
CONNECT THE DOTS, IMAGINE TOMORROW'S EXPERIENCE

Adopt a customer centric approach in a changing world



FOREWORD

New experiences are evolving, Competitors are continuously reimagining, redefining newer paradigms of customer experiences and expectations. The customer expectations are in a constant state of flux. In today's hypercompetitive and customer-centric world, organizations need to continuously sharpen their focus on the customer. It is those that thrive in the future that develop a 360-degree knowledge of their customers and harness this to achieve the greatest success.

CX VS CRM: WHY A UNIFIED CX IS AN IMPERATIVE TO BREAK THE SILOS

Today's modern customers demand to be recognized as the same unique individual or persona, rather than a contact record or just an email ID. Yet, companies continue to provide customers with sales, service and marketing functions each working to engage the customers in their own. without an orchestrated effort, resulting in frustrated, disengaged and disloyal customers. Enter the cloud based CX systems, who have changed the whole dynamics by engaging and servicing the contact with personalized communications using multichannel platforms by leveraging all the modules of cloud based CX platforms.

CX TRANSFORMATION: THE ACL WAY (CX AS A SERVICE)

Having partnered with Oracle for more than one and half decades, ACL's Oracle practice has mutated its DNA by consciously adapting to design and transformation led thought process. Our Customer Experience (CX) framework enables organizations create, visualize customer journeys through the right touch points, roll out CX programs that provide best response rates, glean actionable insights, and tangible business results

ACL CX FRAMEWORK

Experience Touch Point	CX Strategy	Business / Customer Understanding	CX Design and Innovation	Metrics / ROI Measurement	Business Adoption	Culture
Experience Scope	Align	Understand	Innovate, Improve, Prevent	Measure	Communicate and Govern	Embed and Engage
Experience Enablement	<ul style="list-style-type: none"> ▪ Crafting strategy for business ▪ Sharing and using this strategy to guide business decisions ▪ Prioritization of actions based on the strategy 	<ul style="list-style-type: none"> ▪ Creation of consistent and shared content ▪ Understanding business preferences through voice of the customer ▪ Creation of actionable insight 	<ul style="list-style-type: none"> ▪ Envision and implement customer interactions ▪ Close the bigger loop by removing root causes of identified issues 	<ul style="list-style-type: none"> ▪ Defining CX quality framework ▪ Evaluation of customer perception ▪ Creation of reports metrics to measure CX success 	<ul style="list-style-type: none"> ▪ Managing CX in a proactive way ▪ Driving change and developing cross-company accountability ▪ Regular review of CX metrics 	<ul style="list-style-type: none"> ▪ Create a system of shared values ▪ Deliver remarkable customer and employee experiences
Experience Elements	<ul style="list-style-type: none"> ▪ Brand Promise ▪ Customer Promise ▪ Stakeholder management ▪ CX maturity ▪ Internal Communication ▪ CX resources and investments 	<ul style="list-style-type: none"> ▪ Voice of customer ▪ Voice of employee ▪ Collect, analyse, document and share VOC / VOE ▪ Research methods ▪ Solicited / Unsolicited feedback 	<ul style="list-style-type: none"> ▪ CX Ecosystem ▪ Design Thinking Process ▪ Process Improvement methodologies ▪ Small / big loop feedback 	<ul style="list-style-type: none"> ▪ CX Metrics ▪ KPI and Reporting ▪ ROI 	<ul style="list-style-type: none"> ▪ Alignment with business goals ▪ Governance of CX ▪ Improvement project management ▪ Reporting ▪ Communication ▪ Role of the CX professional 	<ul style="list-style-type: none"> ▪ Employee ambassadorship ▪ Employee Experience ▪ Storytelling ▪ Awards

ACL CX PRACTICE KEY DIFFERENTIATOR

Delivery Excellence

- ACL CX – Fast track implementation workbench
- Hybrid agile delivery model based on Oracle True Cloud implementation methodology
- Drive Continuous Improvement leveraging 3-0-1 Framework(3 Innovations, 0 Issues and 1 Proactive solution)
- Tailored Release and Handover strategy

Practice Excellence

- Certified Consultants with high competency levels in full CX stack
- Inhouse CX learning academy with SMEs(combo of business + technical + functional), Continuous
- workshops and custom training plans in line with Oracle new product release roadmap, Automated Design & Configuration Tool, In-house developed training materials and innovation labs
- Industry standard best practices – Preconfigured business processes

Implementation Excellence

- Fixed, Flexi, and Extended scope offerings
- Templated solution implementation for multiple industrial verticals
- Readymade integration assets

Automation Excellence

- Test automation framework
- Smart data migration
- Leverages data automation platform

CX TRANSFORMATION PILLARS

Marketing Cloud	Sales Cloud	Service Cloud	CPQ	Field Service Cloud
Multichannel Multistep Campaigns	Complete 360-degree customer view	Complete 360-degree customer view	Enable self-service sales with proven performance	Improved field force productivity and quality
Email, SMS, MMS, push, in-app, and beyond	Workspace with adaptive search	Personalized, multichannel / omni channel service	Accelerated sales velocity and regulated operation	Increased customer retention and satisfaction with predictive tools
Targeting and segmentation	Activity management	Activity tagged to incident management system	Improves deal margin	Real-time visibility on field service activities
Actionable analytics, insights and Marketing measurement	Marketing campaign collaboration	Interfaceable with all the cloud modules of CX	Simplified administration	Interfaceable with Oracle service cloud which helps in incident closure
Lead management and scoring	AI-driven guided selling	Enhanced and data driven analytics	Guided selling	Automated resource routing and Scheduling, real-time traffic, and street-level routing
Asset creation and management	CX Sales Mobile application	Service automation	Realtime quote collaboration	Single interface to manage all field service operations
Advanced data management	Business intelligence	Handles complex data from multiple sources	Pricing and rating engine, discounting and deal management engine	Smart location, customer communication, and technician locator
Open, extensible platform	Automate assignment of leads, opportunity, and territory	Data and process driven by business and workspace rules	Automated workflow approvals	Streamline work through collaboration

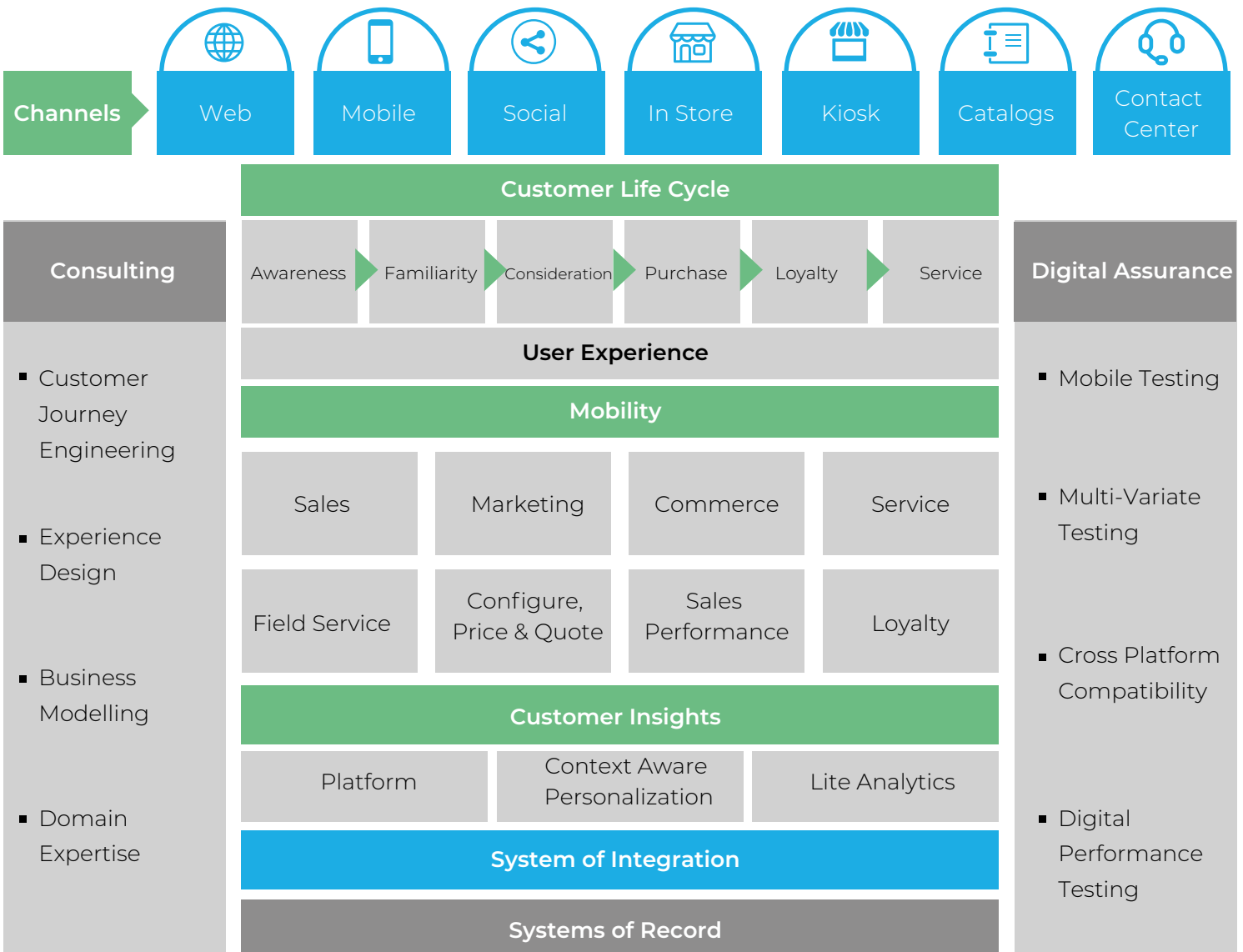


OUR ORACLE CX CLOUD OFFERINGS CAN HELP YOUR BUSINESS

We help our customers get a comprehensive, unified view of their operations, data by continuously innovating integrating and transforming user experiences. Our Oracle CX Practice comprises of business, technical, functional and industry SMEs who carry vast experience focusing delivery excellence, innovation, process improvements, knowledge management & technical competency development.

- Simplify and streamline business processes to take effective strategic decisions
- Achieve low total cost ownership through minimal investment
- Get quicker implementation and faster time-to-market

ACL'S CX & CRM - E2E OFFERINGS



ADOPTING TO THE NEW NORMAL - A NEW BREED OF CONNECTED EXPERIENCE SOLUTIONS DURING THE ERA OF COVID-19

For most of the industries and businesses, COVID-19 has accelerated the shift from on-prem to digitally enabled cloud solutions. Consumers today behave differently from the consumers of yester years. They want an array of digital platforms and enablers which can make their job easier and gives modern digital and connected experience.

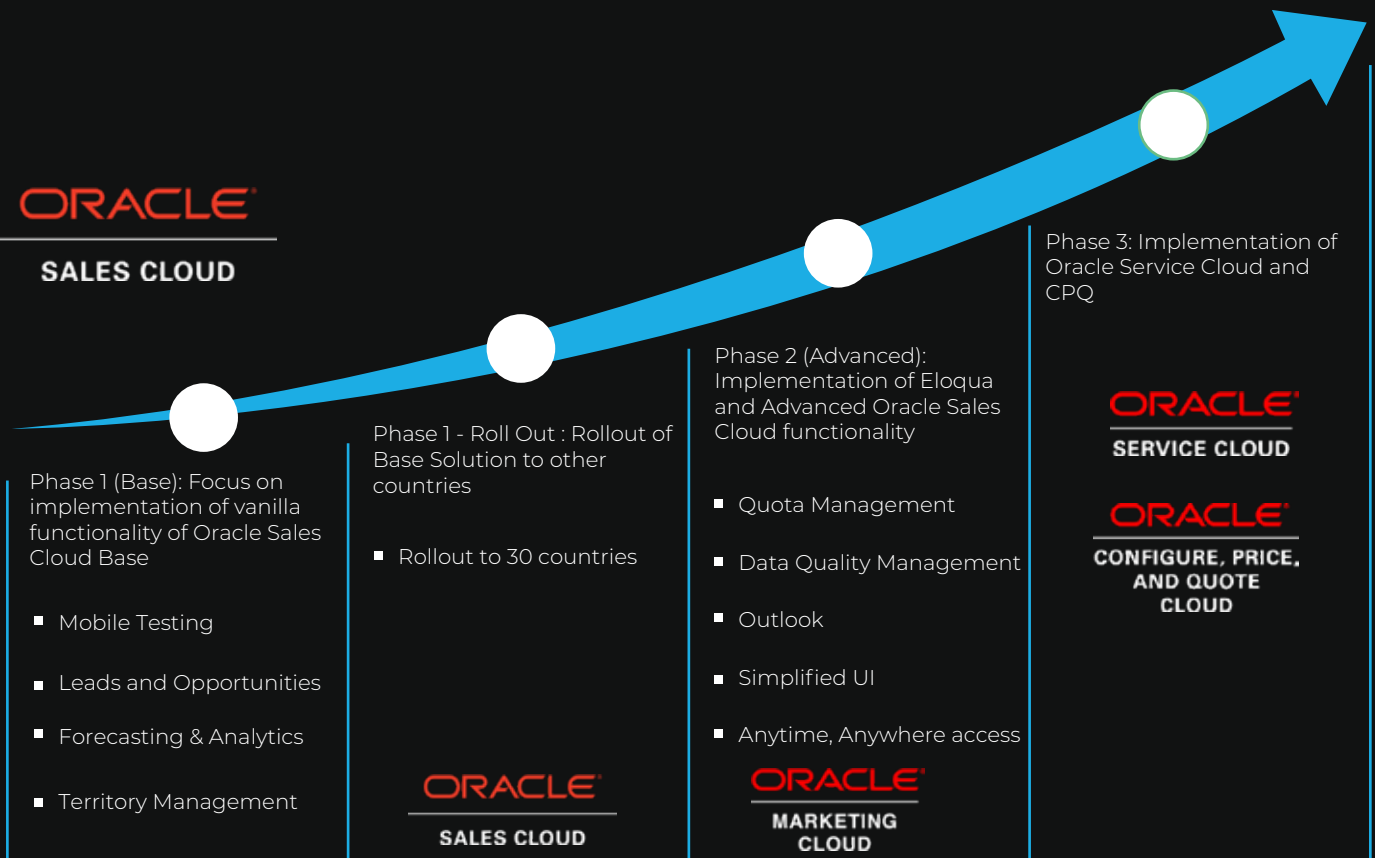
Our CX solutions would help provide new meanings and introduce new CX paradigms forge stronger ties in the Post-Covid-19 world.

Existing Meaning	New meaning
Customers	Advocates
Disconnected journeys	Omni-channel enablement
Mass markets	One-to-one
Product and price	Service and value
Transactional	Personal

CX CLOUD ADOPTION ROAD MAP

ACL takes a consultative approach to understand the needs of customers and leverages human centric design to provide CX Roadmap and Strategy, Solution blue printing, Implementation, Customizations, Integrations, Training & Support.. Below is one such examples of the CX implementation carried out for one of our customers

ADOPTION ROAD MAP FOR CX



ACL Digital is a design led Digital Experience, Product Innovation, Engineering and Enterprise IT offerings leader. From strategy, to design, implementation and management we help accelerate innovation and transform businesses.

ACL Digital is a part of ALLEN group, a leader in technology consulting and engineering services.

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To know more about how ACL can partner with you to help create Digital Transformation, connect with: business@acldigital.com

<https://www.acldigital.com/offerings/enterprise-application/oracle/oracle-cx>

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