



Bayanat

Bayanat Services

ORACLE CLOUD
CX

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Oracle Cloud CX

To guarantee success in today's global or local economies, businesses are realizing that they have to establish a strong customer experience that is based on trust and dynamic interaction. The old term – Customer Satisfaction – has a different meaning these days! Customers are more exposed to different choices, with technology and information at their fingertips; they are constantly browsing, comparing, and making instant purchase decisions. Customers today are turning into proactive, knowledge-empowered advocates and partners in the sales process. They are looking for a more personalized, collaborative customer experience with more intelligent offers that meet, and maybe exceed, their aspirations, especially in the Banking Sector.

Oracle Cloud CX provides Banks with a comprehensive set of applications on a connected platform to help capture and retain customers' attention, land deals, manage accounts, run promotions, manage complaints and monitor sales and marketing force performance in a glance. With Oracle CX Cloud Banks can deliver a differentiated customer experience with services that address constant change, enable multiple channels of engagement and achieve a more personalized customer journey.

With focus on the Banking Sector, Bayanat have built a vast experience in the Oracle CX field partnering with many leading banks in Jordan and the region. Bayanat team of Oracle CX Cloud consultants lead successful implementations of the world's best CX solutions and enabled clients to deploy, enhance and optimize their Customer Experience with great efficiency, security and business intelligence.

Our Oracle CX Scope



Sales and Service



Marketing – Eloqua



Complaint Management

Implementation

With focus on the Banking Sector, Bayanat provide an efficient and integrated approach for implementation and deployment services that are based on Oracle® Unified Method (OUM) to address the required functionalities following Banking Sector Best-Practices for automated workflows and end-to-end business cycles.

Bayanat Implementation Services

- Fast, Reliable Cloud (SaaS) implementations
- Deploying Financial Sector components
- Data Modeling, Sourcing, Synchronization, Conversion & Migration
- Integration with other systems: Core Banking, ATM, IVR and others.
- Design and implementation of custom forms, reports and workflows.
- GDPR Compliance



Assessment

Bayanat pre-developed assessment techniques allow consultants to quickly and efficiently analyze business processes and technologies to offer immediate diagnoses and identify the nature and cause of unique and pressing business ailments. We dig deep to find the root cause and provide the smartest solutions to eliminate problems.

Bayanat Assessment Services

- Current Business Cycles Review – a thorough review for the current business cycles over the implemented modules.
- Implemented Applications Assessment - perform an overall assessment for the implemented CX components on a Test Environment.
- Course of Action and Best Practice Recommendations- The consulting effort is concluded by providing a recommended course of action for the implemented solution optimization.



Orchestrate your Customer Experience!

Extension

Bayanat perform Extension Services for existing Oracle CX Cloud implementations to automate and optimize current processes, and maximize solution performance. CX Extension Services include:

- Integration with Enterprise Content Management
- Develop New Services
- Develop New Workflows
- Implement Complex Business Rules

Bayanat Ready Extensions

Bayanat have successfully built and deployed the following Oracle CX Extensions for Banks:

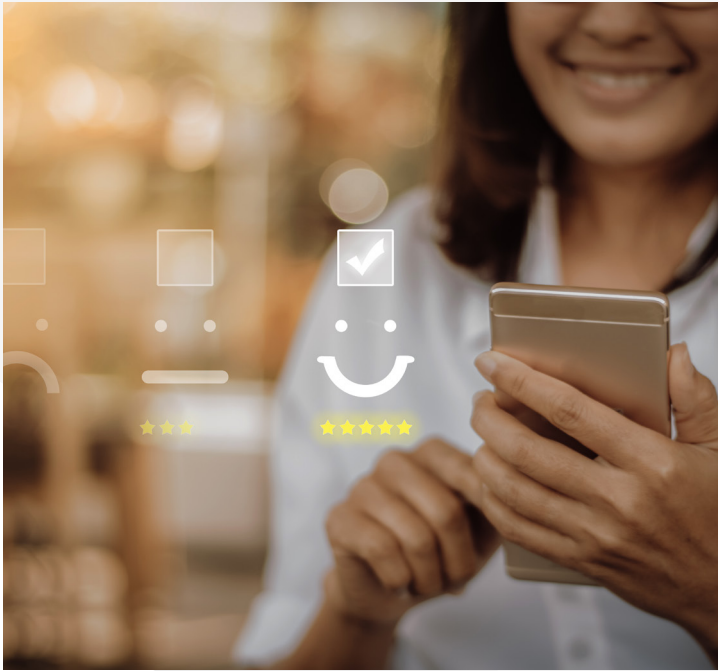
Banking 360 – A 360 overview solution to display contact related information that is not stored on the Sales Cloud module of CX. This provides a drill down capability on customer contact information through native tools that are built on Oracle Container Engine for Kubernetes.

Whatsapp / SMS for Eloqua - Built on Oracle Container Engine for Kubernetes and integrated with Oracle Eloqua Marketing Cloud module; the tool enables sending notifications through Whatsapp and SMS allowing for more reachability and cost saving.

SMS for CX – Built on Oracle CX platform, the tool enables Oracle CX to send SMS notifications to clients through integration with SMS gateways.



Enhancement



Bayanat orchestrate a team of Oracle CX consultants that are capable of providing the latest and most reliable experience on the Technical and Functional levels. With solid knowledge of the Banking Sector best practices and latest updates of the systems, they can provide recommendations to achieve the most optimized CX solutions.

Bayanat Enhancement Services

- Document and implement workflows.
- Perform Functional Business Enhancements:
 - Increase overall system utilization by activating unutilized modules and functionalities.
 - Business Process Reengineering - Revisit, enhance, and unify business processes and flows.
- Perform Technical Enhancements:
 - Revisit and enhance the existing custom reports.
 - Build interfaces with 3rd party applications.

Managed Services

Bayanat offer Managed Services to run back and front-end operations over Oracle CX according to the client's policies and set processes. Those could include:

- Digital Marketing Campaign Execution.
- Database and middleware components management.
- Building integration layer to Enable Digital Transformation.
- Shift & Lift: Managing IT Infrastructure and Moving to the Cloud.

Training

For years, Bayanat professional, certified consultants helped businesses achieve their capacity building and technology acceleration goals through:

- Oracle Certified Training.
- Hands-on technical and functional workshops.
- Step-by-Step guidance that is aimed at building user readiness and extreme knowledge transfer.

Support

Bayanat support team will help proactively maintain the health of your business and manage the operations of your Oracle investments by monitoring implementations, performing health check and root-cause analysis, predicting possible problem areas, and offering preventative solutions to avoid ailments.

Bayanat Oracle support services could include:

- Create Marketing Campaigns.
- Create New Products.
- Provide New Services.
- Change Your Workflows.



ENGAGE WITH YOUR CUSTOMERS