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Oracle Communications Digital Business Experience

For service providers that want to deliver better experiences and grow revenue, Oracle Communications Digital Business Experience is an AI-powered customer experience management platform built for communications and pre-engineered by Oracle to help communications service providers grow revenue and create personalized, data-driven experiences at every step of the customer journey.

Unlocking growth with personalized customer experiences

Increasing revenue and profitability are top priorities for communications service providers (CSPs). By focusing on delivering hyper-personalized customer experiences, CSPs can unlock revenue growth by retaining their existing customers, increasing their lifetime value, and creating loyal brand advocates that help attract new customers, lowering subscriber acquisition costs.
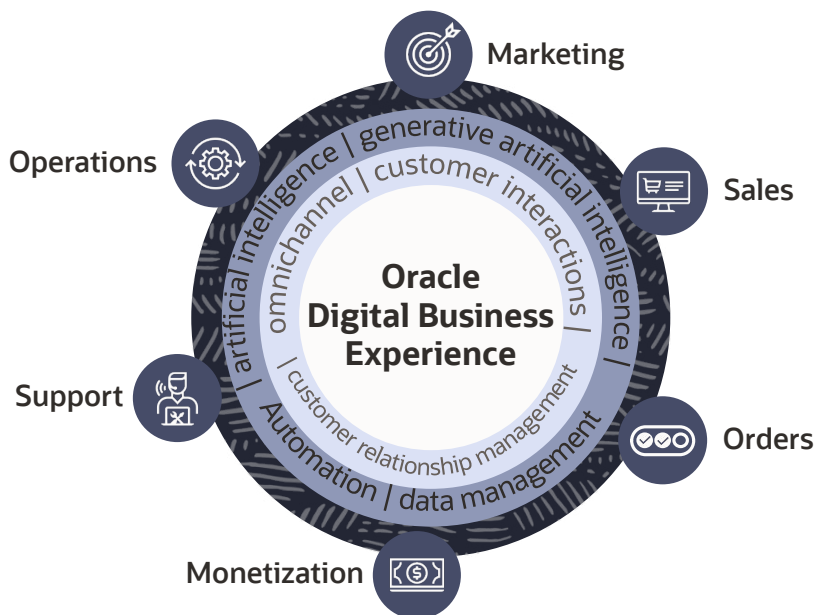

Image 1. Functional modules of Oracle Communications Digital Business Experience

Oracle Digital Business Experience helps CSPs unlock revenue and deliver hyper-personalized experiences at scales by delivering all the tools service providers need to create, manage, fulfill, monetize, serve, and nurture lasting customer relationships.

Gain a competitive edge by getting offers to market faster than the competition

In today's fast-paced industry, time-to-market has never been more critical. With Oracle Digital Business Experience, product and marketing teams can launch

Benefits

Grow revenue and personalize experiences at every stage of the customer journey:

- Improve sales efficiency and effectiveness
- Accelerate revenue growth
- Efficiently provide personalized experiences across channels
- Manage interoperability
- Optimize performance and scalability
- Simplify maintenance
- Reduce setup and implementation time
- Future-proof investment with a lower total cost of ownership over time

"With a modular pre-integrated stack, we avoid the costly and time-consuming process of complex integrations and high level of customizations. This means we can launch, orchestrate, and monetize new offerings as the market demands while delivering an excellent experience for our customers in the process."

Ahmed Al-Anqari
CEO, Salam

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captivating promotional campaigns and commercial offers with an easy-to-use centralized enterprise product catalog.

No-code promotional campaign and offer design-time experience

With Oracle Digital Business Experience, creating and launching offers is easier than ever for product and marketing teams. The no-code commercial catalog uses a graphical user interface with guided flows to walk business users—including product managers, pricing specialists, product marketing, and brand marketing—through designing, editing, or cloning an offer or promotional campaign.

Users are guided step-by-step through the design process, which includes managing the commercial name and description, supporting documentation, related imagery and designs, the products and services in the offer or bundle, the billing or payment model, pricing, and terms.

Once an offer is ready to be published, zero-configuration offer introduction across the catalog means that business users can get their offers out quickly without relying on IT teams. Moreover, with one-click publishing, offers and promotional campaigns are pushed out across channels and automatically synced to the downstream CRM, billing, and order management systems.

A consistent experience for business and IT users

Oracle Digital Business Experience delivers a consistent experience for users across the front and back office, starting with a unified user dashboard for managing the offer lifecycle and stages. Role-based access to the catalog enables teams to improve productivity by simultaneously working on different offer components—such as branding, pricing, or offer components. Additionally, seeded offer lifecycle states, such as "in-design," "ready-to-publish," "and active," and more, improve transparency and productivity during the design process, by making sure all stakeholders are aware of the current state of an offer.

Close deals quicker and maximize sales rep productivity

Sales teams can boost productivity, reduce time to bid, and increase deal size while managing the full sales cycle with Oracle Digital Business Experience.

The solution includes a comprehensive set of tools for sales organizations to manage sales planning, sales force automation, and sales performance. Additionally, the solution offers full configure-price-quote (CPQ) capabilities to support omnichannel order capture.

Revenue visibility with sales planning and performance management

Oracle Digital Business Experience helps reduce sales rep onboarding times and increase rep productivity with sales plan templates and guided workflows. Using sales plan templates and guided workflows, service providers and sales managers can define the set of tasks that a sales rep should complete at each stage of the sales cycle—establishing best sales practices. Sales reps can also manage their sales activities and pipelines and track their performance with a searchable sales dashboard.

Sales managers can similarly track organizational, team, and rep performance, track and forecast pipeline, and manage rep territories with the manager dashboard view.

Increase rep productivity with intelligent sales force automation and CPQ

Improving the productivity of sales organizations is made easy with Oracle Digital Business Experience's intelligent sales tools. Sales representatives can easily prepare

Features

- Role-based access
- Guided user flows
- Offer cloning
- One-click publishing
- Decoupled IT and business logic
- Customer 360 dashboard
- Searchable activity feed
- Omnichannel cart
- AI-recommendations
- Contract-based pricing
- Quote, proposal, and contract management
- Order qualification and feasibility checks
- Dynamic order orchestration
- Intelligent order change management
- Automated fulfillment, revisions, and cancellation management
- Automated trouble ticketing for order fallouts
- Decoupled processing logic and IT topology
- Prepaid, postpaid, subscription, ad-supported, and pay-per-view billing.
- Event and attribute-based charging
- Automated billing operations
- Revenue assurance and financial reporting
- Automated dunning and collections
- Gifting, loans, promise-to-pay, device trade-ins
- Agent call routing
- Knowledge management
- AI digital assistant
- Pre-built processes
- Cloud native operations
- Software development kits
- REST, SOAP, TM Forum Open APIs
- API generator

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for prospect and customer engagements with a customer dashboard and searchable feed of every customer interaction across channels. Capture orders in any channel and pickup carts abandoned in another channel, with Oracle Digital Business Experience's persistent omnichannel cart. Guided selling flows with built-in next-best offer recommendations, help increase deal size with more upsell and cross-sell recommendations based on customer insights.

For B2B orders, Oracle Digital Business Experience helps you protect your margins by standardizing pricing, discounts, and promotions with set pricing policies, contract-based pricing, and in-depth deal analysis. Sales reps can reduce their time to bid on B2B opportunities with templates that allow reps to generate professional quotes and proposals with the click of a button.

Finally, minimize opportunities for order fallouts and sales commission claw-backs with real-time order qualification, feasibility, and validation checks built into the order flow, ensuring that only what can be delivered gets sold.

Fulfill orders faster with precision

Service providers can keep customers happy and minimize revenue leakage with accurate and efficient intelligent order management.

Deliver orders faster with dynamic order orchestration

With intelligent order management, Oracle Digital Business Experience helps customers get orders as fast as possible. After capturing an order, the solution automatically decomposes it into components, and an order orchestration plan is dynamically created based on the components of that order, determining the most efficient fulfillment.

The intelligent order management logic also helps future-proof your business. Decoupling the order processing logic from the underlying IT topology enables service providers to evolve their IT ecosystem over time while ensuring that orders are successfully fulfilled without reconfigurations to Oracle Digital Business Experience.

Managing revisions, cancellations, and fallouts

Revisions, cancellations, and fallouts are common occurrences during order fulfillment, and with Oracle Digital Business Experience, you can treat these processes as business as usual. Intelligent change management capabilities within the solution enable customers to revise orders already in progress, up to a pre-configured "point-of-no-return."

Automated order fulfillment, revisions, and cancellation management help improve order accuracy without sacrificing efficiency. When fallouts occur, Oracle Digital Business Experience helps resolve these issues faster by automatically rolling back failed orders to the last known state, enabling operations teams to manage fallouts at the line-item level and resuming processing upon failure resolution.

Finally, to enable proactive customer care, the solution delivers real-time order status updates to the CRM, which can be exposed through self-service channels, and automatically creates trouble tickets for orders that fall out.

Boost revenue by monetizing anything

Oracle Digital Business Experience accelerates time to revenue, reduces leakage, and improves customer satisfaction by charging, billing, and managing revenue faster and more accurately. Service providers are empowered to monetize any service, business

Core solution components

Oracle Communications Digital Business Experience is comprised of the following pre-integrated modules:

- **Marketing:** Introduce and manage captivating commercial offers across channels with a unified enterprise product catalog.

- **Sales:** Manage the sales cycle across channels and intelligent tools to increase deal size and reduce time to bid.

- **Orders:** Manage the order fulfillment lifecycle across feasibility, orchestration, revisions, and fallout management.

- **Monetization:** Charge and bill for services across any line of business or network generation while managing the flow of revenue faster and with better accuracy.

- **Support:** A complete, unified view of the customer and intelligent tools that enable the delivery of personalized customer care and faster resolutions.

- **Operations:** A pre-integrated, pre-engineered, cloud-native solution that uses automation to streamline and automate operations, and simplify maintenance and integrations.

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model, network generation, or experience with the solution's flexible rating and charging models.

Monetize anything with flexible usage rating and charging

Service providers can unlock revenue and monetize anything from the quality of experience on the network to the attributes of an industrial IoT device with Oracle Digital Business Experience's event and attribute-based pricing and charging.

Beyond monetization, the solution helps improve customer satisfaction and loyalty with features like gifting, loans, and real-time usage updates. Incentive desirable customer activities, celebrate milestones, and boost loyalty by gifting customers minutes, data, or other services, which can be tied to actions, top-ups, or milestones like account anniversaries.

Additional capabilities, such as loans for prepaid customers, help reduce churn, while real-time usage updates delivered to self-service channels can help drive customer satisfaction and reduce bill shock.

Accelerate time to revenue with high throughput billing and invoicing

Easily maintain your existing business while unlocking new revenue streams with a single, convergent solution to support all lines of business and revenue models. Oracle Digital Business Experience supports traditional prepaid and postpaid billing models while supporting subscription, ad-supported, pay-per-view billing, and more.

Accelerating time to revenue and improving cash flow are made easier with high throughput and automated billing operations, including job-level management of bill runs—automated and personalized customer invoices- and support for multiple payment methods.

Improve financial visibility with comprehensive revenue management

With Oracle Digital Business Experience, billing operations, and finance teams can gain visibility of the end-to-end revenue management lifecycle and minimize revenue leakage. Reporting dashboards provide billing operations teams insight into and job-level management of billing operations. Financial teams can also track the flow of revenue with reporting dashboards. Catching and minimizing revenue leakage is also made easier with leakage detection alarms and configurable thresholds.

Oracle Digital Business Experience delivers additional revenue management features, including automated dunning, collections, and promise-to-pay, which help protect revenue.

Deliver personalized and efficient customer care

Give your customer service agents a complete, unified view of the customer with Oracle Digital Business Experience's intelligent tools for personalized care.

Efficient and personalized agent-assisted care

Oracle Digital Business Experience allows customer service representatives (CSRs) to deliver personalized care in any channel. Using intelligent routing, Oracle Digital Business Experience automatically routes customers to the best agent or team based on their skill set and availability.

Customer service reps can quickly identify the customer's reason for calling in with CTI pop-ups and account spotlights, which display the most important information for agents. A unified agent dashboard with a searchable feed of all customer interactions

Expand with Unified Operations

Oracle Digital Business Experience solution can be expanded with components from the Unified Operations portfolio to automate the design, delivery, and lifecycle management of mobile and digital services:

- **Employ multidomain service orchestration.** Design, configure, orchestrate, and activate fixed, mobile, and digital services across physical, cloud, and SDN-based networks.

- **Realize active inventory and live topology.** Bolster orchestration and assurance with unified, near real-time network and service inventory and topology views.

- **Deploy end-to-end assurance.** Deploy as a standalone solution or federate across existing assurance assets to automate fault and performance management using ML-based root cause analysis.

Expand with Oracle Marketing Cloud

Oracle Digital Business Experience can be expanded and augmented with components from Oracle's CX Marketing portfolio to nurture highly targeted audiences, generate opportunities for sellers, and build lasting relationships across channels:

- **Customer data platform.** Know your customers, predict their needs, and activate across channels.

- **Marketing campaign management.** Build multichannel marketing campaigns tailored to individual customer interests.

- **Marketing automation.** Build account-centered, multichannel campaigns throughout each buyer journey stage.

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makes managing customer orders, service requests, and technical and billing support seamless.

Guided agent workflows, AI-recommended next-best action and next-best offer, digital assistants, real-time sentiment analysis, and embedded knowledge management help make CSRs more productive while shortening onboarding and training times for new reps, turning the contact center from a cost center to a revenue generator.

Finally, Oracle Digital Business Experience helps customer service teams reduce average handling time and improve agent efficiency by using generative AI (GenAI) to classify service requests and summarize customer interactions automatically.

Empower customers with self-service support

Oracle Digital Business Experience helps service providers deflect calls from the contact center while empowering self-service experiences for customers.

Oracle Digital Business Experience integrates with any self-service channel using industry-standard APIs, providing customers with real-time updates on order status and usage and empowering them to make changes to their account information and services. Moreover, service providers can use the solution's knowledge management to publish knowledge articles, including troubleshooting steps, across channels to enable customer self-service.

Optimize operational performance, maintenance, and scalability

Oracle Digital Business Experience is an automated, pre-integrated, and pre-assembled cloud-native solution designed for operational efficiency.

Select the provider of choice to deploy on your infrastructure of choice

Oracle offers service providers choice and control, including several solution implementation and management options. Service providers can work directly with Oracle Consulting Services for Industries for consultative, implementation, and managed services or select from a diverse global network of partners certified to implement and manage the solution.

In addition to selecting the implementation provider, service providers can also deploy Oracle Digital Business Experience on the infrastructure of their choosing, including on-premise, private, public, hybrid, or multicloud infrastructure, on Oracle Cloud Infrastructure, third-party public cloud infrastructure, or even on a public cloud instance hosted in the customer's data center.

Pre-engineered, extensible solution developed using industry standards

Oracle Digital Business Experience is a containerized, cloud-native solution comprised of loosely coupled, modular components, making it easier to deploy in any IT ecosystem. The solution has been pre-engineered by Oracle and includes hundreds of pre-built, configurable business processes ready to use out-of-the-box for faster setup and implementation. Moreover, Oracle Digital Business Experience is optimized for cloud deployment. It includes automation tools for solution lifecycle management, including deployment and operations, solution testing, and maintenance via continuous updates to CI/CD pipelines.

Finally, customers can extend and augment the solution to their evolving business needs with tools such as software development kits, templates, frameworks, resource libraries, and data model and business logic modification tools, all available out-of-the-box.

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Summary

Oracle Communications Digital Business Experience is comprehensive, AI-powered customer experience management platform that enables CSPs to drive revenue as they create intelligent, hyper-personalized experience at every stage of the customer lifecycle.

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