

Hardware and Software
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Oracle Cross Channel Customer Experience for Communications

The Singularly Delightful Customer Experience That Drives Long-Term
Profitable Growth

ORACLE®

More than 70 percent of wireless operators admitted they do not remember customer information from one touch point to another.

Eighty-two percent of consumers reported they had to repeat their information in a multi-touch buying process.

— Survey results cited in “Crafting a Unified Cross-Channel Customer Experience,” Heavy Reading, February 2013.

The Profit Behind the Cross Channel Experience

With fierce competition and waning customer loyalty, communications service providers (CSPs) consider improving the customer experience a top priority. The decay of high-margin services, competition brought by Over-The-Top (OTT) players, and increased requirements for bandwidth and speed challenge CSPs’ ability to compete and grow. What’s more, service is viewed by many customers as a commodity. They award their loyalty first to device manufacturers.

Bottom line, CSPs must find a new way to grow the business profitably. They are betting that improving their customers’ experience will increase satisfaction and brand value, resulting in market share growth and reduced churn. But that may not be so easy. Today’s customers are more demanding than ever. They expect a seamless experience across channels and devices - an experience that many CSPs just aren’t able to deliver.

The Challenge of the Cross Channel Customer Experience

More than 70 percent of wireless operators do not remember customer information from one touch point to another, according to a Heavy Reading survey of 60 global service providers, and an overwhelming 82 percent of consumers reported they had to repeat their information in a multi-touch buying process¹. Yet most CSPs maintain each channel in isolation. These independent operations have resulted in a fractured customer experience that has damaged the CSP’s brand and effectiveness across and within channels and lines of business. Providers may offer customers the opportunity to shop and engage through more than one channel such as online and retail; however these channels are typically not integrated. The impact on the subscriber is an experience that is frustrating, time-consuming, unpredictable, and inconsistent.

To improve the customer’s cross channel experience, CSPs must find a way to unify, coordinate, synchronize and streamline activities and information flow across retail, web, mobile, call centers, social networks, and other channels.

The Solution: Creating the Seamless, Integrated Cross Channel Experience

Oracle Cross Channel Customer Experience—or C3E— helps CSPs provide the most relevant, consistent, and seamless customer experience. With C3E, CSPs can not only manage their customer interactions across channels, but also integrate these channels in order to improve brand value, customer satisfaction and retention, grow revenue and increase efficiency. The result is a singularly delightful customer experience that also ensures the organization’s long-term profitable growth.ⁱ

Oracle is the only vendor that delivers complete cross channel capabilities for marketing, sales, commerce and customer care.

Oracle Cross Channel Customer Experience Delivers an Integrated, Seamless Experience

Benefits to CSPs

- Brand: Governance and social influence to build value and reduce churn
- Marketing: Targeted offers, coordinated across channels to grow revenue
- Sales: Agents informed and empowered for success and productivity
- Service: Assisted resolution to save time and money
- Operations and IT: Integration to smooth handoffs and increase efficiency

Benefits to Your Customers

- Satisfaction - "They know me; they help me!"
- Connected interactions across channels
- Guided, personalized journey
- Efficient, effective service
- Rewarding relationships



Core Capabilities

- Unified portfolio, ordering and interactions: Leverage customer insights within and across each channel to improve service, personalization and recommendations.
- Social engagement: Understand and influence sentiment with social listening, engagement, and marketing.
- Real-time recommendations: Make real-time recommendations based on unified customer insights to personalize offers and increase conversions.
- Centralized business rules: Manage targeted offers across channels to speed launch time and ensure consistency.
- Customer insights and personalization: Empower agents and improve their productivity with integrated customer insights and transaction history.
- Channel orchestration and coordination: Create seamless handoffs with channel coordination, resulting in operational efficiency and lower OPEX.
- Enhanced service options: Drive cost-effective service delivery with online diagnostics, call deflection, and "click to chat" capabilities. Promote self-service and move transactions to lower cost channels using deflection and other capabilities.

The Journey Your Customer Could Be Taking...

To get a better idea of what an integrated, seamless cross channel experience might look like from your customer's perspective, let's follow this customer "Joanna" on her journey with "TruGreen," her service provider who is using Oracle Cross Channel Customer Experience.



Customer Journey →	Enabling Capabilities →	Benefit to Customer
After doing some research on several options from the service provider's web site, Joanna selects the tablet she wants to purchase.	Research via web, device or a retail store and peruse product catalogue, customer reviews and social feeds.	"I have a delightful and consistent experience wherever and however I interact."
She is offered a multi-device service plan that she will use for her tablet, cell phone and home computer.	Receive personalized offers based on customer insights.	"Relevant offers save me money and reward my loyalty."
At the store, she shows a barcode confirmation on her phone to pick up her order and is pleased to find out the store had reserved the inventory for her. She also signs up for the offered plan.	Select products which are available for purchase in-store immediately and are guaranteed product when they reach the store.	"I can begin transactions in one channel and continue in another. That's so convenient!"
After a brief online chat session with a customer service representative, Joanna is up and running on her new tablet.	Get a start-up guide, personalize emails and set-up options as well as virtual assistance, click to chat / call along with co-browsing.	"I didn't have to repeat the same information over and over."
When she looks at her billing statement, she's pleased to see all her services are itemized and the new plan is saving her money.	Receive contextual offers and promotions based on history and spend.	"You know who I am, where I've been, and what I purchased - what a relief! Things just work!"

CSP CHALLENGES

- Brand managers struggle to elevate brand value, customer perceptions and reduce churn without brand governance and social influence.
- Marketers struggle to get the right offer to the right customer at the right time across all channels in order to grow revenues without the ability to coordinate activities across channels.
- Sales and call center agents struggle to be effective and efficient without a complete view of the portfolio, transaction histories, and personalized offer recommendations.
- Customer service agents struggle to resolve issues quickly and cost-effectively without a complete customer view and under-use of self-service has increased costs.
- Operations and IT struggle to create smooth handoffs and streamline interactions to improve efficiency because they lack the ability to integrate systems and information flows across channels.

Examples of Success

Brand: Governance and Social Influence to Build Value and Reduce Churn

An Asian mobile operator provided a 360-degree view of each customer's account details and information on a single screen and dramatically reduced the agent's time handling customer information.

Marketing: Targeted Offers, Coordinated Across Channels to Grow Revenue

A European service provider used customer insights to personalize offers, increase the offer acceptance rate, improve services, and meet customer requests faster.

Sales: Agents Informed and Empowered for Success and Productivity

A Latin American operator consolidated customer information; empowering sales and customer service agents to have more engaged and informed discussions with customers – driving better service and more productive marketing campaigns.

Service: Assisted Resolution to Save Time and Money

In the first six months that the system was live, a US communications services company redirected between US\$300,000 and US\$1.4 million worth of support staff time to highly complex issues by avoiding support center calls - thanks to better online support.

Operations and IT: Integration to Smooth Handoffs and Increase Efficiency

A European service provider created a single view of the customer lifecycle that increased the productivity of customer-facing employees. The resulting streamlined processes and timely customer insights led to fewer complaints, decreased churn, and reduced time to market for new product and service offerings.

Conclusion

Savvy customers are raising the bar. They expect a seamless experience from one channel to the next. CSPs must determine how to meet customer expectations. Differentiating on the customer experience brings the promise of satisfied customers, reduced churn and market share growth. Operators have learned that by building the information and systems to support this cross channel experience, they can also improve efficiency, productivity and agent effectiveness. With Oracle's Cross Channel Customer Experience, CSPs are able to improve brand value, revenue, and productivity, while reducing costs and gaining long-term profitability.



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