

VIEW POINT

Oracle Eloqua marketing cloud: Delivering Exceptional Customer Experiences



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Abstract

Customer Experience (CX) Management has become the buzzword for all organizations today to adapt & excel in an environment that is witness to rapid change & characterized by varied & ever evolving customer needs & preferences. Empowering the customers is the only proven & established way of transforming one's brand. In the absence of personalized & engaging experiences, there are very high possibilities of a customer disconnect; which can lead to dissatisfaction and lack of identification with brand. Here is a perspective which seeks to outline a CX (Customer Experience) Framework built around 6 core levers to define, create, deliver & monitor superior customer interactions via Oracle Eloqua marketing cloud.

CX Management Framework

Customer service in today's age is only a commodity. Even CRM systems that maintain and track customer data are no longer the buzzword in an increasingly competitive marketplace. Key objective of the marketer and the broader organization today is to deliver experiences which are compelling and subsequently result in lasting memories and enduring relationships. A defining experience cannot happen by accident but needs to be created, or so to say, designed. In order to achieve this, it becomes imperative to comprehend customer perspective, unique per individual. This is essential since experience is often defined as the interaction between the customer and the designed environment that he comes in contact with.

The CX Management Framework looks to examine a multitude of ways in which customers can be engaged to create better connect. This framework can be deployed via Oracle's modern marketing platform on the cloud: Eloqua and is built around 6 core solution levers.

Key Premises: CX Management Framework

Some of the key premises of the framework include but are not limited to:

- Having a 360 degree view of target customers & their ever changing needs.
- Identifying where the interactions are delivered given the fact that customers should reach the provider whenever, however, and wherever they desire.
- Defining brand strategies based on core attributes of each brand that is central to the organizational goals.
- Designing relevant experiences actively and adopting iterative & co-creation practices that "Involve the Customer".
- Creating personalized & tailored solutions.



- Providing a platform where real time decisions based on analytic insights can be generated to help in delivering better messages & consequently better experience.
- Managing customer experience initiatives as part of the key operational processes of the organization.
- Creating a relevance statement, both for internal & external entities, and baselining why the organization delivers engagements the way they do.
- Establishing a governance function which guides & aggregates best practices.
- Defining norms & developing a set of practices that measure the delivery of customer experience. Consistently.

CX Management Solution Lever 1: Know Your Customer

One of the key premises of delivering meaningful customer experience is to understand who the most valuable customers are and how their expectations can be met, and better still, exceeded. In order to achieve this, Oracle Eloqua enables capabilities across two broad spectrums:

- Automate Marketing: To help identify & nurture relationship with key customers.

- Accelerate Revenue: To establish a measurement mechanism for monitoring effectiveness of organizational initiatives deployed towards customer familiarization.

Powerful facets of marketing automation such as Digital Body Language & Oracle Eloqua Social Suite help establish engaging interactions with customers to better assess & understand their needs and wants.

The deployment and availability of a marketing suite capable of executing tasks across the above dimensions ensures that an organization is fully equipped to:

- Deliver relevant, targeted and meaningful communications to engage leads and drive the sales cycle.
- Create efficient & repeatable processes for quick delivery & response.
- Use social data to better target, segment and measure demand generation campaigns.
- Plan & track the health of the revenue cycle.
- Benchmark against peers.

Once the customer is well known and his needs better understood, gaining attention to build a trusted relationship becomes easier to manage. Marketing interactions can then be enhanced, as per insights gained, to establish brand preference and accelerate purchase decisions.

CX Management Solution Level 2: Alignment of Organizational Strategy

Suffice it to say, in order to establish a sustainable competitive advantage, customer interactions need to be well designed and efficiently delivered. This demands that the organizational strategy towards the same is well aligned. There needs to be a clear concept of what defines possible customer interactions and where & how are they delivered. The present day is marked by a proliferation of customer communication channels, but intelligent choices need to be made to optimize marketing investments.

Customer Data Management and Preference Management are some of the ways to put the customer at the center and deliver interactions around his journey to explore, evaluate & satisfy his need or want. In addition, Oracle Eloqua marketing cloud provides powerful profiling & segmentation capabilities to create well defined micro-segments which can be better serviced. All such features can be better leveraged only when there is a clear path defined to foster collaboration across the different channels employed by the organization to interact with the customer.

CX Management Solution Level 3: Design to Delight

To say it simply, a defining and differentiating customer experience is created, rather designed, and doesn't happen by accident. In order to design great experiences, it is important to understand the customer's unique perspective since, as it often quoted, experience is generally the interaction between a customer and the designed environment. However it is also important to bear in mind that the designs thus created must be in sync with the overall organizational vision and philosophy.

The rich capability set that is introduced by Oracle Eloqua marketing cloud enables marketing function to:

- Build interactions against targeted and relevant marketing initiatives, to drive higher engagement, higher response and consequently higher revenue.
- Integrate intelligence from customer surround profiles to email marketing & web initiatives. Create instant connect.
- Ensure holistic view of sales & marketing funnel through comprehensive analytics: Closed Loop, Campaign Engagement, Database Health etc.

CX Management Solution Level 4: Governance for Success

Customer Experience Management can never be successfully executed without the presence and assimilation of best practices

across the organization so as to deliver relevant messages that delight the consumer. Hence a function for standardization needs to be incorporated that will deploy well-defined, rules driven, repeatable processes across the Sales & Marketing functions and thereby help in creating and publishing consistent customer communications.

The Oracle Eloqua marketing cloud provides a number of ways to achieve this, which integrate seamlessly with the other solution levers discussed here and guarantee positive business outcomes. Key point being, all internal applications and systems need to be so aligned that a disciplined and consistent approach to customer experience is ingrained into the organization. Also such an approach needs to cater to the complete customer engagement lifecycle so as to translate into customer loyalty, advocacy and repeat business.



CX Management Solution Lever 5: Measure Your Delivery

A critical Key Performance Indicator (KPI) for any CX initiative is the ability to evaluate where & when it delivered and what was the associated impact. This can only be achieved when there is close alignment between internal CX applications, the organizational business processes and the touch points where CX is delivered.

Some of the ways in which the Oracle Eloqua marketing cloud enables can make an impact in this regard include:

- Integrating data from social media, email, web etc. to drive marketing and lead generation decisions.
- Leveraging learning across prior interactions to create maximum impact for all planned CX initiatives.
- Consistently checking for completeness of data.
- Measuring response & conversion rates per interaction
- Continuously monitoring marketing ROI in real-time

CX Management Solution Lever 6: Create a Culture

The organizational vision on CX Management is closely governed by how the people function



(internal stakeholders) is engaged to the CX initiatives.

In order to provide a coherent and vivid communication to the customers consistently, employee engagement needs to be broader and deeper so as to accept CX Management as a way of life. It is imperative for the organization to constantly track & monitor customer interaction quality and in the process also strive to recognize visible WOW moments or experience improvements.

Suffice it to say, the hardest thing for any competitor to copy is the customer experience delivered by the people function powered by internal CX application suites.

The Oracle Eloqua marketing cloud enables the organizations to touch point with the people function across two broad dimensions:

- Alignment with the organizational CX Management vision.
- Marketing & Sales Alignment

The intent at all points of time being, to enable employees discover opportunities for making it easier and simpler for customers to explore, evaluate and use the solutions they're seeking.

For more information, contact askus@infosys.com

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