Oracle Buys LiveLOOK

Strengthens Oracle Service Cloud with Leading Co-Browse Technology to Improve Customer Experiences through Connected Real-Time Engagements

July 10, 2014
Oracle is currently reviewing the existing LiveLOOK product roadmap and will be providing guidance to customers in accordance with Oracle’s standard product communication policies. Any resulting features and timing of release of such features as determined by Oracle’s review of LiveLOOK’s product roadmap are at the sole discretion of Oracle. All product roadmap information, whether communicated by LiveLOOK or by Oracle, does not represent a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. It is intended for information purposes only, and may not be incorporated into any contract.

**Cautionary Statement Regarding Forward-Looking Statements**

This document contains certain forward-looking statements about Oracle and LiveLOOK, including statements that involve risks and uncertainties concerning Oracle’s proposed acquisition of LiveLOOK, anticipated customer benefits and general business outlook. When used in this document, the words “anticipates”, “can”, “will”, “look forward to”, “expected” and similar expressions and any other statements that are not historical facts are intended to identify those assertions as forward-looking statements. Any such statement may be influenced by a variety of factors, many of which are beyond the control of Oracle or LiveLOOK, that could cause actual outcomes and results to be materially different from those projected, described, expressed or implied in this document due to a number of risks and uncertainties. Potential risks and uncertainties include, among others, the possibility that the anticipated synergies of the combined companies may not be achieved after closing, the combined operations may not be successfully integrated in a timely manner, if at all, general economic conditions in regions in which either company does business may deteriorate and/or Oracle or LiveLOOK may be adversely affected by other economic, business, and/or competitive factors. Accordingly, no assurances can be given that any of the events anticipated by the forward-looking statements will transpire or occur, or if any of them do so, what impact they will have on the results of operations or financial condition of Oracle or LiveLOOK. You are cautioned to not place undue reliance on forward-looking statements, which speak only as of the date of this document. Neither Oracle nor LiveLOOK is under any duty to update any of the information in this document.
The Announcement

- **Oracle buys LiveLOOK**
  - Strengthens Oracle Service Cloud with leading co-browse technology to improve customer experiences through connected real-time engagements
  - The transaction has closed
- **About LiveLOOK**
  - LiveLOOK is a leading provider of cloud-based, real-time visual collaboration with innovative technology for co-browsing and screen sharing that improves the quality of customer interactions
  - Privately-held company established in 2008; headquartered in Matawan, New Jersey with over 500 customers across multiple industries including leading companies such as Blue Cross Blue Shield, Capital One, PNC, and TurboTax
- **The combination of Oracle and LiveLOOK will enable modern customer service organizations to directly engage with consumers, bolstering customer satisfaction, agent efficiency, and revenue growth across web and mobile channels**
  - LiveLOOK’s cloud-based co-browse technology enables customer service and sales agents to collaborate and visually guide consumers through web and mobile environments to resolve issues effectively and improve quality of buying decisions
  - Oracle Service Cloud, part of the Oracle Customer Experience Cloud, delivers connected engagements that empower companies to understand needs, solve problems and delight customers
  - Oracle has over 100 global customers using LiveLOOK’s co-browse technology as an embedded part of Oracle Service Cloud offering
  - Together, Oracle and LiveLOOK will deliver the most effective cloud solutions to improve sales conversion, reduce shopping cart abandonment, and reduce call handle time while driving a higher level of customer satisfaction
Companies are Increasingly Interacting with Consumers through Web and Mobile Channels

- The accelerated adoption of web and mobile channels for customer experience, from market research to buying decisions to customer service, creates additional complexity for customers to navigate, and for enterprises to support.
Consumers Expect Personalized, Responsive Service
Customer Experience Impacts Brand Perception and Revenue

89% of consumers began doing business with a competitor following a poor experience.

A customer is 4 times less likely to defect to a competitor if the service-related problem is handled effectively.

A 5% reduction in the customer defection rate can increase profits up to 95%.

Source: Bain & Company Oracle Customer Service Impact Report
LiveLOOK Provides Agents the Ability to Visually Engage and Collaborate with Customers Online

- One-click instant access to visual help on any device delivers a better experience for customers
- Ability to assist in the completion of complex activities like filling forms and navigating applications dramatically reduces call handling time
- Visually-enabled personalized engagements help identify and maximize opportunities for increasing average order size, conversions, up-selling and cross-selling rates

Co-Browse puts companies “on the same page” with their customers
LiveLOOK is Used by Leading Enterprises Globally

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* Customer Information and logos provided by LiveLOOK.
Northrop Grumman FCU Customer Success Story
100% of Cases using Co-Browse had Issues Resolved on the First Call

COMPANY OVERVIEW:
• A member-owned, not-for-profit financial organization
• 50,000+ members with 35 locations across the US and over $880 million in assets

CHALLENGES:
• Transition to a complex new online banking platform
• Based on past experience, expected a steep increase in website-related calls, longer call times and member frustration

BENEFITS:
• LiveLOOK co-browse was rolled out ahead of the migration so reps were equipped to walk members through any questions once the new platform launched
• In 100% of cases where co-browse was utilized, the member question or issue was resolved on the first call
• Noticeable lack of expected member and agent frustration associated with transition
Global Credit Card Company Customer Success Story
91% of Customers Surveyed said Co-Browse Enhanced their Experience

“Co-Browse allows us to have a more relevant conversation with the card member. The result is a memorable interaction... and a deeper level of card member engagement.”
- Project Executive Sponsor

COMPANY OVERVIEW:
• Multi-national financial organization well-known for its credit card business
• Accounts for roughly 24% of credit card dollar volume in US
• Over 60,000 employees

CHALLENGES:
• Robust portal with complicated web-based services and tools resulted in high frequency of calls related to navigation and assistance with self-service offerings
• These calls had a higher than usual transfer rate
• Agents were often completing processes on behalf of the customer, negating the value of self-service tools

BENEFITS:
• 91% of customers said co-browsing enhanced their experience on the website
• Average call handle time was reduced by 22% when LiveLOOK was utilized during an interaction
• A 10% lift in customer satisfaction has been reported since the integration of LiveLOOK
• Customers learned to complete self-service tasks by walking through the processes with an agent
National Health Insurance Group Customer Success Story
Reduced Call Handling Times an Average of 85%

COMPANY OVERVIEW:
• Largest health insurance network in the United States
• Combined, the organizations in this network provide insurance services to over 100 million Americans in all 50 states

CHALLENGES:
• Call handling times on website-related issues were extremely high at 7 of the largest regional organizations within the network
• The company was looking to reduce call times, increase member satisfaction and drive utilization of member self-service tools via the online portal
• Strong requirements for security, patient privacy and ability to co-browse organization-owned websites, various government-run websites, and PDF documentation related to plan materials

BENEFITS:
• LiveLOOK deployed at the 7 regional organizations with thousands of LiveLOOK co-browse enabled agents across these organizations
• Call handling time on the previously problematic website-related issue calls were reduced, on average, 85%
• Positive member interactions have enabled reps to develop a strong rapport with new members, building loyalty and ensuring ongoing satisfaction
Oracle Service Cloud is Part of the Oracle Customer Experience Cloud

Connecting every interaction your customer has with your brand
LiveLOOK Strengthens Oracle Service Cloud with Leading Enterprise Co-Browse Technology
Oracle and LiveLOOK: A Compelling Combination

• **Oracle Service Cloud with LiveLOOK empowers businesses to increase customer satisfaction, agent efficiency, and revenue growth through connected real-time engagements**
  
  • Oracle Customer Experience Cloud helps companies connect every customer interaction with the brand, making the experiences consistent and relevant throughout the customer lifecycle
  
  • Oracle Service Cloud, part of the Oracle Customer Experience Cloud, is an industry-leading platform for online customer service, cross-channel contact center, knowledge management and policy automation
  
  • LiveLOOK’s cloud-based co-browse technology enables secure, instant-launch, mobile-friendly, co-browsing that creates an exceptional customer experience and increases site conversions to improve online sales

• **Together, Oracle and LiveLOOK will deliver a comprehensive integrated offering for multi-channel customer service and sales interactions, driving a higher level of customer satisfaction and enhanced revenue per customer interaction**

• **LiveLOOK management team and employees are expected to join Oracle and continue their focus on visual collaboration to help companies improve web and mobile customer service and sales**

For more information, please visit www.oracle.com/livelook
Hardware and Software
Engineered to Work Together