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Accelerate B2B growth with connected customer experiences

Oracle Communications Digital Business Experience for telco B2B



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Oracle Communications Digital Business Experience for telco B2B

Enterprise customers expect their communications provider to understand their business, recommend relevant solutions, and make it easy to buy, deploy, manage, and support services.

Yet B2B communications remains complex. Enterprise accounts span sites, contacts, products, services, contracts, orders, and billing relationships. The systems and processes used to manage those relationships are often just as complex.

Oracle Communications Digital Business Experience connects marketing, sales, commercial operations, ordering, fulfillment, monetization, and service across the customer lifecycle. It brings customer intelligence, AI, and automation into those processes to help providers engage customers more effectively, simplify complex selling, and deliver on what they promise.

The result is a more relevant experience for enterprise customers and a more productive business for the provider.

The challenge of delivering a better B2B experience

Enterprise relationships are rarely simple. A single account may include multiple locations, contacts, services, assets, contracts, and decision-makers. Solutions can involve complex combinations of products, pricing, eligibility, service options, and fulfillment requirements.

Fragmentation makes that complexity harder to manage and more visible to the customer.

Customer insight is difficult to act on

Enterprise customers generate valuable signals through their interactions, purchases, service activity, usage, and engagement. When those signals remain fragmented, it is harder to recognize changing needs, identify opportunities, or engage at the right moment.

Complex selling slows growth

Sellers need to understand the account while navigating products, bundles, pricing, eligibility, configuration, quoting, and ordering. Too much manual work slows the sales process and takes time away from customers.

Operational gaps undermine the experience

A strong sales experience quickly loses value when an order is delayed, a service cannot be fulfilled as expected, billing does not match the offer, or service teams lack the context to resolve an issue.

Providers need a B2B experience that connects customer engagement with the commercial and operational processes behind it.

Connect engagement with execution

Oracle Digital Business Experience brings together the capabilities needed to market, sell, deliver, monetize, and support enterprise services.

Customer and behavioral signals can inform engagement. Sellers can work with better account context and guidance. Commercial teams can identify potential problems while designing offers. Orders can move from capture through fulfillment with greater continuity. Service teams can respond with a clearer view of the customer relationship.

AI and automation make these processes more responsive and efficient, from determining the next best action to automating repetitive activities and identifying customer risk earlier.

Make marketing more relevant

B2B customers do not all have the same needs, and those needs change over time.

Oracle Digital Business Experience brings customer, behavioral, and lifecycle signals into marketing so providers can build more precise audiences and create engagement around what is happening in the relationship. AI can help identify the customers most likely to respond to an offer, determine which proposition is most relevant, optimize timing and channel, and adapt the journey as customer behavior changes.

This creates a more continuous approach to engagement. Instead of relying on broad segments and scheduled campaigns, providers can respond to customer behavior and context as the relationship evolves.

Business impact: More relevant campaigns and offers, stronger engagement, better opportunities for cross-sell and upsell, and more effective use of marketing resources.

Help sellers focus on the customer

Enterprise sellers need to understand the account while navigating complex products, pricing, eligibility, configurations, and commercial requirements.

Oracle Digital Business Experience connects customer and account context with guided selling, configuration, CPQ, quoting, and order capture. Sellers can receive relevant product and next-action recommendations based on the customer, opportunity, and interaction.

AI agents can also take on time-consuming activities across the sales cycle, helping with opportunity management, meeting and email follow-up, proposals, CPQ, and ordering.

The result is less administrative work and more time spent advancing customer relationships.

Business impact: Higher seller productivity, more relevant offers, and faster sales execution.

Improve offers before they reach customers

Problems with an offer can create friction throughout the customer lifecycle.

Oracle Digital Business Experience provides a commercial foundation for managing products, offers, pricing, promotions, eligibility, and lifecycle governance. AI agents can validate offers and identify potential issues while they are being designed, helping commercial teams address problems before they reach sales or downstream processes.

This moves intelligence earlier in the lifecycle, helping providers improve offer quality without shifting complexity into ordering, fulfillment, or billing.

Business impact: Better offer quality, stronger governance, fewer downstream errors, and faster time to market.

Connect what is sold to what is delivered

For an enterprise customer, the experience does not end with a signed contract.

Complex orders can span products, locations, systems, and fulfillment processes. Oracle Digital Business Experience connects order capture with order management and fulfillment orchestration, helping providers coordinate execution and maintain visibility as an order progresses.

Greater automation can reduce manual intervention, while shared order visibility helps sales and service teams stay informed when customers need answers.

Business impact: Fewer handoff problems, better order visibility, faster execution, and less post-sale effort.

Make service more personal and proactive

Enterprise customers expect their provider to know the relationship when they need help, regardless of how they engage.

Oracle Digital Business Experience connects care with account, asset, order, billing, service, and interaction history. AI can summarize customer interactions, detect sentiment, classify requests, recommend next-best actions, and guide employees through service processes.

Context can continue across digital, voice, video, AI, and human interactions, helping customers move between channels without having to start over. Real-time intelligence can also help determine when an interaction should be handled by AI, routed to the right employee, or escalated to a specialist.

The same customer signals can help providers recognize changes in satisfaction or churn propensity and act before a relationship is at greater risk.

Business impact: Faster, more consistent service, less repetition for customers, better employee productivity, and stronger retention.

Simplify implementation and ongoing operations

A connected B2B experience also needs to be practical for IT teams to implement and operate.

Digital Business Experience includes preconfigured customer and business journeys for common communications use cases, giving implementation teams a head start. Teams can adapt these journeys to their products, processes, and operating model rather than starting from scratch.

Native automation further simplifies the solution lifecycle. End-to-end testing helps teams validate business scenarios and changes consistently, while automated deployment and lifecycle management streamline configuration, upgrades, patching, observability, and ongoing operations across cloud-native environments.

Business impact: Faster implementation, less configuration effort, more efficient testing and releases, and simpler ongoing operations.

Key benefits

Grow enterprise revenue

Use customer insight, behavioral signals, relevant offers, and stronger sales execution to identify and act on opportunities across enterprise accounts.

Improve marketing and sales effectiveness

Use customer context and AI to make engagement more relevant while giving sellers the guidance and automation to move opportunities forward.

Deliver a more connected customer experience

Connect marketing, sales, digital engagement, voice, service, fulfillment, billing, and care so enterprise customers experience continuity throughout the relationship.

Strengthen retention

Recognize changes in sentiment, satisfaction, behavior, and churn propensity earlier so teams can respond before customer relationships are at greater risk.

Accelerate commercial innovation

Design and validate offers with greater confidence while connecting commercial decisions to the processes required to sell, fulfill, and monetize them.

Improve operational efficiency

Reduce manual work and handoffs across the customer lifecycle while simplifying implementation, testing, deployment, and ongoing solution management.

Deliver a smarter B2B customer experience

Enterprise customers see one provider, not separate marketing, sales, ordering, billing, and service functions.

Oracle Digital Business Experience connects those experiences with the commercial and operational capabilities required to deliver them. Customer intelligence helps providers recognize opportunities and risks. AI helps teams make better decisions, automate work, and respond to customers in context. Connected execution helps ensure that what is offered can be sold, delivered, billed, and supported.

For communications providers, that means a better way to grow enterprise relationships while making complex B2B experiences easier for customers and employees.

Connect with us

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