

Oracle Customer Experience Services G-Cloud 15





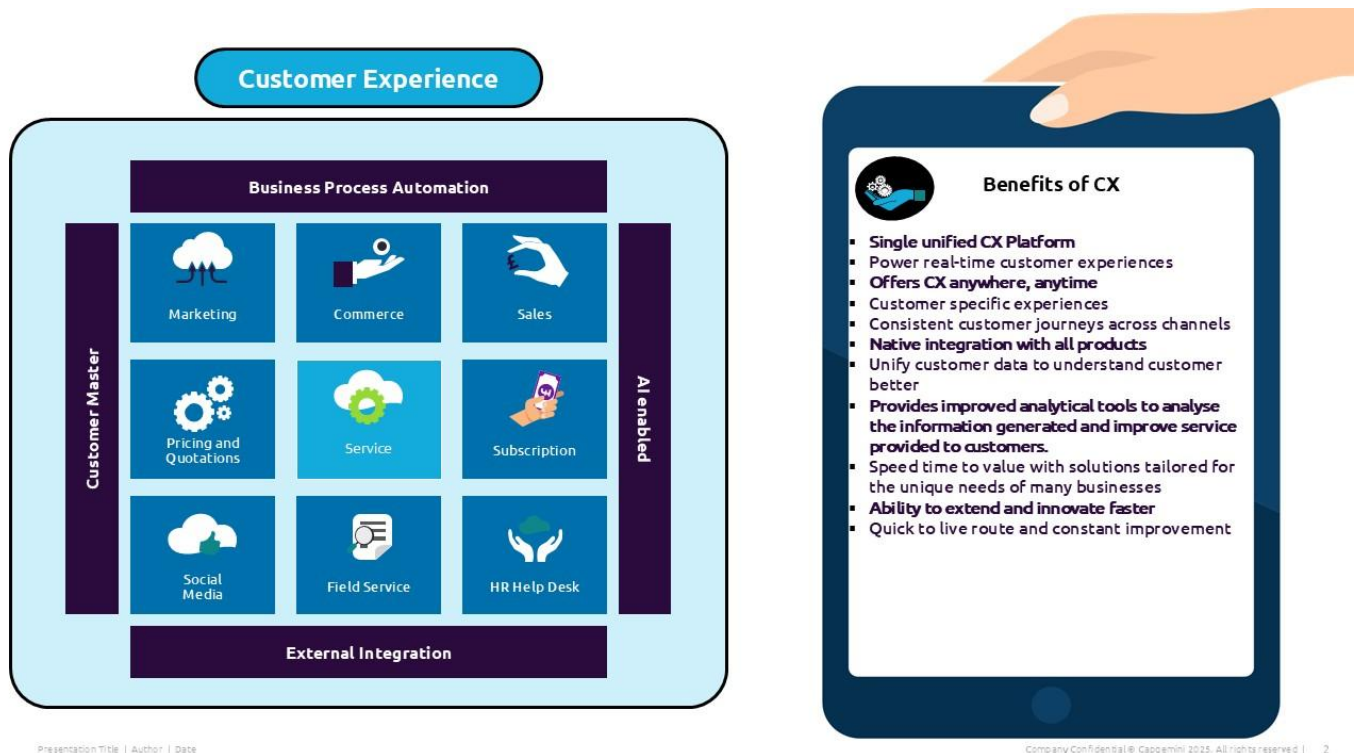
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1 Customer Experience Overview

Capgemini's Oracle Customer Experience (Oracle CX) solution leverages Oracle's CX suite of modules to provide clients with an omni-channel service solution. The Oracle CX Solution allows either a stand-alone or fully integrated customer experience solution that can meet the many and varied needs of customers and employees alike.



The Oracle CX solution is not just a helpdesk but a complete cloud-based service solution that incorporates multiple Sales, Service and Marketing business processes. Customers and Employees are becoming more demanding about what services they can avail, from where and when. This solution meets those needs through the use of:

- Device agnostic Self-service portal to allow any-time, any-place access.
- Embedded intelligent knowledge to allow users to find the answers they are looking for without the need for any interactions.
- Intelligent self-learning content that provides relevant information when it's required.
- Digital assistants and chatbots to provide an adaptable level of support automation to reduce wait times and improve the service delivery, including hand off to an agent when necessary.
- Embedded Oracle AI leverages pre-built agents and allows to build, manage and deploy new agents

Oracle Customer Experience (CX) provides a unified suite of applications that goes beyond traditional CRM - helping you create, manage, and nurture lasting relationships. Gain a complete view of each customer and every touchpoint - regardless of channel, time, or context. Empower your entire organization to deliver exceptional experiences across the journey - from acquisition to retention and everything in between. Oracle CX solution connects marketing, sales, and service data to make every interaction count.

- Oracle CX suite cloud applications that connects marketing, sales, [customer service](#), [field service](#), and [ecommerce](#). Oracle connects customer experience systems with finance, supply chain, and HR on a unified cloud platform for a single, dynamic customer 360-degree view.



- Omnichannel solutions that interact with all stakeholders to provide a seamless customer experience across all channels (social, email, customer portal etc.) including in store, mobile, and online.
- Integration with other systems provides a 360-degree view of customers or employees helping to provide the right service at the right time, and avoid asking those questions that you should already know the answer to.
- Dashboards and real-time analytics to provide an accurate picture of what is happening at any time allowing for proactive management and being able to deal with potential issues before they are realised.
- Increasing AI enablement in all the Oracle CX modules and products

Oracle Marketing

Deliver seamless, data-driven experiences that captivate your customers. Oracle Marketing empowers your team to boost campaign engagement, personalize B2B strategies, optimize B2C channels, and unlock real-time insights for smarter decisions.

Oracle Marketing provides an AI-powered, comprehensive marketing suite designed to help you unify customer data from every source and activate personalized, multichannel campaigns—all through an intuitive interface. Engage and nurture highly targeted audiences, create conversation-ready opportunities for your sales team, and build lasting customer relationships that drive growth.

Business Functions

- Marketing Automation
- Campaign Management
- Customer Loyalty and Engagement
- Customer Data Platform
- Behavioural Intelligence

Product	Product Description	Product Capabilities
Oracle Eloqua Marketing Automation	Harness AI-driven efficiency and an intuitive interface to accelerate agility with Oracle Eloqua Marketing Automation. Design intelligent, highly targeted cross-channel campaigns while aligning your revenue teams to seamlessly advance customer journeys and create sales opportunities that are ready for conversion.	▪ Campaign orchestration ▪ Guided campaign workflows ▪ Lead Management ▪ Account Based Marketing
Oracle Responsys Campaign Management	Oracle Responsys Campaign Management is a powerful cross-channel platform designed to deliver advanced intelligence at scale. It enables you to craft tailored messages that reflect individual interests and preferences—helping you connect meaningfully with both customers and prospects.	▪ Email marketing ▪ Targeting and Segmentation ▪ Cross-channel experiences ▪ Advanced intelligence ▪ Loyalty
Oracle CrowdTwist Loyalty and Engagement	Engage your most valuable customers with tailored loyalty and reward programs. Oracle CrowdTwist Loyalty and Engagement helps you boost profitability, strengthen customer relationships, and enhance retention—creating lasting connections that drive growth.	▪ Customer engagement ▪ Loyalty program design ▪ Personalisation ▪ Rewards Management



Product	Product Description	Product Capabilities
		▪ Strategic loyalty management consulting
Oracle Unity Customer Data Platform	Oracle Unity Customer Data Platform turns fragmented enterprise data into actionable, AI-powered customer profiles you can trust. With a complete, unified view of your customers, you can build and activate audiences, personalize experiences, uncover deep insights, optimize service operations, and create more conversion-ready opportunities.	▪ Unified enterprise data ▪ 360° Customer view ▪ AI Driven outcomes ▪ Data models ▪ Customer analytics ▪ Data privacy and governance ▪ Activations and journey orchestrations

Oracle Sales

Oracle CX's modern, connected approach brings sales and commerce together with service, marketing, and the entire customer experience helping to close deals faster and build better and stronger relationships.

Oracle Sales modules use intelligent, AI-driven recommendations to help sellers prioritize the most valuable prospects at the right time. Powered by machine learning and clean, trusted customer data from internal and external sources, these advanced CRM tools enable smarter selling and stronger results.

Business Functions

- Sales Force Automation
- Sales Planning
- Sales Performance Management
- Commerce
- Configure, Price, Quote
- Subscription Management
- Partner Relationship Management

Product	Product Description	Product Capabilities
Oracle Sales Force Automation	Oracle Sales Force Automation (SFA) empowers sales teams by connecting customer and operational data within a unified CRM. It helps sales professionals gain deeper customer insights and streamline the sales process by automating routine tasks—driving efficiency and accelerating revenue growth.	▪ Guided Selling ▪ 360° Customer view ▪ Intuitive User Experience ▪ Sales Productivity tools ▪ Sales Performance Management ▪ Sales Planning



Product	Product Description	Product Capabilities
Oracle Commerce	Deliver a seamless self-service experience. Leverage a unified, scalable platform to build a world-class ecommerce site, support multiple business models, and accelerate online revenue growth.	▪ Customer specific catalogues and Pricing ▪ Account and contact management ▪ Delegated administration ▪ Account hierarchies ▪ Recurring orders ▪ Approval workflows ▪ Punchout
Oracle Configure, Price and Quote		▪ Optimized sales channels ▪ Intuitive configuration ▪ Error-free orders ▪ Improved margin control ▪ Automated approval workflows ▪ Professional quotes and proposals ▪ Subscription ordering
Oracle Subscription Management	Manage subscriptions seamlessly across their entire lifecycle. Drive growth and strengthen recurring customer relationships with subscription-based pricing models—powered by a platform embedded within Oracle CX and ERP for end-to-end integration.	▪ Subscription-based quotes and orders ▪ Automatic billing and payments ▪ Comprehensive renewal capabilities ▪ Varied pricing model support ▪ Coverage services management ▪ Warranties ▪ Flexible, comprehensive revenue recognition support ▪ AI-driven analytics ▪ Fixed, recurring, and hybrid orders support ▪ Handle mixed orders of hard goods and services



Product	Product Description	Product Capabilities
Oracle Partner Relationship Management	Gain complete control over your partner channel lifecycle. Manage every stage—from recruiting and co-planning to selling, campaign-to-deal flow, quote-to-order, incentives, and knowledge-driven support—all within a unified platform.	▪ Partner portal ▪ Partner recruiting and onboarding ▪ Joint go-to-market tools ▪ Market Development Fund (MDF) management ▪ Partner cobranding ▪ Lead and order management ▪ Integrated customer support ▪ Connected business intelligence

Oracle Service

Oracle Service modules allow implementation solutions that allow customer interactions anytime, anywhere and with multiple channels. Oracle Service helps you automate workflows for self-service, agent-assisted support, and field engagements. Accelerate resolutions with AI-driven recommendations, unified data visibility, and collaboration tools that connect your entire organization. Deflect routine requests to digital channels and free your experts to focus on complex needs delivering faster, smarter service every time.

Deliver support across every channel with Oracle Service. Automate workflows for self-service, agent-assisted interactions, and field service engagements. Speed up resolutions with AI-driven recommendations, unified data visibility, and collaboration tools that connect your entire organization. Deflect routine requests to digital channels and free your experts to focus on complex customer needs—ensuring faster, smarter service every time.

Business Functions

- Field Service
- Knowledge Management
- Digital Customer Service
- Service Center
- Intelligent Advisor

Product	Product Description	Product Capabilities
Oracle Field Service	Oracle Field Service uses automation and embedded AI to plan, schedule, and execute field operations with unmatched precision and speed. Every job benefits from optimized workflows, real-time adjustments, and seamless team coordination—ensuring exceptional service delivery.	▪ Forecast demand ▪ Auto schedule for maximum efficiency ▪ Collaborate in real time ▪ Take parts on the go ▪ Promote compliance ▪ Schedule and reschedule appointments online ▪ Track technicians live



Product	Product Description	Product Capabilities
		▪ Street level navigation ▪ Maintain SLAs ▪ Track inventory and Automate parts ordering ▪ Simplify returns
Oracle Digital Customer Service	Deliver seamless, always-on customer service through the channels your customers prefer. Oracle Digital Customer Service empowers businesses to provide flexible engagement options—whether through self-service or agent-assisted interactions. Customers can easily find answers on their own or connect directly with service teams via live webchat, screen sharing, video chat, or popular messaging platforms. With contextual guidance and personalized recommendations, Oracle makes every interaction effortless and enhances the overall self-service experience.	▪ Customer Portal ▪ Digital assistant ▪ Social and SMS messaging
Oracle Service Center	Boost agent productivity and streamline customer interactions with Oracle Service Center. Unify customer data from digital engagement channels and back-office systems into a single, intuitive workspace—equipping agents with the context and tools they need to work efficiently and deliver exceptional service.	▪ Dynamic agent workspace ▪ Configurable agent user experience ▪ Omnichannel engagement ▪ Streamline workflows and automate tasks ▪ Case management ▪ Customer feedback
Oracle Fusion Knowledge Management	Capture, organize, and leverage your organization's knowledge to resolve employee and customer issues faster. Oracle Fusion Cloud Knowledge Management provides powerful capabilities—including advanced search and navigation, robust analytics, content management, and secure access controls—helping you transform expertise into actionable insights.	▪ Create, publish, and update knowledge ▪ Unified content search with precise answers ▪ Global knowledge and language management ▪ Advanced analytics e.g. search analysis, answer analysis, document control reports

Oracle HR Helpdesk

Oracle HR Help Desk (part of Oracle Cloud HCM) delivers personalized HR services to your employees in an engaging, intelligent, and secure way. Natively developed in Oracle Cloud, it supports service requests and case management solution that delivers quick and consistent HR services to every employee. Oracle HR Help Desk enables service teams to resolve a broad set of issues—from high-volume service requests from a short-lived system error to complex employee relation issues requiring extensive tracking and legal compliance. Oracle HR



Help Desk makes it easy for employees to find answers to their questions from any device and supports data privacy and security for every employee's unique HR needs.

Business Functions

- HR Service Delivery
- Personalised Service
- Service Request Analysis
- Case Management

Product	Product Description	Product Capabilities
Oracle HR Helpdesk	Oracle HR Help Desk provides a scalable, unified solution for service requests and case management—making it simple for employees to get answers while ensuring sensitive data stays secure. Deliver fast, consistent, and intelligent HR support for every employee.	▪ Multi-channel enquiries ▪ Automatic assignments ▪ Tailored resolution workflows ▪ Comprehensive Case Management ▪ Personalised guidance ▪ Intuitive knowledgebase ▪ Tracking and trend analytics

The Capgemini Oracle Customer CX Service is based on Capgemini Cloud Delivery Methodology (CCDM) and can help accelerate adoption of the Oracle B2B Service with the help of Capgemini proprietary tools, accelerators and methodology.

The key features of this service consist of:

- The solution has ability to co-exist and integrate with On Premise applications such as Siebel, Oracle eBusiness, SAP, etc
- Data migration from legacy applications.
- Functional & configuration mappings to accelerate migration from legacy applications.
- Capgemini is able to create PaaS based extensions to deliver must have functionality that is not available out-of-box.
- Standardised industry practice business processes.
- Native integration with other Oracle Cloud modules
- Construction of complex analytics if out-of-box analytics functions are not sufficient to meet the business needs.
- A set of web services are available to external applications.
- Omni channel delivery functions, including AI Agents, digital assistant enabled chat, web, mobile, social and telephone channels.

The Oracle Customer Experience (CX) solution is made up of many different Oracle Cloud modules. With the help of Capgemini, the buyer will be able to determine exactly which of those modules they need to meet their business requirements. Oracle licenses for this service would need to be obtained by the buyer. Capgemini services can provide Business Analysis, User Research, Service Design, Product Management, Testing, Design / Consultation, and Service Management in support of the design and implementation of the Oracle Cloud Applications technical solution, and the associated business processes.



2 Business Need

Capgemini's clients are looking to move away from on-premise applications and adopt a Cloud approach to their Customer and Employee helpdesk and support systems, whilst continuing to achieve cost efficiencies and minimise their Total Cost of Ownership.

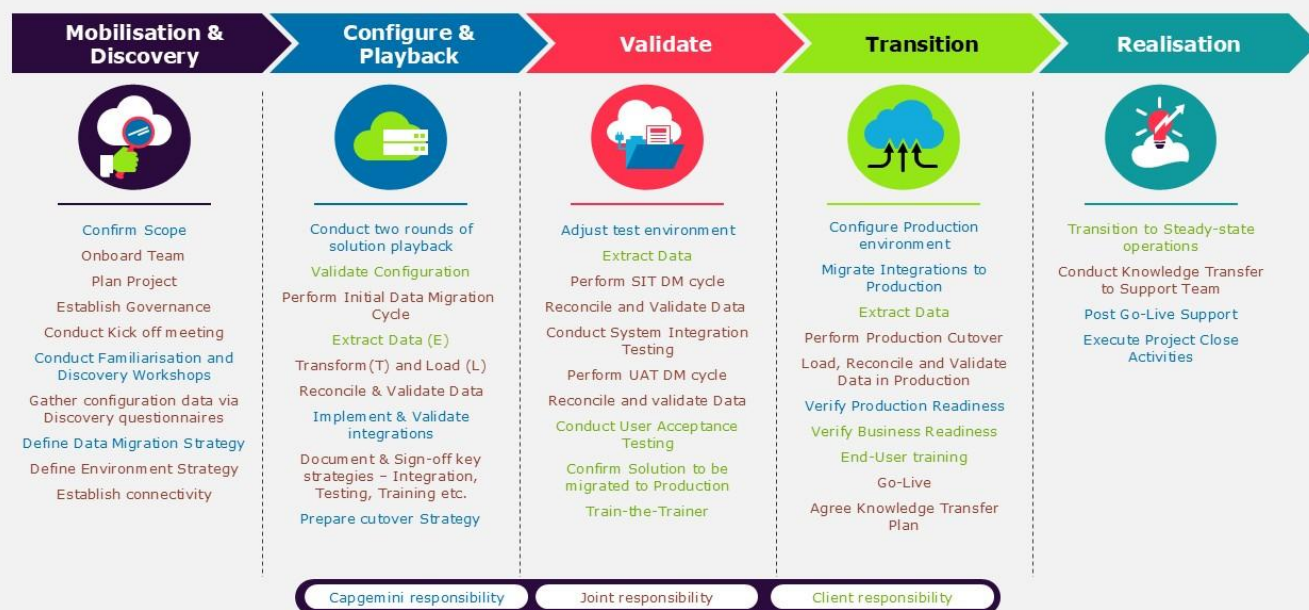
The Oracle CX solution makes every customer interaction count by unifying data across marketing, sales, and service. Oracle Customer Experience (CX) is a connected suite that goes beyond traditional CRM—helping you create, manage, serve, and grow lasting relationships. Build a complete, real-time view of every customer interaction—no matter how, when, or where they engage—and empower every team to deliver exceptional experiences from acquisition through retention.

This solution can support business needs relating to omni-channel customer contact and knowledge provision. This can include scenarios where organisations have identified that they need to improve their response to customer contacts, or to improve customer experience across channels, to guide agents and customers through use of a knowledge base or to improve their interactions with customers through Social Media. Depending on the specific issues faced by the organisation, the Digital Service approach, technical solutions and processes can be used to address the typical business needs:

- Improved decision making through more accurate and timely information.
- The ability to plan and manage resources dynamically.
- Effective resource management control and transparency.
- Reduction in the number of Helpdesk agents using Self-Service first approach and the use of digital assistants.
- Improved Customer and Employee satisfaction by being able to get the support they need when they need it, and through their channel of choice.
- Faster resolution of requests through self-service portal, intelligent knowledge base, and guided assistance.
- Efficient and intuitive processes that reduce corporate support costs.
- Simplification of the business IT estate, and the ability to capitalise on the benefits of Cloud including regular updates and scalable solutions.
- Reduction in the reliance on diverse, costly custom developments, and simplification of business and transactional processes.
- Creation of a continuous improvement service management culture.

3 Our Approach

CCDM Overview



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The Capgemini CCDM approach allows for an iterative release of capabilities and can also leverage the power of data locked in legacy systems. The initial design is based on our predefined solution which acts as a template design that is validated through workshops. This templated design is based on:

Use cases and best practices from multiple industries including public sector.

- A pre-packed and integrated set of methods, tools, templates and techniques that have been designed and brought to market to help simplify and de-risk the process of moving back-office systems to the Cloud.
- The Application templates have been designed and built to help enable buyers to speed up and take cost out the IT delivery elements of a project which means budget that would otherwise have been expended on the IT element of a project can be diverted into addressing the necessary Change Management and Benefits Realisation.
- The Management Information Templates that can give buyers a pre-defined baseline of information and key performance indicators against which they can report and measure performance improvement and return on investment, as well as meeting day to day reporting needs.
- An iterative test-and-learn approach that drives user adoption;
- A templated data migration approach as well, helps to shift the focus from implementing technology to adopting and using the solution, ensuring a more engaged user community which in turn drives up process compliance.
- Reusable Integration accelerators and standards to provide real time integrations with other applications.

Once validated the initial design is then built, tested and delivered in iterations, with additional features being delivered incrementally. This approach can allow Capgemini to deliver early benefits to the client and help solve business problems as quickly as possible and speed up user adoption with new functions released to enhance this business solution in series of subsequent releases.

This approach is all underpinned by Capgemini's global Program and Project Management Methodology (Unified Program Management) aligned to Managing Successful Programs (MSP) and Prince2.



4 Buyer Responsibilities

Please refer to the Supplier Terms listed with this service on the Platform. These may contain additional Buyer obligations/costs the Buyer is subject to that are not identified anywhere else in the Supplier's Application or on the Platform.

- Buyer shall perform its obligations which are set out in the clauses of the Agreement and the Paragraphs of the Schedules
- Buyer shall comply with laws and regulations applicable to its business and be responsible for determining and directing the Supplier with respect to any processes and procedures applicable to its business which Supplier must follow.
- Buyer shall procure all necessary Oracle licenses required to enable Capgemini to deliver a solution to meet the Buyer's stated requirements.

5 Service Management

Capgemini can provide Service Management for Oracle Cloud applications. The applications are hosted directly by Oracle, who perform all Service Management functions directly, with the exception of user management and permissions.

6 Protection of Data

This service is based on a security classification of 'Official', however should you have a requirement for a different security classification that you would like us to consider, please contact us to discuss.

7 On-boarding and Off-boarding

Prior to the execution of the Order, the Supplier and the Buyer will agree the scope of the exit plan for the Services and a timescale for delivering an exit plan to ensure continuity of service.

Capgemini shall undertake on-boarding and off-boarding activities agreed within the Order Form and an exit plan in line with the Call-Off Contract terms which will be charged for in accordance with the Pricing section for this service.

8 Skills and Knowledge Transfer

Capgemini recognises that skills and knowledge transfer is a critical element in the provision of G-Cloud services to public sector clients. Where possible and applicable, this forms part of the delivery plan for the service agreed at the start of the engagement. Our consultants and engineers are experienced in providing skills and knowledge transfer for major private and public sector clients.

Where appropriate, we may use a standard approach, tailored to topic, skills-gap and individual, to ensure consistency and effectiveness. The approach, Capgemini's Assess-Plan-Implement framework, has been used repeatedly by our teams to structure the work involved in transferring skills and creating new teams capable of driving and sustaining change long after the end of the formal programme. The framework can be applied throughout a project to understand knowledge transfer objectives, plan training delivery methods and materials, and deliver and evaluate success.



9 Vendor Accreditations/Awards



Our expertise, accelerators and approach will enable your organisation to develop the case for change and, crucially, the roadmap that secures the support, enthusiasm and focus that unlocks business value. It is this approach that wins regular industry recognition for our excellence in delivering ERP programmes, most recently with the Transformation Team of the Year accolade in the 2021 ERP Today awards.



For the 13th year in a row, Capgemini has been recognised as one of the World's Most Ethical Companies® by the Ethisphere® Institute. This is an acknowledgement of our ethical culture that makes us an employer of choice and responsible player in the eyes of our clients, shareholders, and the wider community.

Capgemini has been an Oracle Partner since 1997, and has held the highest partnership statuses for many years. We participate in the Sell, Service, and License & Hardware tracks of the Oracle Partner Network Program. Capgemini's global Oracle SaaS, PaaS and IaaS teams comprise of over 11,500 Oracle professionals and enable Capgemini to service clients across geographies and Oracle solution sets. Capgemini's UK SaaS, PaaS and IaaS teams have been developing and delivering Oracle solutions for over 25 years with deep experience in Public Sector. Capgemini UK Oracle experts collaborate with our colleagues across the world to develop and share best practice in the relentless pursuit of excellence for our customers. Our approach has been recognised globally in the last few years with numerous awards and analyst recognition, including:

- 2023: Oracle EMEA Business Impact Partner of the year for Cloud Technology
- 2022: Real IT Award for Cloud ERP
- 2020: OCI Partner of the Year Award
- 2019: UKOUG Industry Partner of the Year Award – Bronze
- 2019: UKOUG Middleware Partner of the Year Award – Bronze
- 2019: Oracle PaaS Forum; Best PaaS Contribution

Capgemini holds four published OPN Expertise in Western Europe region demonstrating our expertise in delivering Oracle Cloud Infrastructure solutions -

- Oracle Cloud Platform Integration
- Oracle Cloud Platform Business Analytics
- Oracle Cloud Platform Application Development
- Oracle Cloud Platform Security



IDC has positioned Capgemini as a "Leader" in their IDC MarketScape: Worldwide Supply Chain Oracle Ecosystem Services 2023 Vendor Assessment



Everest Group has positioned Capgemini as a "Major Contender" in its report Oracle Cloud Applications Services PEAK Matrix® Assessment 2023, and "Leader and Star Performer" in its report Application Automation Services PEAK Matrix® Assessment 2023



Capgemini is a Leader in Avasant's Oracle Cloud ERP Services 2023–2024 RadarView™.



ISG has positioned Capgemini as “Leaders” in all the regions and categories in its report Next-Gen ADM Services - 2023

10 Sub-contractors

Capgemini UK may use the following subcontractors to deliver this service:

Capgemini Technology Services India Limited.

11 Business Continuity and Disaster Recovery

As defined in the Oracle Cloud Services contract.

12 Pricing

This service is priced in accordance with the SFIA Rate Card attached. Capgemini can also provide offshore resources at reduced rates where appropriate. Projects can be priced either on a Time & Materials or Fixed Price basis.

13 Ordering and Invoicing

Please refer to the Supplier Terms for this service.

We would be pleased to arrange a call or meeting to discuss your requirements of our service in more detail.

14 Termination Terms

Please refer to the Supplier Terms for this service.

15 Further Information

For more information about this or any of our G-Cloud services, please contact our Public Sector Team.

Phone: 0370 904 4858

Email: publicsector.opps.uk@capgemini.com including the following information:

1. The name of this service.
2. The name of your organisation.
3. Your name and contact details.
4. A brief description of your business situation.
5. Your preferred timescales for starting the work.

About Capgemini

Capgemini is a global business and technology transformation partner, helping organizations to accelerate their dual transition to a digital and sustainable world, while creating tangible impact for enterprises and society. It is a responsible and diverse group of 340,000 team members in more than 50 countries. With its strong over 55-year heritage, Capgemini is trusted by its clients to unlock the value of technology to address the entire breadth of their business needs. It delivers end-to-end services and solutions leveraging strengths from strategy and design to engineering, all fueled by its market leading capabilities in AI, generative AI, cloud and data, combined with its deep industry expertise and partner ecosystem. The Group reported 2024 global revenues of €22.1 billion.

Make it real. | www.capgemini.com



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