

Oracle Unity: Complete, Actionable Customer Intelligence for Transportation & Logistics

What if you could...

Transform your enterprise customer data into actionable, trusted profiles that all your teams can leverage to drive better customer experiences and drive growth across marketing, sales, service, analytics and more.



Oracle Unity Customer Data Platform (CDP) bridges the gap between *having* data and *acting* on it.

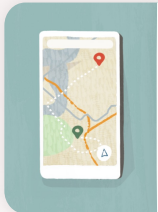
Connecting signals and interactions from online, offline, and 3rd party data across front and back office operations — *in real time* — gives companies a single trusted record to build intelligent, relevant experiences that put people at the heart of their business.

With the Unity CDP, transportation & logistics companies can...



Accelerate the path to contract or booking

Customers expect you to know them. Unity stores anonymous activity and instantly appends it to records when identities are revealed, enabling transportation and logistics providers to personalize experiences sooner.



Provide up to date order status, tracking, and inventory

Consignees want visibility into their options and/or freight. Unity's prebuilt industry data model supports the connection of front and back of house systems, enabling transportation providers the ability to effectively communicate options and/or shipment status across channels — instantly.



Provide sellers with timely, relevant context for each lead

23.5% of dealers fail to respond to leads within 24 hours. Increase the velocity of handling leads in near real-time with account-based lead scoring insights revealing lead source, motivation, and sales influence-ability.

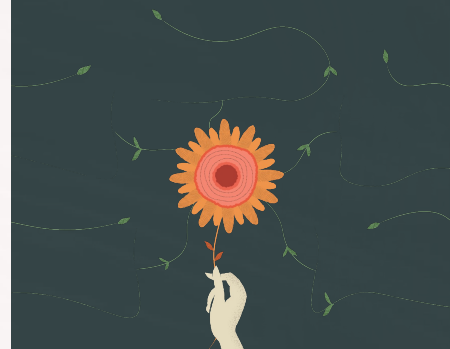


Keep your workforce informed to drive retention

The logistics and transportation industry can be inherently stressful. Keep employees across various regions, departments, and functions informed of details like regional requirements, supply chain delays, and scheduling conflicts to help reduce stress and increase retention and satisfaction.

ORACLE
Unity

Unity is an enterprise-ready platform purpose-built to unify data across the enterprise, deliver AI outcomes, and help drive customer growth. It embraces all activity tracking applications, enabling transportation & logistics companies to drive revenue growth by intelligently constructing relevant, timely, and connected customer experiences — in the micro-moments when and where they matter most.



Launch <6 months
Accelerate time to value

Contact Oracle Digital Experience Agency to discover how we can transform your data to craft highly-personalized customer relationships that last →

Contact Us

