

Oracle Unity: Complete, Actionable Customer Intelligence for Energy & Utilities

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 growth across marketing, sales, service, analytics, and more.



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

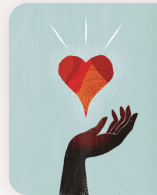
Connecting customer signals and interactions from online, offline, and 3rd party data across front and back office operations — *in real time* — gives utilities a single trusted record to build intelligent, relevant experiences that put customers at the heart of their business.

With the Unity CDP, energy & utility providers can...



Unify customer profiles and leverage AI to improve experience

Customers don't experience us in silos. Unity offers a complete view of customer portfolios across digital and transactional systems, providing deep, AI-driven insights to hyper-personalize ratepayer relationships.



Reduce call center demand with proactive service support

71% of business customers say they don't receive outage updates. Continuously monitor for service failure signals, then proactively inform customers with next best action recommendations, real-time updates, or next available service slots.



Reduce wasted advertising spend through householding

Empowered consumers expect you to know them. Unity easily dedupes households, then pushes consistent messaging, cross-sell/up-sell opportunities, and cross-channel content to all household contacts.



Improve customer satisfaction and encourage smarter use

The US has an energy usage efficiency of just 42%. Proactively propose portfolio optimization based on performance and usage, and deliver relevant renegotiation and renewal campaigns across preferred channels to better match account needs.

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 utility providers 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

