Hardware and Software
Engineered to Work Together



Socially Enable Your Enterprise for Success

It's not a question of whether your customers are using social media. The question is "what are you doing about it?" It takes the right approach and the right partner to execute a successful social business strategy, and Oracle has social relationship management solutions to deliver a superior, differentiated customer experience and socially enable your enterprise.

The question isn't if you'll use social media in your business—your customers have already answered that one for you. The real question is how will your business—your entire business—respond?

Maybe you've already embraced social media for marketing, but have trouble scaling, measuring, and aligning it with the rest of your business. Maybe you use social media in some areas but are frustrated by the time and resources it takes. The bottom line is that if you're not developing strategies to socially enable your business, you may be playing catch-up for a very long time.

Perfect Storm, Perfect Opportunity

No longer just a way to keep up with friends and family, social media (*social*) is changing how people interact with one another and how customers engage with your business. Accelerated by a perfect storm of new technologies—including smartphones, tablets, and cloud computing—social has been catapulted to the front of the customer experience equation. To respond, you need a solution that moves at the speed of social and lets you follow through at every customer touchpoint to

- Continually engage customers—from their first discovery of your brand through repeat purchases and service questions
- Monitor the who, what, why, and where of social conversations so you can act on the latest trends, topics, and insights
- Seamlessly create, execute, measure, and fine-tune campaigns, programs, and service delivery across multiple channels

The Easy Part Is Oracle

The sheer volume of information available to your organization is overwhelming, but it offers access to a vast wealth of insight—as long as you have a solution that lets you listen, learn, analyze, engage, and respond.

Oracle Social Relationship Management provides best-of-breed, cloud solutions that are already integrated with the systems you use to run your business—including Oracle's Siebel CRM and Oracle CRM On Demand.

With Oracle Social Relationship Management, you avoid the complexity of managing products from multiple vendors and the risk of costly "social silos"—the result of trying to stitch together results from disparate tools.

CONNECTED CONSUMERS ARE DIFFERENT

Do you know where social media conversations that affect your business happen? Do you know what they are saying about your brands, products, or services?

You should.

Social media has changed the role of consumers in the marketplace, and these consumers—always connected, always aware, and always sharing—are making the most of their new influence.

- 89 percent of consumers will begin doing business with a competitor following a bad customer experience
- More than 75 percent of consumers posted a negative comment on a social networking site after a poor customer experience
- On average, a user of social media will tell 53 people when they have had a poor customer experience

Integrate social into your business with Oracle Social Relationship Management and deliver great customer experiences that delight your customers and get results—all at the speed of social.

FACT: The customer conversation is definitely happening. Fortune 100 companies are mentioned 10,400,132 times per month in social venues; 58 percent of Facebook users have mentioned a brand in a status update; and 39 percent of Twitter users have tweeted about a brand.

Source: **Burson-Marsteller Global Social Media Check-Up 2012**



"Profit in business comes from repeat customers, customers that boast about your project or service, and that bring friends with them."

W. Edwards Deming, American Consultant, Statistician, and Educator

How Social Is Your Business?

As new consumers enter the social arena and as those already engaged become more sophisticated, their expectations of social increase. The challenges of integrating social into your business—executing at the appropriate scale around the globe and presenting a consistent and rewarding experience for customers—can be a daunting task.

With a modular strategy for the complete social business—everything from marketing and sales to service and human resources—Oracle Social Relationship Management has enterprisewide solutions that provide a quick win for today and a foundation for the future.

- **Marketing groups** are often the first to embrace social, and they generally have the most to gain in a social enabled enterprise. Real-time engagements with customers across multiple social platforms lets marketing consistently target and drive a message or campaign, measure its impact and contribution, and tune it in near real time.
- **Sales and commerce** organizations can drive greater revenues by gaining deeper insight into the needs and wants of their customers. By leveraging social insights, sales organizations can target prospects more efficiently, increase sales and adoption, reduce the cost of sales, and personalize the buying experience for customers.
- **Service organizations** can listen, learn, and act 24/7 on relevant customer conversations across the social Web. From quick, on-the-spot solutions to routing critical conversations to the contact center for resolution, social provides a more-proactive and more-efficient customer experience.
- **Human Resources** departments use social to identify and nurture candidates for key positions. They can also use it to increase their reach and efficiency by harnessing networks of employees to help with recruiting.

The Social Enabled Enterprise

Unified in look, feel, and business purpose, Oracle Social Relationship Management lets your organization listen to and link social conversations, teams, campaigns, and analytics so you can

- Identify what's important
- Act on it
- Measure social media's impact
- Improve business performance

Oracle Social Relationship Management helps you share social insights, business and market intelligence, and best practices across mission-critical departments and throughout the enterprise for better business efficiencies and a superior, differentiated customer experience.

And, while there are other ways to manage this all-important relationship between you and your customers, only Oracle offers a complete, fully integrated social media solution that's in the cloud and ready to go when you are.

- **Complete.** Focus on building, strengthening, and expanding relationships with your customers. It's a complete solution that can easily scale to expand across the enterprise as you need it.
- **Integrated.** Don't worry about costly social silos of isolated information. With the modular portfolio of products in Oracle Social Relationship Management, social integrates with your existing business to create, measure, and consistently deliver rewarding customer experiences.
- **In the cloud.** Deliver social solutions fast for even the most dynamic and demanding needs. Oracle Social Relationship Management in Oracle Cloud gives you technical, time-to-value, and cost advantages that let you move with a speed and confidence that's shared by the more than 25 million users who rely on Oracle Cloud every day.

Get Social

- Engage: facebook.com/OracleSocial
- Think Ahead: blogs.oracle.com/socialspotlight/
- Join the Experience Revolution: facebook.com/OracleCustomerExperience

Oracle is committed to developing practices and products that help protect the environment

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