

Managing the Customer Communications Lifecycle

WALDEON ADVISORS

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Customer communications are critical to a customer's experience with an organization. However, customers have come to expect faster, more personalized communications on the channels and devices of their choosing. Organizations need to be able to keep-up with these demands and add value to every customer interaction.

Organizations struggle to keep-up with the existing technology required to support new channels and deliver relevant, personalized communications. To address both these issues, organizations need an integrated customer communications management (CCM)/customer experience (CX) solution capable of delivering timely and personalized communications through the customer's preferred channels.

Oracle's EngageOne RapidCX is a hosted managed solution for multi-channel customer communications. The solution enables organizations to continue print-based communications while transitioning to digital communications at the pace dictated by the organization and its customers without building a new solution for each new communication channel. The solution's integration with Oracle's Data Integrity Suite allows organizations to leverage knowledge about the customer from previous interactions to personalize each new communication.

OPERATIONAL WORKFLOW

EngageOne RapidCX manages the entire communications lifecycle from data to delivery. The solution supports all forms of communication across all channels, including large batch, interactive and on-demand. Through integration with Oracle's Data Integrity Suite, EngageOne RapidCX has access to all customer data needed to create communications digitally, personalize the content to add value and manage delivery across one or more channels accurately and in a consistent manner.

The integration with Oracle's Data Integrity Suite also enables organizations to assemble each customer's trusted data profile from various data sources across the organization. The customer data guides an organization to deliver relevant communications related to products or services to which the customer has expressed an interest on the customer's preferred channel.

The result is a coordinated CCM/CX campaign personalized for each customer. Organizations build on previous customer interactions to determine the character and content of the next communication. The system avoids redundant communications, such as marketing for a product or service the customer has already purchased.