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Infosys Cross-Channel Experience Solutions
for Communications, Media and Entertainment Enterprises

With the advent of digital revolution, customers need to interact with the service providers through varied channels like web, mobile, social media, retail outlet etc. It is in the organization's interest to provide a seamless, unified customer experience across channels.

Infosys' Communications Lab has built an industry-leading innovative cross-channel solutions based on the Oracle technology stack to improve customer satisfaction. These offerings provide customers with consistent, compelling and comprehensive experiences – before, during and after their purchases – across multiple channels.

Infosys Cross-Channel Experience

Infosys' Cross-Channel Experience solutions deliver business capabilities which help organizations address the following challenges:

- *Provide consistent service across various channels*
- *Long waiting time for issue resolution*
- *Provide consistent information on product offerings*
- *Personalize assistance by leveraging available customer information*

The below given diagram illustrates the key solutions in this area:

Solution	Solution Description	Value Proposition
Cross Channel Ordering and Commerce	• Comprehensive consistent ordering experience across the online call center and retail channels • Detailed product catalog with advanced search and guided selling • Tailored recommendations assistance and answers	• Increased sales revenue • Short ordering cycles • Reduced shipping cart abandonment • Personalized brand experience
Cross Channel Customer Care	• Seamless service experience across the online, call center, retail and mobile channels • Complete suite of customer care capabilities for contact center and field agents • Access to knowledge base, self-care and managing profile and services for customers	• Faster resolution time • Reduced cost of service • Issue visibility across channels • Higher customer satisfaction
Cross Channel Campaign and Loyalty	• Lead generation, opportunity analysis and order creation across social media, online and call center channels • Enhance customer loyalty through loyalty programs and promotions	• Improved customer retention • Predict and reduce churn • Personalized loyalty offers
Cross Channel Actionable Intelligence	• Facilitate predictive and semantic analysis of all interactions that can be leveraged across departments to enhance customer experience • The actionable intelligence analyzes customer behavior across channels and answers questions regarding their holistic shopping behavior	• Intelligent cross / up-sell • Personalized recommendations • Customer profile based negotiations • Network data analysis

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Leveraging Oracle's enterprise applications

Infosys Cross-Channel Experience solutions for CME companies are a blend of enterprise applications such as Oracle Commerce, Oracle Endeca Information Discovery, Oracle Knowledge Management, Oracle Experience Management, Oracle Siebel CRM, Oracle Billing and Revenue Management (BRM), Oracle Retail Point-of-Service (POS), Oracle Retail Store Inventory Management (SIM), Oracle Order and Service Management (OSM), Oracle Unified Inventory Management (UIM), Oracle Real Time Decisions (RTD) and Oracle Business Intelligence Enterprise Edition (OBIEE), Oracle E-Business Suite (EBS) working in conjunction with Infosys' Intellectual Property such as Infosys Mobile Platform and Infosys Social Platform.

These applications are integrated with the Oracle Rapid Offer Design and Order Delivery (RODOD) stack for offer design and order fulfillment. These are well supported by Infosys' consulting, implementation & professional services.

The Infosys Advantage

Live, ongoing client engagements on Infosys Cross-Channel Experience Solutions in Communications and Services Industries	Diamond partnership with Oracle, the highest level of partnership under Oracle Partner Network (OPN)	Cross Channel Experience lab has got relevant, proven and reusable accelerators, differentiators and reusable architecture which customers can use to quickly implement the solution

About Infosys

Infosys is a global leader in consulting, technology and outsourcing solutions. We enable clients, in more than 30 countries, to stay a step ahead of emerging business trends and outperform the competition. We help them transform and thrive in a changing world by co-creating breakthrough solutions that combine strategic insights and execution excellence.

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