

Infosys Unified Sales Experience

There has been a radical change in the way customers interact with a business. Easy access to social media sites, increased mobility options and availability of multiple information sources has ensured that customers expect consistent experience from enterprises irrespective of the transaction being conducted or channel used for the transaction.

On its part, an enterprise will need to rely on quick, consistent and accurate responses to its customers' needs. Thus, a web commerce solution needs to not only anticipate but enable all possible customer needs when in a purchase interaction.

Infosys has developed a solution for providing a seamless sales experience for customers during the product selection, research and purchase processes.

Solution Offering

Unified Sales Experience is a comprehensive solution covering the spectrum of sales, marketing and service business processes. This solution covers processes including campaign management, product navigation, knowledge management, order management and agent assisted support during the buying process. The solution is designed to provide a seamless buying experience to customers across all stages of the purchase process.

The solution is designed considering the customer expectations during a buying process, need for flexibility of use of multiple channels for the interactions even for one purchase transaction.

Key areas that are covered by the solution include:

- Social media campaign launch and execution
- Promotional discounting and offers for specific marketing campaigns
- Guided product navigation and search
- Secure and seamless order management
- Payment gateway integration
- Support center integration to provide online/self-service capabilities
- Knowledge management integration to support product research

Multiple scenarios of the sales & marketing functions can be supported by the solution. Some illustrative examples are:



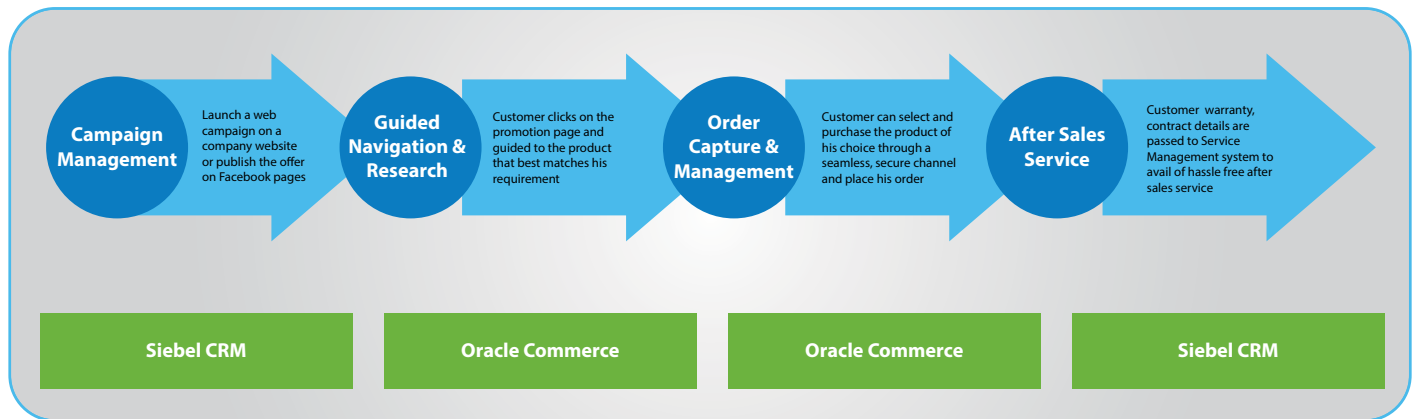
- Product research via integration with knowledge management tool
- Loyalty management and promotional discounting for loyal customers
- Integrated service management
- Product availability check
- Shipment status check
- The unified sales solution is built

using Infosys CX solution platform which allows seamless integration across the CX products and enterprise applications such as Siebel CRM. This platform leverages the best of breed features of different Oracle CX products to provide a seamless and consistent user experience to customers irrespective of the channel used or the transaction being committed.



Illustrative use case

An illustrative use case is showcased below via an end to end process flow:



Solution advantages

- Utilizes best of breed, out-of-box features of Oracle CX products on a SOA based middleware to provide a stable Cross channel commerce solution
- Comprehensive and consistent coverage of customer experience across the sales lifecycle
- Increased user engagement by deploying dynamic product catalogs, with advanced search, guided selling and product comparisons features
- Personalized recommendations and

offers for customers to drive increased sales conversion

- Based on scalable platform solution, can be extended to include additional use cases leveraging features from existing products or by adding more products as required
- Pre-built solution integration with different Oracle applications to ensure seamless process orchestration

Why Infosys

- Strong domain knowledge in CX with specific vertical focus

- Comprehensive product knowledge for complete spectrum of CX products
- Go to market and solution co-development partnership with Oracle within the manufacturing vertical
- End to end service offerings from business consulting to system integration services and BPO services
- Implementation accelerators, a comprehensive library of prebuilt use cases covering CX business processes
- Innovative solutions built on Oracle CX Technology stack while leveraging Infosys IP components

For more information, contact askus@infosys.com

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