

Oracle Live Experience Cloud

Modernize Customer Engagement Using Holistic Customer Context and In-Application Communications to Drive Experiences that are Proactive, Seamless and Meaningful

Many businesses today are finding it harder to engage modern customers - typically 35 years and under, growing up digital, commanding the purchasing power moving forward and with different expectations for interacting with a business. In fact, modern customers worldwide prefer mobile apps to contact and engage with a business instead of telephone, email, and other channels.

Disconnect Between Modern Customers and the Business

Modern customers demand frictionless, real-time and contextual experiences. A lack of, or inadequate digital service channel, leads to customer frustration, potential loss of revenue and customer defection. It is simply not enough to send emails that do not allow for replies; or provide a mobile app that does not connect with customer service; or monitor and track customer data but fail to respond in real-time along individual customer journeys. Businesses seeking to win the business and loyalty of modern customers must embrace digital transformation by creating an environment that makes it easy to engage customers via the channel that is most suitable at key moments of individual customer journeys; Oracle Live Experience Cloud is precisely designed to fill these needs.

Oracle Live Experience Cloud

Oracle Live Experience Cloud enables enterprises to modernize customer engagement using holistic customer context and in-application communications to drive experiences that are proactive, seamless and meaningful.

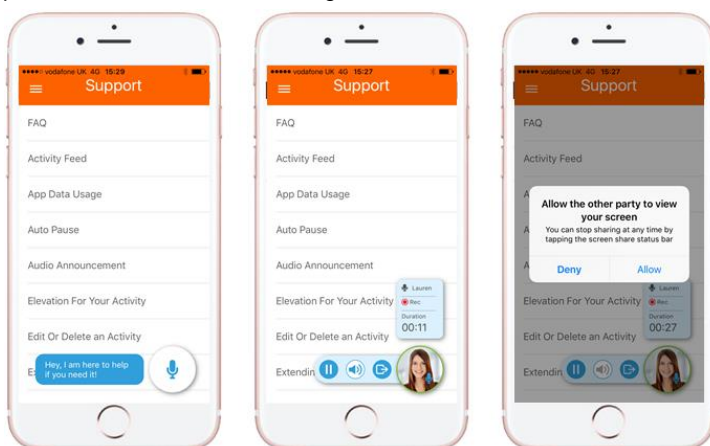


Figure 1. Contextual communications directly from within the web or mobile application

The pre-built and customizable Live Experience widget can be integrated into mobile and web apps, so that when it is pressed, customers are seamlessly connected to an associate using any predefined combination spanning audio, video and screen share – along with many other interactive capabilities.

ORACLE®
Live Experience
Cloud

ORACLE LIVE EXPERIENCE CLOUD

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- Proactively engage customers at key moments of individual journeys
- Seamlessly connect customers to the right blended associate using the right channel
- Meaningfully assist customers and convert engagements into sales and loyalty
- Optimize engagements by harnessing intelligence and provisioning updates

Proactively Engage Customers at Key Moments of Individual Journeys

Enterprises can design when the Live Experience widget appears to proactively prompt customer engagement at key moments of individual customer journeys. This can be achieved by considering the holistic customer **context** spanning in-app parameters such as device, location, where user is on the app and the steps/path they took to get there, as well as any combination of customer data, such as purchase history, account balance, lifetime value and so on. This enables proactive engagement at the right time, such as new user registration, VIP customer, product support, explore premium offer or for timely interjection when customers are experiencing issues, such as stuck on purchase.

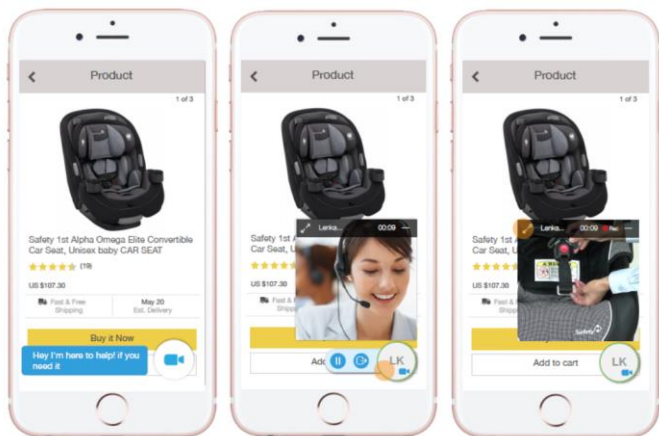


Figure 2. Customer engagements using any combination of voice, video and screen share

Seamlessly Connect Customers to the Right Blended Associate on the Right Channel

Modernizing customer engagement does not stop by simply connecting customers to the Call Center where they must frustratingly traverse an IVR system. Now, business can extend and augment back-end Call Center solutions and easily enroll associates from across the entire organization to serve customers and bypass unnecessary customer friction points. Engagement scenarios not only leverage the most relevant starting channel to resolve the customer query – any combination of voice, video and screen share - but also incorporate business rules and **contextual** routing, enabling a customer to be connected to an associate with the matching skill set to serve their contextual needs. For example, a customer inquiring about a TV could be directly connected to a sales associate via HD voice whereas a VIP customer assessing his investment portfolio could be directly connected via 2-way video with a specialist personal advisor.

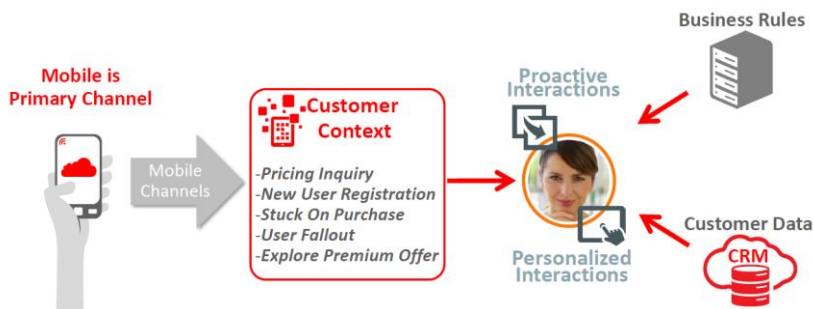


Figure 3. Holistic customer context is fundamental to routing and channel establishment decisions

KEY FEATURES AND BENEFITS

- **Mobile Engagement.** In-App experience to help improve customer satisfaction
- **Contextual Experience.** Engage customers using the right channel (voice, video, screen share, annotate) at the right time
- **Associate UI/Portal.** Assist customers and turn calls into meaningful engagements that increase sales opportunities
- **Contextual Routing.** Route calls to associates types based upon the call context
- **Integrated Recording.** All interactions and media types (voice, video, screen share) are recorded, tagged with metadata and stored in Oracle Cloud.
- **Integrated Analytics.** Optimize engagement and quickly update engagement rules to provide better customer experience
- **Configurability.** Configure and manage service, rules, agents with low TCO and low dependency on tech resources
- **Integration with Existing Infrastructure.** Easy integration with CRM, contact center and customer data repositories. Easy integration into mobile / web app
- **SaaS Application.** Accelerate deployment and minimize upfront investments

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Integrated Cloud Applications & Platform Services

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Meaningfully Assist Customers and Convert Engagements into Sales / Loyalty

Oracle Live Experience Cloud is a SaaS solution that also provides a browser-based UI/portal for associates with provisioned assistance capabilities. It can be deployed standalone or overlaid in existing Contact Center solutions. Associates are presented with calls that display the holistic customer **context** such as customer details, device, OS, location, path or current page in the app which can also be combined with other data from CRM. Furthermore, enterprises can now offer guided upgrade to live help from chatbot interaction, where the associate can also see the history of the conversation before even answering the call – preventing the customer from repeating information and avoiding unnecessary customer frustration.

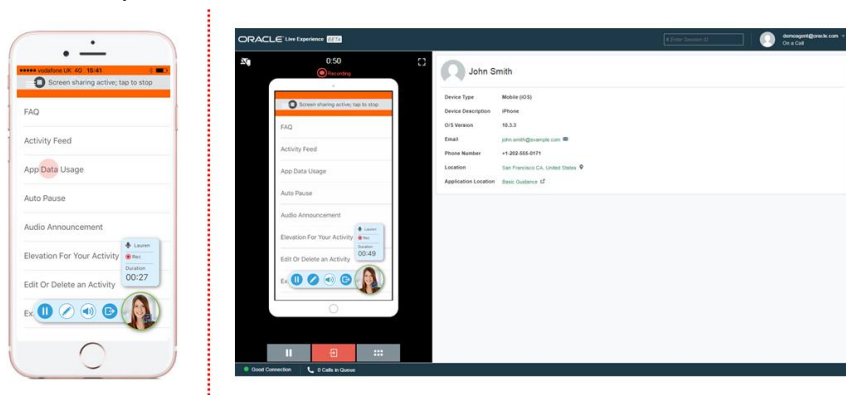


Figure 4. Associates can meaningfully assist customers using contextual and interactive tools

Oracle Live Experience Cloud also enables a smart and collaborative team experience with shared queues allowing the next available and appropriately skilled associate to answer the call and meet the needs of the customer. Associates can then provide human touch assistance by seamlessly upgrading the channel, such as from voice to video, or by incorporating visual and interactive tools like screen sharing and live annotation. These provisioned assistance capabilities are extremely useful to provide troubleshooting, to upsell new offers or services or to streamline processes. For example, a support associate could advise on how to install a home theatre system by requesting to see the external video of the customer's device or a customer could open a bank account using a digital process by showing identification to the associate using recorded video.

Optimize Engagements by Harnessing Intelligence and Provisioning Updates

Oracle Live Experience Cloud allows businesses to capture, analyze, and mine for insights across all interaction modes. All interactions and media types (voice, video, screen share) are recorded, tagged with metadata and stored in Oracle Cloud. Recordings are 'real-time', meaning the entire interaction history is instantly searchable via a KPI dashboard providing aggregated insight information with the ability to search and playback individual interactions for detailed analysis. By harnessing engagement analytics that are holistic, instantaneous and easily accessible, businesses can better understand customers, patterns in behavior, and how external events affect customer engagement. Businesses get flexibility and agility to then improve proactive engagement by optimizing and/or adding other customer engagement scenarios into the service with simple provisioning and without needing to alter app or website code.

OVUM: IMPERATIVES FOR DIGITAL CUSTOMER ENGAGEMENT

Enterprises need to undergo a digital customer experience transformation that will unlock the true potential of enterprise-to-consumer interactions.

1. *Humanize digital transformation*
2. *Think and organize holistically – customer experience is a team pursuit*
3. *Consider cloud as mission critical for rapid adaptation and elasticity*
4. *Design processes from the customer-back to improve the customer experience*
5. *Design a mobile-first strategy*
6. *Develop an intelligent orchestration platform for dynamic CX delivery*
7. *Innovate continuously to augment the customer experience*
8. *Align measurement system and KPIs to foster the right behaviors*

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Summary

Today, enterprises seeking to win the business and loyalty of modern customers must embrace digital transformation by creating an environment that makes it easy to engage with customers and serve their real-time needs. Oracle Live Experience Cloud enables enterprises to modernize customer journeys using holistic customer context and in-app communications to drive experiences that are proactive, seamless and meaningful:

- Proactively engage customers at key moments of individual journeys
- Seamlessly connect customers to the right blended associate using the right channel
- Meaningfully assist customers and convert engagements into sales and loyalty
- Optimize engagements by harnessing intelligence and provisioning updates

Learn more about Oracle Live Experience Cloud. Visit: www.oracle.com/live-experience

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