

## Oracle ATG Web Commerce Applications: Leading E-Commerce and E-Service Solutions for the Communications Industry

Many of the world's leading telecom companies put their trust in Oracle ATG Web Commerce applications, including eight of the top ten global telecom companies.

### Win in a Complex Market

To effectively compete in the rapidly changing worldwide market, communications companies need to deliver stellar experiences that satisfy customer demands across sales and service interactions. With Oracle ATG Web Commerce applications, you can meet the challenges of a complex, evolving market by

- Attracting new customers with cost-effective campaigns
- Converting browsers into buyers, targeting prospects' needs with personalized offers
- Increasing ARPU through effective cross-selling, up-selling, and bundlings
- Retaining existing customers by delivering high-quality support and self-service

The market for telecom offerings has never been more exciting—or challenging. Consumers are going to telecom providers for the latest devices, plans, and multimedia content, including digital music, video, and games. But along with a wide choice of product and service bundles, they expect high-quality support. As an expanding group of competitors enters this quickly evolving market, you must cater to consumer expectations in order to continue enhancing average revenue per user (ARPU), retaining customers, and curbing costs. You can deliver an engaging, intuitive, and productive customer experience to meet these challenges by doing the following:

- **Support the full lifecycle online.** Effectively work with customers from their first purchase to ongoing support and follow-on sales.
- **Personalize the customer's experience.** Engage customers with personalized offers and services tailored to fit their devices, locations, and service plans.
- **Maximize online sales.** Provide online consumers with rich buying experiences—including powerful search and navigation, and streamlined product selection and purchase.
- **Provide outstanding service.** Enable customers to manage routine transactions and obtain information themselves, while also making it easy for them to access assisted service.
- **Coordinate cross-channel interactions.** Recognize your customers regardless of the channel of interaction—Web, chat, telephone, in store, or even a combination.
- **Integrate with existing systems.** Make e-commerce and e-service functionality available in a modular architecture that allows you to deploy your most-critical applications first and add others later. Those applications must easily integrate with existing systems such as enterprise resource planning (ERP), billing, fulfillment and provisioning, and customer relationship management (CRM).
- **Be flexible and agile.** Empower business users to manage marketing and user experience, reducing their reliance on IT while maximizing sales and speeding time to market.

### Improve Your Customers' Commerce and Service Experiences

Oracle ATG Web Commerce applications meet the challenges of a complex, evolving market. With them, you can improve your customers' overall experience of interacting with your company.

**Deliver a consistent experience.** With Oracle ATG Web Commerce, you can drive every interaction from a centralized customer profile and interaction repository to ensure a first-rate experience, from initial contact to purchase, ongoing support, and follow-on sales.

## Oracle ATG Web Commerce Applications

The Oracle ATG Web Commerce platform gives marketers, Web business users, and customer service agents everything they need to attract online customers, increase conversion rates and average order size, and improve customer loyalty. The Oracle ATG Web Commerce products include

- Oracle ATG Web Commerce
- Oracle ATG Web Commerce Business Intelligence
- Oracle ATG Web Commerce Merchandising
- Oracle ATG Web Commerce Search
- Oracle ATG Web Commerce Service Center
- Oracle ATG Web Knowledge Manager
- Oracle ATG Web Knowledge Manager Self Service

**Personalize the experience to meet specific needs.** Oracle ATG Web Commerce applications allow you to integrate all customer data throughout your organization, including online behavior and offline purchase and demographic information. You can then leverage all available data to present the right offers to the right customers at exactly the right time and automatically adapt offers to customers' subsequent actions and changing circumstances.

**Build a platform for creative cross-selling, up-selling, and bundling.** Oracle ATG Web Commerce applications offer rich e-commerce features that turn browsers into buyers, including configurable products, bundles, pricing, comparisons, promotions, coupons, wish and gift lists, and keyword and faceted search. In addition, search merchandising, cross-sells and up-sells, automated recommendations, consistent multisite and/or multidevice experiences, upgrade scenarios, and persistent cross-channel shopping cart capabilities increase sales, revenue generation, and retention.

**Enable satisfying and complete service.** The self-service capabilities in Oracle ATG Web Commerce applications give customers control over the way they research product information and shop, while at the same time reducing the number of queries to higher-cost channels. With these features, customers gain access to a rich and continually updated knowledgebase for self-service. In addition, contact center agents can view customer interaction history across any channel, to provide fast service and one-call resolutions for the business.

**Empower business owners.** Oracle ATG Web Commerce applications offer the tools to control site merchandising, marketing, and service with minimal reliance on IT. With these tools, business owners can directly implement, optimize, and refine site experiences across multiple devices. Merchandising tools allow them to easily manage online catalogs—including multiple sites, categories, products and bundles, promotion and coupon cross-sell and up-sell, customer segment and personalization rules, search facets, and search merchandising. A knowledgebase for agents and customers can be created and updated without IT support. Content management and workflow tools ensure that content is approved before publication. Workflow rules allow business owners to route and escalate customer tickets. Reports and dashboards give insight into the effectiveness of adjustments so business owners can see the results of their actions and optimize the online channel.

**Adapt to local needs and global standards.** Oracle ATG Web Commerce applications support multiple sites, brands, catalogs, currencies, and languages. Offers can be easily adapted to suit local conditions while maintaining an appropriate level of global consistency.

**Integrate with enterprise systems.** Oracle ATG Web Commerce applications can be easily integrated into existing IT infrastructure, including ERP, fulfillment and provisioning, billing, and CRM systems. With it, you can tap into an open architecture and development environment that encourages extensions and supports telecom industry standards such as SID and eTOM.

**Gain proven reliability in a high-traffic environment.** Oracle ATG Web Commerce applications power some of the world's busiest e-commerce sites, including many of the largest communication companies. Installations have supported more than 10 million visits and more than 100,000 completed orders per day—with more than 300,000 concurrent customers and tens of thousands of customer service agents supporting millions of self-service users.

## CONTACT US

For more information on Oracle ATG Web Commerce applications, call +1.800.ORACLE1 to speak to an Oracle representative or visit [oracle.com/us/products/applications/atg/index.html](http://oracle.com/us/products/applications/atg/index.html).

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