



LEAD YOUR BUSINESS INTO A NEW AGE OF CX

Transform the customer experience (CX) with Infosys and Oracle to become a cloud-connected enterprise



A new age of customer experience (CX) has dawned. Thanks to today's cloud-based, data-driven tools and the highly personalized, real-time insights they provide, companies can stay ahead of their customers' rapidly changing expectations better than ever. Infosys and Oracle have teamed up to offer a tailored implementation of Oracle Customer Experience Cloud (Oracle CX Cloud) to help companies make CX a key focus of their digital transformation.

By leveraging [Infosys Cobalt](#) solutions and services, and an Accelerated Cloud Transformation (ACT) methodology based on Agile principles, Infosys provides organizations with a clear path to digitally transforming the customer experience with Oracle CX Cloud. The result is phenomenal customer journeys that establish new highs in the company-customer relationship.

Infosys differentiators driving innovation

As global pioneers in next-gen technology, Infosys and Oracle embrace the early adoption of emerging technologies such as artificial intelligence (AI), machine learning (ML), augmented reality (AR), virtual reality (VR), blockchain, computer vision, and the Internet of Things (IoT).

We help enterprises create phenomenal customer journeys through:

Risk-free implementation: With preconfigured industry solutions, Infosys ACT methodology, and the proprietary Infosys Cloud Suite—backed by rigorous cloud training with Oracle University and the Infosys training academy—Infosys defines a well-laid roadmap for your digital transformation. Infosys Oracle Cloud Suite is an implementation platform that brings together a rich set of curated business, service, and technology assets, a strong suite of tools, and an automation platform covering all phases of the cloud transformation project lifecycle.

Consulting-led engagement: Using customer journey mapping workshops, CX innovation workshops, and business case and return on investment (ROI) planning, Infosys creates a customer journey that is personalized to your industry and your customers.

Legacy modernization solutions: Infosys has upgraded a number of legacy customer relationship management (CRM) applications to Oracle CX Cloud, including Siebel, CRM On Demand, Oracle Configurator, Oracle E-Business Suite CRM, and home-grown CRM systems. Infosys has also helped customers augment Salesforce with superior Oracle Configure, Price, Quote (CPQ) and Subscription Cloud solutions, and in some cases completely migrate from Salesforce to Oracle CX to drive superior ROI.



A major financial services company wanted to deploy a digital-first CRM solution that would enable the organization to evolve and deliver next-gen customer experience across marketing, sales, and service journeys. Infosys deployed a digital transformation solution utilizing Infosys CX innovations and Oracle CX Cloud across more than 200 of the company's service branches. This seamless and scalable solution effortlessly integrated with other internal systems, leading to:

10% increase

in lead generation and upsell opportunities

10% improvement

in time to market for campaigns

10% increase

in revenue from digital channels

5% reduction

in cost of customer conversion and average call-handling time¹

Today's customers demand more. Tomorrow's successful enterprises deliver more.

Infosys and Oracle, partnering on Oracle CX Cloud, help you meet and exceed the surging expectations of modern customers. With our accelerated path to digital CX transformation, you can keep the customer at the heart of your business while modernizing marketing, sales, and service journeys.

The Infosys implementation of Oracle CX Cloud is enhanced by [Infosys Cobalt](#), a set of services, solutions, and platforms designed to help you expedite your Oracle CX Cloud migration. With a cloud-first approach that focuses on defining transformation priorities and business cases to harmonize your processes, we empower you to:

- Better connect with customers by enabling and enhancing the data-driven decision-making that fuels business sustainability
- Deliver omnichannel, insight-driven, hyper-personalized experiences to your customers while building responsive value chains across your organization
- Create experiences that consistently delight customers—the ultimate key to the success and long-term well-being of any organization

With our cloud-connected approach to transformation, Infosys and Oracle enable enterprises to leverage the full potential of Oracle CX Cloud for unparalleled customer experiences.

Transform to a cloud-connected customer experience

Cloud-connected enterprises connect better with their customers, employees, and partners by enhancing the data-driven, real-time decision-making that fuels business agility. But the move to the cloud needs to be simple, flexible, and cost-effective. Together, Infosys and Oracle have the unmatched capability to quickly transform organizations into resilient cloud-connected enterprises.

[Contact Infosys today](#) for help with accelerating your CX cloud transformation.

About Infosys

Infosys is a global leader in next-generation digital services and consulting. We enable clients in more than 50 countries to navigate their digital transformation. With over four decades of experience in managing the systems and workings of global enterprises, we expertly steer our clients through their digital journey. We do it by enabling the enterprise with an AI-powered core that helps prioritize the execution of change. We also empower the business with agile digital at scale to deliver unprecedented levels of performance and customer delight. Our always-on learning agenda drives their continuous improvement through building and transferring digital skills, expertise, and ideas from our innovation ecosystem.

Visit www.infosys.com to see how Infosys (NSE, BSE, NYSE: INFY) can help your enterprise navigate your next.

About Oracle

Oracle offers integrated suites of applications plus secure, autonomous infrastructure in Oracle Cloud. For more information about Oracle (NYSE: ORCL), please visit us at www.oracle.com.

Infosys Cobalt is a set of services, solutions and platforms for enterprises to accelerate their cloud journey. It offers over 35,000 cloud assets, over 300 industry cloud solution blueprints and a thriving community of cloud business and technology practitioners to drive increased business value. With Infosys Cobalt, regulatory and security compliance, along with technical and financial governance comes baked into every solution delivered.

For more information, contact askus@infosys.com



© 2023 Infosys Limited, Bengaluru, India. All Rights Reserved. Infosys believes the information in this document is accurate as of its publication date; such information is subject to change without notice. Infosys acknowledges the proprietary rights of other companies to the trademarks, product names and such other intellectual property rights mentioned in this document. Except as expressly permitted, neither this documentation nor any part of it may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, printing, photocopying, recording or otherwise, without the prior permission of Infosys Limited and/ or any named intellectual property rights holders under this document.

[Infosys.com](https://www.infosys.com) | NYSE: INFY

Stay Connected   