

Contactless Experience

The Shift – The New Workplace

78% listed “flexible schedules & telecommuting” to increase employee retention.

82% U.S. businesses use flexible work locations to improve work-life balance.

32% happy for a choice of work location than prestigious role in company.

54% would leave job, for one with more flexibility.

66% employees will look for another job – due to loss of flexibility.

3% ↓ Annual GDP every month

30% ↓ Jobless Claims

70% ↑ Working From Home

50% ↑ Subscription Services

80% ↑ Online Shopping



The Shift – Consumer Buying Trends

86% buyers will pay for more CX

30% ↑ Customer Satisfaction



- New Channel Models Executed
- Increased B2B & Digital Sales
- Instant Information Access

The Result



Accelerating Digital Transformation. Oracle Leading the Way

- Oracle CX - Accelerating Digital Transformation
- Oracle KM - Online Data Management Easier
- Oracle CPQ - Online Sales Increased

Real Success Stories

US Based Manufacturer

- Created Single Buying Experience with Commerce & CPQ Cloud
- Customer Engagement increased by 20%
- No downtime, no lost revenue

Optical Retailer in US

- Invested in online channels
- Transitioned from ATG to Cloud in 4.5 months
- Moving to Commerce Cloud reduced CTO by 60%

Global Manufacturer

- Launched a new direct to consumer portal
- Built modern digital buying experience with Commerce Cloud
- Online Revenue increased by 10%

Source:

www.sciencedirect.com | www.bigcommerce.com | www.worldbank.org
| cmo.adobe.com | www.superoffice.com

www.softclouds.com