Case Study: Oracle

Driving Customer-Centricity and Collaboration Through Gamification

Introduction:

Oracle, a leading enterprise software giant offering a vast portfolio of solutions across SaaS, PaaS, IaaS, DaaS, Professional Services, and industry-specific applications, faced a challenge in allowing customers to navigate its complex organisational structure and product offerings. This complexity impacted customer experience and sales effectiveness, as teams were also not incentivised to collaborate effectively to help customers achieve better outcomes.

The Challenge:

Internally, sales teams were primarily focused on individual product targets, leading to a "numbers game" mentality and internal competition that sometimes overshadowed a deeper understanding of customer challenges. This product-centric approach hindered cross-functional collaboration and ultimately affected sales performance and customer relationships.

ORACLE

INNOVATION GAMES

$150 Dinner for You, Better Outcomes For Customers

Oracle's Apps and Cloud Platform capabilities combined deliver unmatched outcomes. We want Apps to work with the Cloud Platform team to bring innovative solutions to your customers. We'll even reward you with a $150 dinner for each engagement registered.

HOW TO GET INVOLVED:

Got a customer problem your current solutions (ERP/CX/HCM/OMC) cannot solve? Contact a member of the Cloud Platform team to find out if they can help.

OR

Want to offer your customer more and stay ahead of competitors? Speak to a colleague from the Cloud Platform team to see how you can differentiate.

The Solution:
To address this, Oracle partnered with SalesNovator to implement a gamified approach based on human-centered design principles. The "Oracle Innovation Games" initiative shifted the focus from individual sales targets to collaborative on solving problems and help grow customers businesses'.

Instead of traditional monetary incentives, sales representatives were encouraged to submit their clients' business challenges for review. A modest reward, such as a $150 dinner, was offered for each submission. More importantly, the submitted challenges were then connected with colleagues from different Oracle teams who could contribute to the solution design, fostering collaboration and ensuring a comprehensive approach to addressing client needs.

The Innovation Games were designed to engage clients' key decision-makers and exceed their expectations by showcasing the full potential of Oracle's solutions. By exploring synergies across all product pillars, the initiative aimed to solve unique customer challenges and drive growth.

Results:
Within just five months, the Oracle Innovation Games generated 20 new leads and closed $3 million in sales. Beyond the immediate financial impact, the initiative fostered a culture of collaboration and customer-centricity within Oracle. By focusing on solving client problems, the program unearthed numerous novel use cases for Oracle's products, expanding the company's understanding of customer needs and driving further innovation.

"The Oracle Innovation Games is an excellent initiative. It brings people together to collaborate and focus on synergies to solve customer problems is not just rewarding in sales, but also fun as we learn so much from each other."

Carlos Rodriguez Iturria
Cloud Innovation Engineer
Oracle

Conclusion:
The Oracle Innovation Games demonstrate the power of gamification and human-centered design in driving organisational change and improving customer outcomes. By shifting the focus from product-centric selling to collaborative problem-solving, Oracle successfully fostered a more customer-centric culture, improved sales performance, and unlocked new opportunities for innovation. This case study highlights the importance of aligning incentives with customer needs and fostering cross-functional collaboration to achieve sustainable growth and enhanced customer relationships.