rackspace technology

Improve your customer experience with Oracle CX Commerce

Looking to boost sales, reduce churn and increase customer loyalty? Focus on improving your ecommerce customer experience.
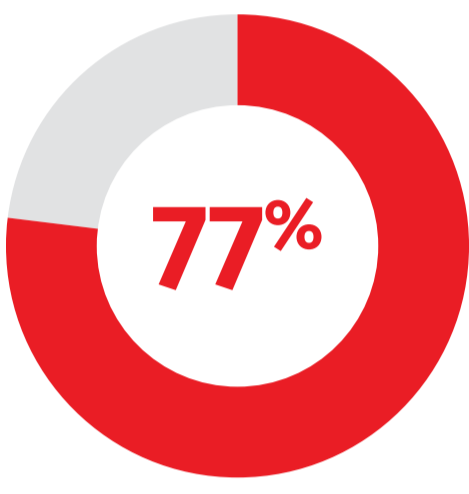
Customer experience matters

- **86%** Willing to pay more for a great customer experience[1]

- **77%** Recommend a brand to a friend after a positive experience[2]

- **70%** Shop more with retailers who offer a consistent experience online and offline[4]

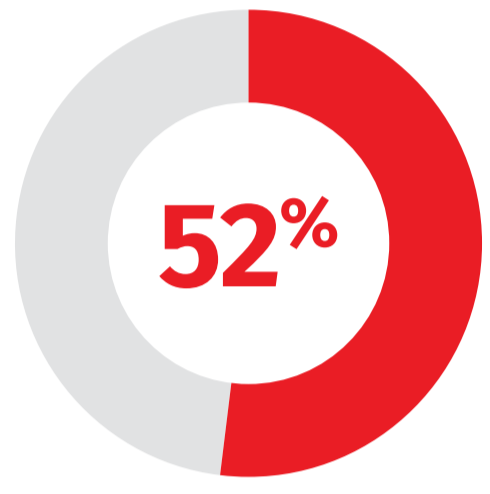- **54%** Say customer experience at most companies needs improvement[5]
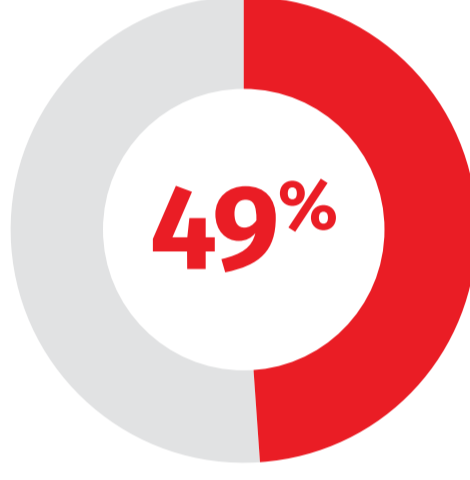
1/3 Will leave a brand after one bad experience[3]

Customer experience professionals are turning to technology

77%

Looking to deploy technology that delivers automated, actionable insights

52%

Allocating resources to experimenting with new customer experience technologies

49%

Looking into AI and advanced analytics to design proactive customer experiences[6]

9 reasons to power your customer experience with Oracle CX Commerce

1. **Leadership**
   Gartner has named Oracle CX Commerce as a Leader in the Gartner Magic Quadrant for Digital Commerce for 2020.[7]

2. **Lower TCO**
   Move from a capex to opex expense model with your choice of fully integrated, non-integrated and hybrid models.

3. **Ease of use**
   Rapidly deploy a fully featured and customizable solution with a single UI, drag-and-drop tools, and complete access to HTML5 and CSS when needed.

4. **Integration**
   Integrate multiple applications with API-driven capabilities to help reduce your time-to-market for newer features.

5. **Flexibility**
   Get complete brand control and support for complex promotions with pre-built, ready-to-use templates.

6. **AI and personalization**
   Tap into Oracle AI support with a powerful recommendation engine, advanced native A/B testing and SEO optimization that includes integrated edge caching.

7. **B2C and B2B support**
   Get a single digital experience platform that supports both B2C and B2B customers.

8. **Unique buying experiences**
   Enjoy a 360° view of customer activity across channels, with hyper-personalization, responsive storefronts, social commerce and transactional email support.

9. **Consistent customer journeys**
   Support the complete customer journey with a unified experience across native commerce, marketing, loyalty, service, content CPQ and sales.

Get started with Oracle CX Commerce

Let our experts help you migrate to Oracle CX Commerce — and make the most of its powerful capabilities. As an Oracle Platinum Partner, Rackspace Technology™ has the know-how to manage all of the technological aspects of establishing and running Oracle CX instances, so you can focus on growing your business.

Professional Services (SOW)			Managed Services
Recommend	**Plan**	**Realize**	**Operate**
Discover & Assess	Architect & Design	Build & Transform	Manage & Optomize
·Business goals ·Processes and workflows ·Applications	·Future operating model ·Application, data and user migrations	·Build ·Configure ·Integrate ·Migrate ·Transition	·Troubleshooting ·Reconfiguration ·Release management

Sources

1. PWC. PWC Consumer Intelligence Series: Customer Experience. www.pwc.com/future-of-cx

2. Temkin Group. 75 Customer Service Facts, Quotes and Statistics. www.helpscout.com/75-customer-service-facts-quotes-statistics

3. American Express. Well Actually Americans Say Customer Service is Better Than Ever. www.pwc.com/future-of-cx

4. Forrester. 2018 Customer Service Trends: How Operations Become Faster, Cheaper — And Yet, More Human. www.forrester.com/report/2018+Customer+Service+Trends+How+Operations+Become+Faster+Cheaper+And+Yet+More+Human/-/E-RES142291

5. PWC. PWC Consumer Intelligence Series: Customer Experience. www.pwc.com/future-of-cx

6. Oracle. Unforgettable Experiences. Unstoppable Brands. www.go.oracle.com/unforgettable/cx

7. Oracle. Oracle Named a Leader in the Gartner Magic Quadrant for Digital Commerce 2020. www.blogs.oracle.com/cx/oracle-named-a-leader-in-the-gartner-magic-quadrant-for-digital-commerce-2020

rackspace technology