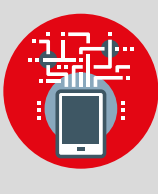# Modernize Your Customer Engagement

Enterprise customers prefer to engage with companies using digital channels, and businesses are responding. They're making some progress in digital transformation, especially by enabling mobile-first and in-app customer engagement. Despite signs of progress, many companies require further technology and strategic investments

CUSTOMERS PREFER DIGITAL CHANNELS

22% of customers use mobile to reach a business with customer support questions

Only **6%** said they preferred phone

8% said they preferred email

Companies Fail To Meet Customers' Expectations

10% of enterprises can support a digital culture

Less than **8%** have a clearly articulated digital strategy

To meet customer expectations, enterprises' CX investments must include technologies that elevate the customer experience.

Over the next 18 months, enterprises plan to make strategic investments in these customer experience technologies:

Online web and mobile chat: 17.9%

Virtual agents or chatbots: 17.5%

Customer self-service tools: 21.3%

Mobile and web in-app voice and video: 18.7%

Customer journey mapping: 18.3%

The cloud will serve as the backbone of customer experience focused digital transformation. Over the next 18 months, global enterprises have strategic investment plans in the cloud for these technologies:

19.3% Customer service automation

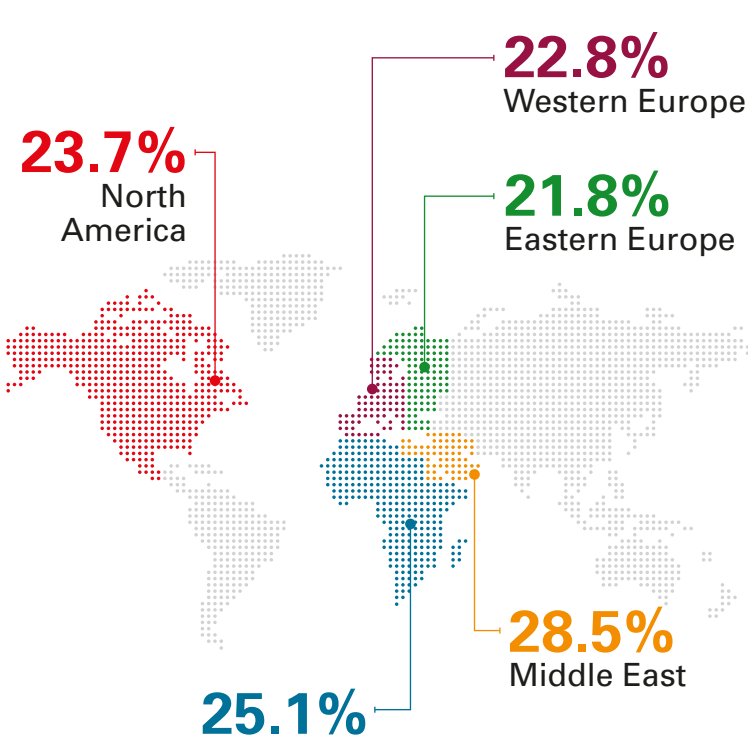**19.7%** Enterprise performance management

19.9% Marketing automation

22.5% Workforce optimization

NORTH AMERICA AND EMEA SEE MOMENTUM IN CLOUD INVESTMENTS, WITH A SUBSTANTIAL PERCENTAGE PER REGION PILOTING DIGITAL ENABLING TECHNOLOGIES:

% OF PILOTS PER REGION

22.8% Western Europe

23.7% North America

21.8% Eastern Europe

28.5% Middle East

25.1% Africa

TAKE THE NEXT STEP

Oracle Live Experience Cloud can help you modernize customer engagement and accelerate your **digital transformation.**

Visit **www.oracle.com/live-experience** to learn more or **Request a Live Demo**

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