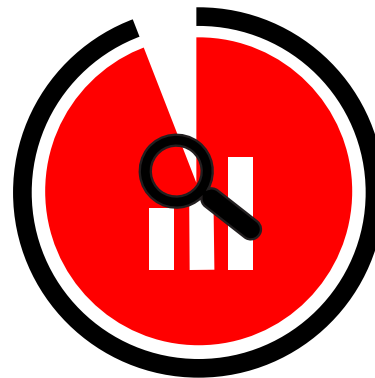


Insight-driven



Productive

94% of companies have inaccurate customer data



Useful

Connected Service

Understand Needs. Solve Problems. Delight Customers.

Solve service problems before they become service storms based on patterns in social data and service requests

Social is the new first line of defense

But only **19%** of customer service departments are actively involved in social media



Cross-channel service is still critical

Oracle's Modern Customer Experience Solution



Connects every engagement
customers have with your brand

Adriano Ceccherini: let's Keep in Touch



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[@aceccher](https://twitter.com/aceccher)



www.linkedin.com/in/adrianoceccherini

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