

ORACLE

Introduction à la CDP Oracle

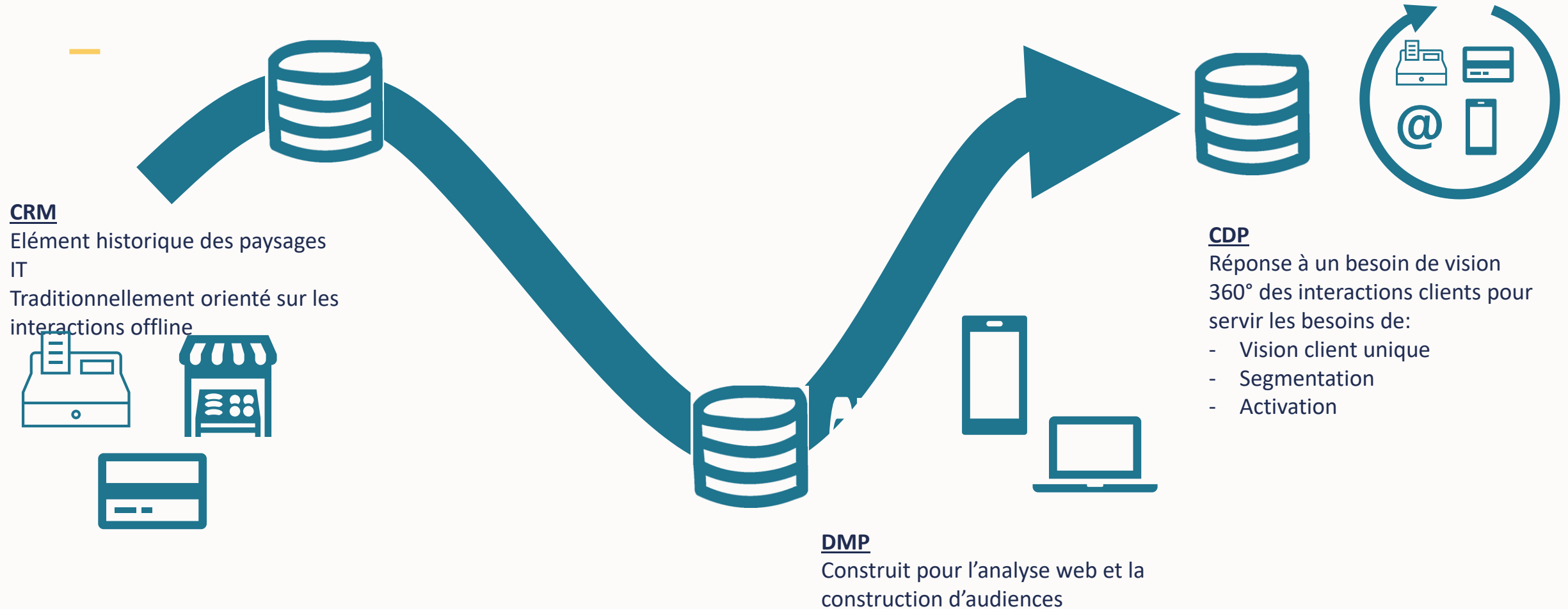
Frédéric Vandon

Customer Data Platform sales manager

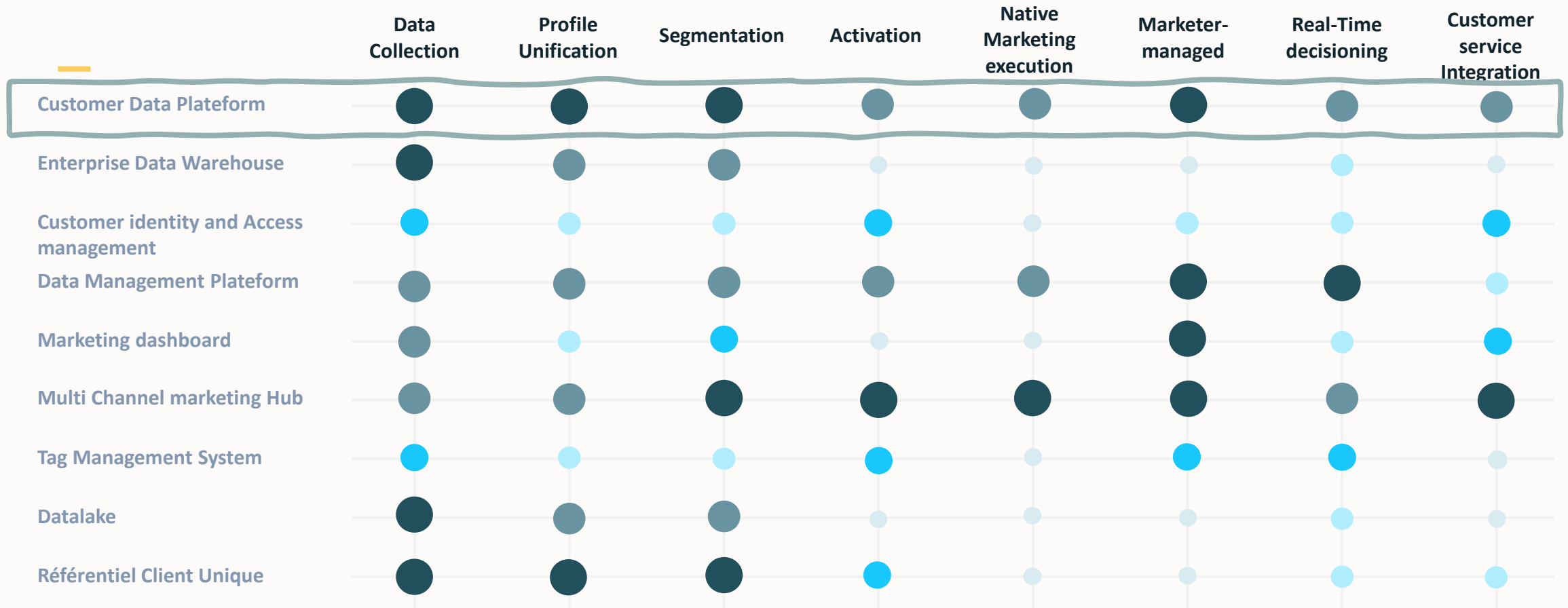
Frederic.vandon@oracle.com

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CRM, DMP, CDP



Fonctions vs. Plateforme



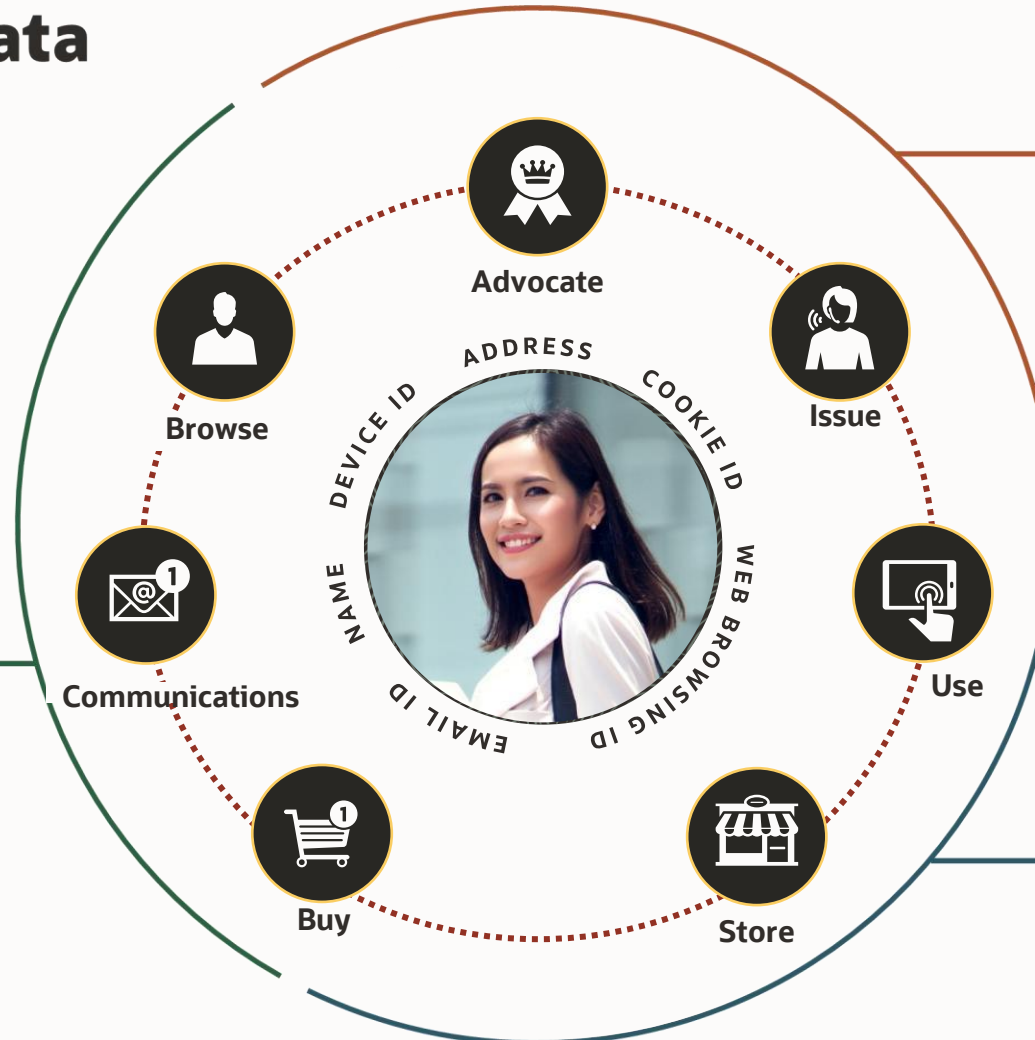
Enterprise Customer Data Platform

01. Understand Each Customer

03. Orchestrate & Activate Experiences

02. Predict What Customers Need

Segmentation Real-time decisioning



01

Comprendre chaque client

- **Collecte, qualité, deduplication des données**
- **Front / Back office : datalake, POS, ERP**
- **1st (socio demo, transactionnelles, comportementales)
, 2nd party**
- **Résolution d'identités**
- **Data modèles prédéfinis par industrie + connecteurs**

Une vue unique de vos clients afin de personnaliser chaque interaction to personalize every interaction

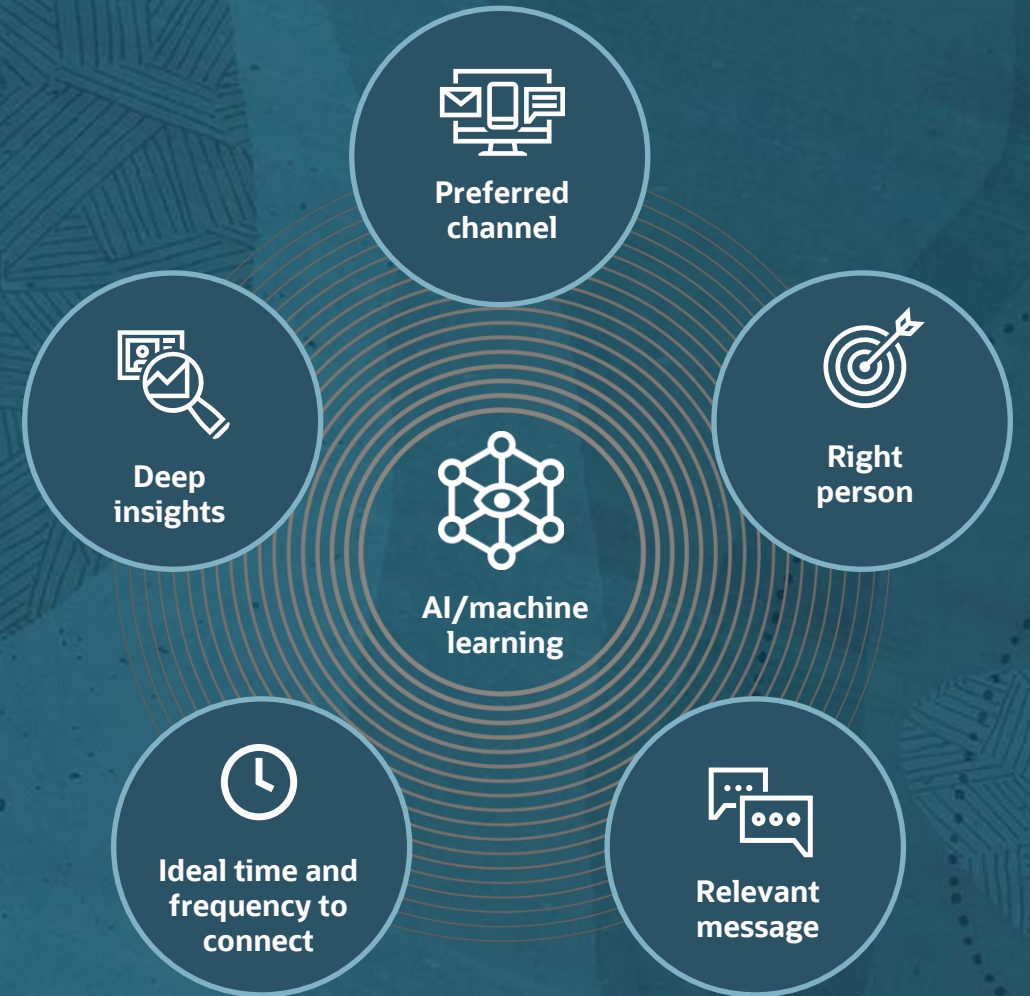


02

Anticiper ce que vos clients désirent

- **Segmentation & attribution**
- **Attributs pré-définis: LTV, Churn, RFM, Fatigue**
- **Personnalisation en temps réel**
- **NBA / NBO**

Prise de décision en temps réel alimentée par AI/ML

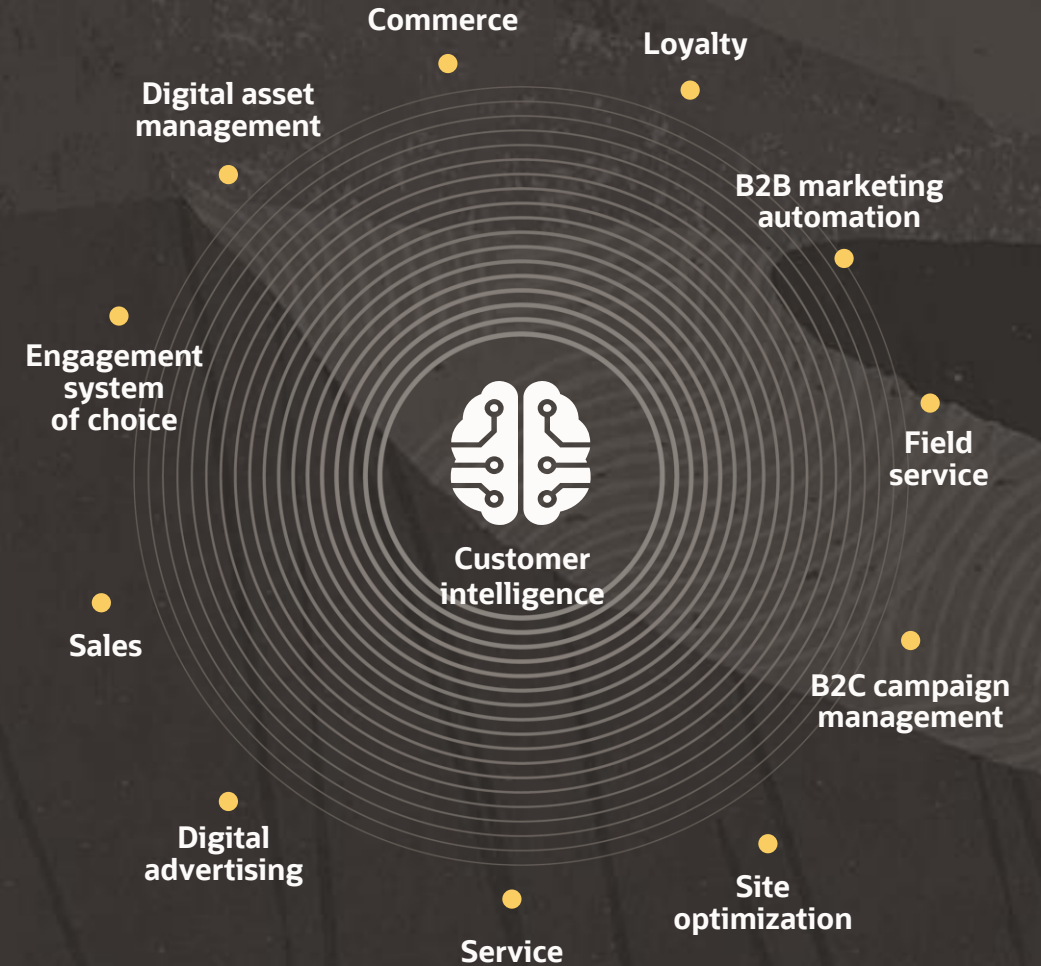


03

Interagir avec vos clients là où ils se trouvent

- **Activation temps réel**
- **Personnalisation sans couture Ad/Mar Tech, Ventas, Services**
- **API client 360°**
- **Connecteurs avec tous les canaux d'activation**
- **Contrôle de la confidentialité (RGPD) et gouvernance des données**

Activer l'intelligence en action



1st Largest communications company in the world



“

- Pivot to real-time segmentation and marketing to capture customers in the buying moment
- Deliver hyper-personalized experience for every customer touchpoints
- Contact Center Agents dispositioning integrated for closed loop feedback to marketing
- 360° Realtime Customer View everywhere

23 Data sources

260MM Master customers

Move from a Daily / Weekly to real time personalization



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- Activation of core business use cases to provide enhanced personalized buying and service experience
- Less reliance on IT for data requests and enhancement of marketing efficiency
- Improve the ability to stitch all their data into a consistent customer view and enrich it with external 3rd data sources from trusted partners



+20 markets, 11M customers across EUR

A fully implemented CDP within 6 months

+5% increase in YoY car sales

+230% increase in YoY lead generation

+ 6% on-site conversion metrics



1st European consumer electronic distributor
13 countries, 1000 shops, 100MM customers



- 360 ° Customer view accessible by all countries
- Browsing behavior combined with an abandoned cart
- Real-time personalized content and product recommendations on the web
- Decrease in call center calls

Data sources: SAP ERP, Google Cloud PTF, CRM, Loyalty, Call Center, PIM

Agile 2-step deployment initiated via an MVP

Generalization across all subsidiaries < 1 year

Integration between Google Cloud Platform GCP & Oracle Cloud Infrastructure



Unity

Profile Unification to Activation

Smart Attributes:
Life Time Customer Value
Churn Risk
Product Propensity
Enhanced Profitability

Online Data:

- Search
- Website
- Mobile
- Email
- Social

Offline Data:

- Customer Insight
- Performance
- Transactional
- Compliance
- Risk
- Marketing
- CRM
- Call Center

2nd & 3rd party data:

- Enrichment



AD Tech

Orchestration

- ✓ **AD-Tech**
- ✓ **Marketing Automation**
- ✓ **CRM**
- ✓ **Call Center**
- ✓ **Web / Mobile App**

CRM

Expose the Unified Customer Profile across all channels in the Customer Experience. Providing a single view of the customer.

Real Time API

Personalization Attributes:

Extended set of personalization attributes allowing for deeper insights in personalization

