

CX – USE CASE

SOFTWARE COMPANY

Products in Use

- Oracle Sales Cloud
- Oracle Marketing Cloud (Eloqua)
- Oracle CX Sales Integration

ROI

- Increased efficiency, number and quality of marketing campaigns
- Improved data quality

The Customer

The customer is an IT consulting company operating in an international environment with subsidiaries in DACH and the USA, and has been providing successful project work for over 25 years in upper medium-sized companies, in globally active large companies and for rapidly expanding companies in a wide range of industries. Using tried-and-tested process models, high-performance software tools and sophisticated best practice solutions (including preconfigured enterprise cloud services, integration, BPM, content management), the customer has been able to achieve a position as one of the leading solution providers on the market.

The Challenge

The company had been using the high-performance sales force automation platform Oracle Sales Cloud. The application with a 360-degree customer view had provided the ideal foundation for building a comprehensive customer experience management landscape. With the aim of covering the customer information requirements and thereby opening up new potentials, the company opted for the Oracle Marketing Cloud. The leading marketing automation solution in the B2B sector enables target group-specific planning, executing and monitoring of campaigns to generate qualified leads. The main challenges involved the integration and harmonization of the two systems in conjunction with a large volume of unqualified data.

The Solution

After thorough data cleansing, the systems were seamlessly linked with the help of the Oracle Sales Cloud Integration App. To provide the sales team with a holistic view of all marketing activities, the tools Profiler and Engage were implemented directly in the Sales Cloud. This way, Eloqua provides the ideal tools for personalized customer experiences and in combination with the Oracle Sales Cloud, guides the company throughout the entire customer journey with constant focus on the target. From simple mailings to multi-stage campaigns and workflow-controlled marketing campaigns, the application areas expanded far into the entire company structure.