

## ORACLE AWARD WINNERS, ENGAGEMENT FACTORY, BPI ONDEMAND AND TKC DIGITAL ANNOUNCE NEW **SPARCX** CUSTOMER EXPERIENCE ALLIANCE.

Engagement Factory, BPI OnDemand and TKC, Oracle award winners in the areas of Marketing, Sales and Service, announce a new partnership to deliver solutions covering all aspects of customer experience. The new SparCX network is essentially a highly experienced think-tank of diverse skills, designed specifically to help businesses face the challenges of operating a dynamic, customer-centric organisation.

Engagement Factory, originally an Oracle Eloqua partner, specializes in Marketing Automation, an emerging Marketing technology back in 2012.

Oracle purchased Eloqua the following year, making Engagement Factory a **Gold partner**.

Oracle went on to purchase several MarTech solutions to create the Oracle Marketing Cloud. Engagement Factory followed this development closely, adopting these best-of-breed technologies into their service offering. Today they are a gold partner and have forged a strategic alliance with Oracle Marketing Cloud.



*"All our clients are transforming to a customer-centric approach, and this requires a tight coalition between Marketing, Sales, and Service departments. With automated technology now mainstream in the marketing domain, bringing these technologies and approaches to the sales and service areas, specifically customer service, is the next big transformation."*

JOS CAELERS, Founder and CEO, Engagement Factory.

While executing projects to develop high-conversion marketing campaigns, based on personas and customer journeys, Engagement Factory realized they only cover part of the customer journey. To fully support their clients in making this shift to customer centricity, and build great customer experiences, they needed to offer the best Oracle Cloud Partners in EMEA for both Sales and Service.

TKC digital and BPIonDemand, each long-standing Oracle partners in the above categories, also identified needs in the market for addressing the challenges associated with scalability: global clients, global needs. These three award-winning companies will combine their value, enabling them to support all their clients through their entire customer experience challenge. Focused on business enablement, and sharing the same values and vision towards CX, the first SparCX customer experience alliance is now formed.



*"SPARCX is a great opportunity to see the Oracle PartnerNetwork in action; bringing partners together to combine their respective strengths in CX to offer our customers enhanced value from the sum of their experience and expertise."*

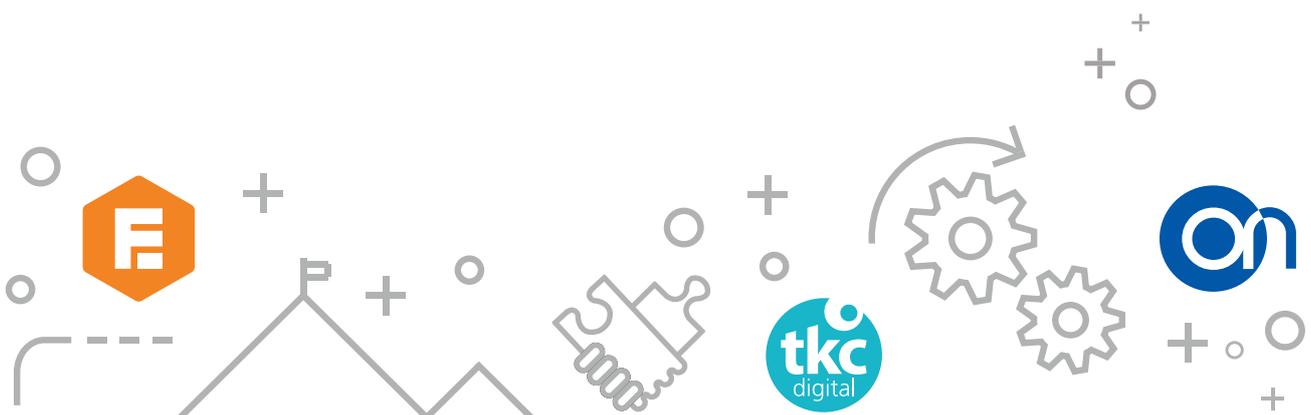
**DAVID CALLAGHAN**, Senior Vice President, EMEA Alliances & Channels.

*"The joining of Engagement Factory, BPI OnDemand and TKC digital into a single Oracle Customer Experience (CX) Cloud group gives both our customers, and Oracle, a one-stop shop to deliver complete, best-in-class solutions. The SparCX Group brings together the top 3 Oracle EMEA Partners in Marketing, Sales & Service, developing a highly skilled team with a wealth of experience across the full Oracle CX suite of clouds."*

**FRED WILKINSON**, CEO, BPI OnDemand

*"SparCX is the answer to breaking down marketing, sales and service silos and improving customer experiences. At TKC digital we are experts in service; as part of SparCX we can now deliver the very best skills, across the entire customer journey."*

**TINKY BART**, CEO, TKC digital





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**bpi**ondemand

### **Engagement Factory**

*Jos Caelters, Founder & CEO*



Engagement Factory is one of only 4 strategic alliance **gold partners** for Oracle's Marketing Cloud, with over **50 trained customer experience consultants** working across the globe.

We enable our clients to better understand consumers and customers, to seamlessly match "relevant and timely" content to their needs, and to optimize the management of profitable, long-term customer relationships.

[www.engagementfactory.com](http://www.engagementfactory.com)

### **TKC digital**

*Tinky Bart, CEO*



TKC digital, award winning **Oracle Service Cloud partner**, helps you to answer your customers' questions first time right. We build a consistent service experience by working across the entire customer journey. We are specialized in both **Oracle Service** and **Social Cloud** and offer a proven implementation methodology. TKC digital is an expert in CRM, service content, knowledge management, omnichannel service and new technologies like bots.

[www.tkcdigital.com](http://www.tkcdigital.com)

### **BPI OnDemand**

*Fred Wilkinson, CEO*



We are Business Performance Improvement OnDemand, an award-winning **Oracle Platinum Cloud Select Partner** Specialising in all things Customer Experience (CX).

We understand that CRM is not a piece of technology or a tool, but a strategic Business process. Through leveraging our expertise across Sales, Marketing and Customer Service automation, we stay with you for the entirety of your Digital journey.

[www.bpiondemand.com](http://www.bpiondemand.com)

## **About Oracle PartnerNetwork**

**ORACLE**

Oracle PartnerNetwork (OPN) is Oracle's partner program that provides partners with a differentiated advantage to develop, sell and implement Oracle solutions. OPN offers resources to train and support specialized knowledge of Oracle's products and solutions and has evolved to recognize Oracle's growing product portfolio, partner base and business opportunity. Key to the latest enhancements to OPN is the ability for partners to be recognized and rewarded for their investment in Oracle Cloud. Partners engaging with Oracle will be able to differentiate their Oracle Cloud expertise and success with customers through the OPN Cloud program – an innovative program that complements existing OPN program levels with tiers of recognition and progressive benefits for partners working with Oracle Cloud. To find out more visit:

[www.oracle.com/partners](http://www.oracle.com/partners)

