ORACLE

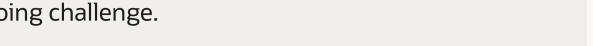# 3 Financial Services Challenges and How to Conquer Them

Oracle Customer Experience for financial services can help you meet customer needs with tailored solutions for consumer banking, corporate banking, and insurance.

Common financial service challenges

Sensitive customer data

Financial institutions handle extremely sensitive customer data. Maintaining robust cybersecurity and data privacy measures while still providing convenient digital access to data across the enterprise is an ongoing challenge.

Complex incentive models

Financial services organizations often have complex, structured, and highly personalized incentive models, and it can be difficult to calculate payouts accurately and efficiently. Moreover, managing these intricate compensation plans manually is resource intensive and can lead to errors.

Inability to personalize with compliance

Financial service firms face several marketing challenges, including building trust with skeptical consumers, navigating regulatory compliance, differentiating in a crowded market, balancing personalization and brand consistency across channels, and effectively marketing complex products.

Capabilities needed to succeed

Oracle Unity Customer Data Platform

Unify all customer data on a single platform that marketing, sales, and service teams can use. This can help you simplify revenue-generating operations while maintaining compliance with financial industry standards and regulations for data privacy and security.

Oracle Sales Performance Management

Automate calculations, improve transparency, and provide better data integration and reporting capabilities to create more effective, fair, and motivating compensation plans for sales teams and efficiently address industry regulations.

Oracle Eloqua Marketing Automation

Use detailed analytics and narrow segmentation to better understand your customers so you can consistently deliver relevant financial options on their preferred channels. Use marketing automation to further elevate customer experiences, build trust, and support seamless multichannel interactions.

CUSTOMER SUCCESS

By choosing Oracle Sales, Oracle Service, and Oracle Eloqua, a regional bank boosted their satisfaction rating to 97%, increased agent productivity by 75%, and reduced unresolved incidents by 90%.

Turn customer data into amazing experiences

Help consumers discover your financial products and services with Oracle Customer Experience solutions.

[Learn more]