

Oracle Unity: Complete, Actionable Customer Intelligence for Telecom

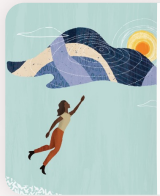
From B2B to B2C, accounts, households, devices, or services — Unity can handle it. Unity's pre-built telecom data model is capable of managing the complexities of 1:many relationships across front and back office systems — saving you time and money while empowering your organization with easy access to data without IT or analysts.



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

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

With the Unity CDP, telecom providers can...



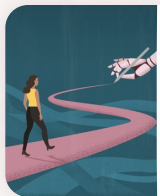
Accelerate the path to purchase

Empowered consumers expect you to know them. Unity stores anonymous activity and instantly appends it to records when identities are revealed, enabling brands to develop and personalize relevant, seamless experiences in real time.



Prevent attrition and reduce wasted spend

33% of customers walk away from a brand after one bad experience. Leverage AI models and intelligence gathering to predict abandonment, understand lifetime value potential, proactively address customers likely to churn, and reflect customer intelligence in all targeted interactions



Pivot to real-time segmentation and marketing

Consumers have more options than ever to switch plans and providers. Unity captures purchase intent signals and quickly activates AI models across systems to improve the relevance and effectiveness of marketing, sales, and service.



Provide sellers timely, relevant context with each interaction

69% of a B2B buying process is complete before a customer makes contact. Increase the velocity of handling leads in near real time with account-based lead scoring insights revealing source, motivation, and sales influence-ability.

Outcomes

Telecom providers applying Unity's real-time behavioral intelligence have experienced:

23+

Data sources unified to create a complete customer profile

2x

Better marketing campaign performance

77%

Reduced campaign delivery time

From Weeks
To Minutes

Increased velocity of handling sales leads

From Days
To Hours

Improved response rate to competitive offers

Launch <6 months

Accelerate time to value