



CX Services for Oracle

Enterprise



As companies invest in initiatives to address the growing demands of digitally empowered customers, they are increasingly looking at customer experience (CX) as a source of long-term competitive advantage. To deliver differentiated CX, enterprises need to reorient business strategies, processes, people and technologies around the end customer.

TCS' CX services for Oracle offerings enable enterprises to diagnose customer experience failures, and envision successful CX strategies, through simplification and modernization of processes and technologies. We help organizations empower and engage employees, and effectively navigate the changing marketplace. Our offerings help companies deliver differentiated customer experience on a sustainable basis, thus improving their competitiveness and profitability.

Overview

In the digital world, consumer preferences and expectations are rising. No longer just satisfied with anytime, anywhere service, consumers now demand superior and personalized experiences. Companies that are able to deliver on these expectations have a competitive edge. This requires companies to develop capabilities leveraging digital technologies.

Even as organizations realize the need to deliver and sustain superior customer experiences, many still struggle to switch to a customer-centric business model in the digital era. This, in turn, leads to impersonal and indifferent customer interactions. An enterprise's inability to harmonize disparate data sources to gain complete understanding of the customer is reflected in its fragmented and erroneous consumer interactions. Meanwhile, the use of aging technologies across enterprise systems hampers the flexibility of organizations to keep up with changing business models and customer preferences. Further, complex and inflexible internal processes prevent employees from being fully responsive to customer needs.

TCS' CX Services for Oracle deliver differentiated customer experience for enterprises to align their business strategies, processes, people, and technologies by reimagining and simplifying internal processes, and upgrading to newer technologies.

Our solutions span the CX transformation chain, including strategy and roadmap, technology advisory services, transformation, and optimization services.

Our Solution

TCS has developed a rich portfolio of solutions on Oracle's CX platform (as demonstrated in Figure 1):

- **CX transformation services for digital front office:** define strategy and operating model to transform your front office, using cutting edge technologies (AI-ML, AR-VR, IoT) and processes. Our prebuilt processes, plugins, tools, and accelerators enable digital capabilities in sales, pricing, marketing, commerce, and customer service to accelerate time-to-market, in a flexible and agile manner
- **CX digital experience services:** assess customer and employee experience journeys. Design an innovative CRM user experience by removing inefficiencies / inconsistencies to create memorable first impressions
- **CX modernization services:** redefine and simplify processes and customer experience portfolio to go digital. Move on-premise applications to cloud -- leveraging TCS' Machine First Delivery Model™ and associated tools for quality improvement and automation -- optimizing costs with terrific returns
- **CX industry solutions:** experience industry-specific CX solutions with futuristic technology, such as omnichannel CX for commerce, video-assisted CRM for marketing, sales and service

Benefits

TCS' CX Services for Oracle delivers the following benefits:

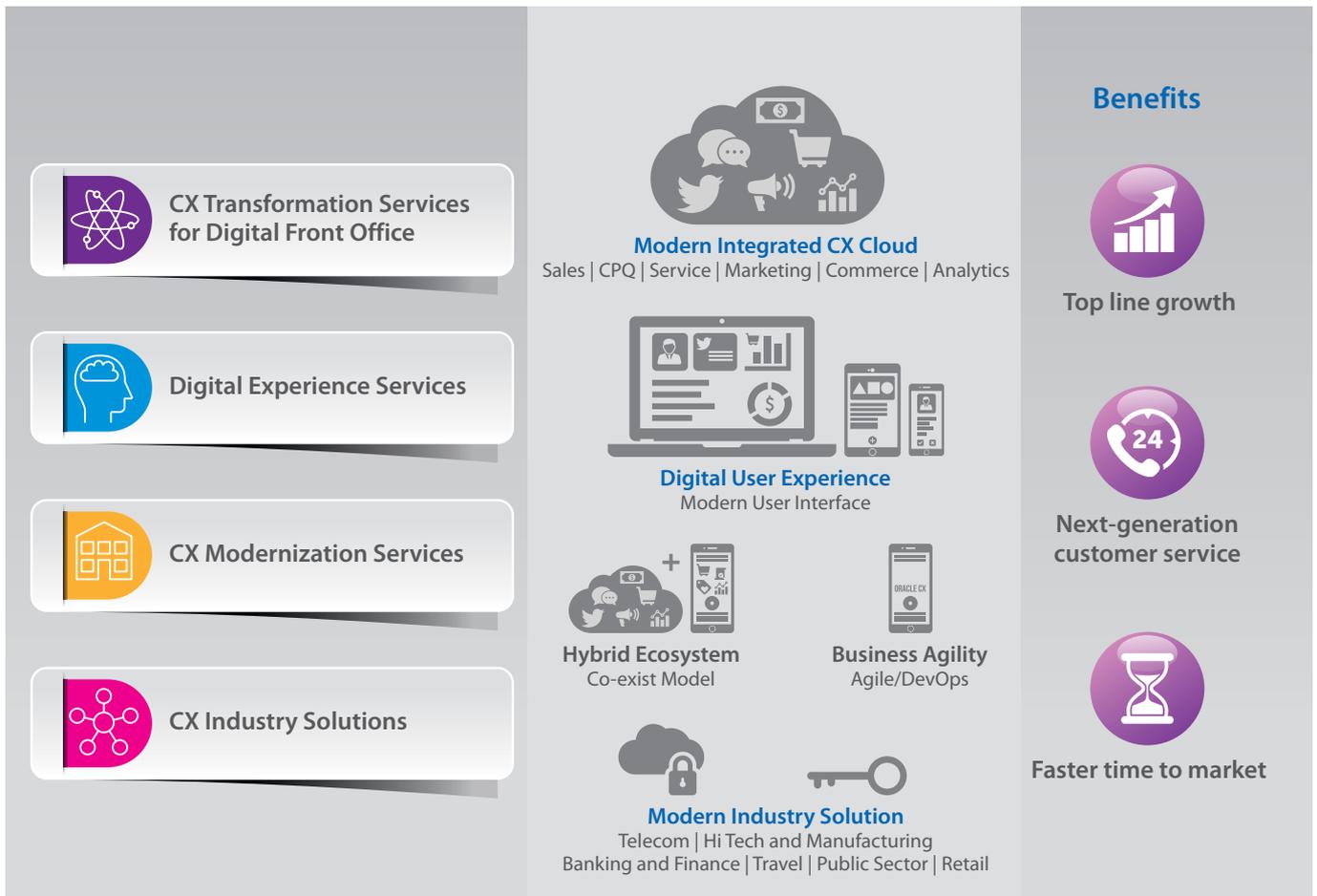


Enhance revenue: improve customer acquisition; increase wallet share through cross-selling and upselling; and reduce churn by engaging the right customer at the right time – through the right channel



Faster time-to-value: boost enterprise agility with scalability and robust functionality of Oracle CX cloud apps. Operate with pre-integrated Oracle CX frameworks to ensure faster time-to-value

Figure 1. An overview of TCS' CX Services for Oracle



The TCS Advantage

By partnering with TCS, companies can leverage the following advantages:

- **Assets and industry-specific CX solutions:** TCS consulting assets, assessment models, frameworks, pre-built accelerators, and industry-specific solutions help businesses ensure faster time-to-value through a structured and holistic transformation approach
- **Domain and technology expertise:** TCS has a proven track record in CX technologies across industries and business functions, and is recognized by Oracle as a specialized partner for Oracle sales, service, commerce, CPQ, and marketing cloud
- **Centre of excellence:** TCS' dedicated Oracle CX center of excellence (CoE) is focused on crafting unique frameworks and solutions for CX programs across different industries
- **Credentials and Oracle partnership:** TCS is an Oracle platinum partner and cloud elite partner, and works jointly with Oracle to build industry-specific solutions. It has received:
 - 2018 Oracle specialized partner of the year: CX cloud – South Africa and Southern Africa
 - 2018 Oracle excellence award: industry partner of the year (India)
 - 2017 Oracle excellence awards - specialized partner of the year: customer advocacy – EMEA
 - 2017 integrated cloud partner of the year award - Oracle UK and Ireland



Smart enterprise: craft unique and repeatable experiences for customers with actionable insights derived from a unified customer data source and advanced analytical capabilities



Competitive differentiation: innovate and design new business models that include modern capabilities such as digital commerce, gamification, and service recovery to better engage with customers

Awards & Recognition



To know more

Visit [Enterprise](#) page on [tcs.com](#)

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Tata Consultancy Services is an IT services, consulting and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled infrastructure, engineering and assurance services. This is delivered through its unique Global Network Delivery Model™, recognized as the benchmark of excellence in software development. A part of the Tata Group, India's largest industrial conglomerate, TCS has a global footprint and is listed on the National Stock Exchange and Bombay Stock Exchange in India.

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