

Oracle Live Experience Cloud inserts context across the customer journey

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Ovum view

Summary

Oracle launched Oracle Live Experience Cloud on September 29, ahead of Oracle OpenWorld in San Francisco. Positioned to deliver seamless, human mobile service experiences, Oracle Live Experience Cloud is a software-as-a-service solution that provides a browser-based UI/portal for agents with provisioned assistance capabilities. It helps them assist customers using contextual and interactive tools, including high-definition voice, HD video, screen share, and annotations. Agents can 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.

Oracle Live Experience Cloud is working with beta customers, and the service can be deployed standalone or overlaid in existing contact center solutions. Agents are presented with calls that display the holistic customer context – such as customer details, device, OS, location, path, or current page – in the app; that information can also be combined with CRM and third-party data.

Oracle Live Experience Cloud integrates into web and mobile apps for seamless support

The customer journey has shifted: Consumers no longer follow linear paths toward purchasing a product; instead their journeys wind across an organization's myriad digital channels and devices. These meandering courses require enterprises to meet them at critical moments at any touchpoint and be able to understand their needs and anticipate any further issues. They also require rapid resolution with as little friction as possible.

Such agility demands digital transformation on the part of enterprises and that they overcome their customer experience consistency issues. In doing so, they must start connecting with customers proactively and seamlessly across their digital channels and with context to deliver relevant messaging.

Oracle's mobile-first approach to its Live Experience Cloud aligns with consumers' changing preferences. With the service, customers simply open their brand's mobile app, and through a prebuilt and customizable Live Experience widget, the solution can be integrated into mobile and web apps and can conduct a seamless transfer to an agent with context. The process is not to be confused with click to call, which is when a customer clicks on a button or image to request direct transfer for assistance via phone or text. Also, as customers' issues become more complex, a rules-based engine allows the enterprise to insert a pop-up video, voice, screen share, or annotation where 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. Now businesses can enlist associates from across the organization to serve customers and bypass unnecessary customer friction points.

These provisioned assistance capabilities are useful in providing troubleshooting in complicated scenarios. For example, an agent at a telecom provider could advise a customer on how to adjust a cable box by requesting to see the external video of the customer's device.

Oracle Live Experience Cloud is complementary to Oracle's Customer Service suite and makes logical sense, as the service cloud already enables customers to seamlessly transition from web self-service to assisted email, chat, co-browse, and phone agents. Offering the ability to deploy standalone or to bolt on HD voice, HD video, screen share, and annotation capabilities is a logical next step in helping clients digitally transform and provides them with greater choice in how they connect with brands.

With Oracle Live Experience Cloud, customer interaction history is instantly searchable via a KPI dashboard providing aggregated insight information with the ability to search and play back individual interactions to understand patterns in customer behavior and how external events affect customer engagement.

Features of Oracle Live Experience Cloud include

- real-time communication capabilities
- in-application channels and mobile controls
- rules-based contextual routing for all channels
- escalate from chatbot to live assistance
- real-time recording, search, and playback
- integrated analytics
- prebuilt API integrations for key CRM systems
- modern desktop agent experience
- ability to design personalized engagement scenarios based on context, history, and business priorities
- insights on individual and overall service team performance and engagement success
- KPIs, with supervisor and administrator views
- encryption and bring-your-own-key capabilities
- elastic network, compute, and storage resources optimized at all layers for real-time communication service
- ability to measure interactions in real time
- contextual routing
- integration with CRM, contact center, and customer data repositories, as well as into mobile apps.

Oracle delivers the modern customer experience with communications through the cloud

Three factors or trends serve as the foundation and underlying strategy of Oracle Live Experience Cloud: communications is becoming a strategic enabler, technologies are moving away from being vertically focused to horizontally focused, and consumers increasingly prefer mobile as the primary channel in which to engage brands.

The universal adoption of video and WebRTC technologies is emerging to help shape these three trends. Modern customers prefer live chat and video tutorials over other engagement methods for their ability to remove hold times, interactive voice response menu options, and tedious queues. Video

for self-service and video enablement (the ability to address customers face to face) answers the call for proactive service delivery by enterprises. It also meets the needs of customers who prefer self-service options for queries and the human factor for complex issue resolution. In fact, in Ovum's *The Advancement of Self-Service Solutions in Customer Engagement*, nearly half of respondents (47%) look for video tutorials and expect companies to provide them.

Oracle envisions its cloud service as enabling a future where enterprises can pop up a chat window, and customers can choose to promote that chat to video to turn the interaction into a live experience. At that point, businesses will be able to quickly resolve customer issues, drive greater customer loyalty, and increase satisfaction by engaging users in person and having the ability to see customers' problems live and respond with visual examples.

In addition to video, real-time communications has started to change the way enterprises interact with customers. Even consumer and enterprise messaging apps such as Facebook Messenger, WhatsApp, Snapchat, Viber, and Slack are using WebRTC to enable their voice calling and/or video calling services. For example, WhatsApp uses WebRTC to enable video calling and reported in May 2017 that its daily video calling traffic totaled 340 million minutes.

As these messaging platforms prove, voice and video support that provide real-time communication is poised to become one of the biggest disrupters of contact center technology. WebRTC allows internet users to reach agents without having to leave their web or mobile applications. By relying on the internet for customer interactions, WebRTC will enable faster first-call resolution and provide context-sensitive data to agents.

Expanded capabilities will appeal to enterprises that deal in complex products and processes

Customers have become more demanding, insisting on both off-the-shelf products and more complex, customized solutions – with different levels of sales support. Companies that sell complex products must be able to demonstrate or explain products to potential customers and deal with questions or queries in a logical way.

A consideration for the future road map of Oracle Live Experience Cloud would be to enhance its screen-sharing solution by offering the ability to e-sign documents through a secure portal where customers can upload, download, and electronically sign critical documents. Many companies in the insurance and financial services industries, as well as B2B firms that serve large managed accounts, are exploring how to streamline the process involving the transfer and signing of complicated documents, and consequently they are investing in the technologies that enable that.

In many cases, these companies and documents also require authentication to meet certain privacy rules and guidelines. Offering in the suite a biometric identification and authentication solution that allows customers to simply speak an identifying phrase into the phone or verify their identity with a fingerprint, similar to how people unlock their mobile phones, would provide a much-needed capability to industries that deal in complex products.

Many enterprises are redefining their static customer service organizations and transforming them into interactive experience centers that would serve as the nucleus of customer insights and intelligent interactions. Reducing contact center complexities, providing accurate information across channels, while lowering the cost of operations and driving brand loyalty will help their efforts in building next-generation contact centers. With Oracle Live Experience Cloud, the company is proving once again

that it understands seriously the need to digitally transform the customer experience and is carving out a path forward for its clients.

Appendix

Further reading

2018 Trends to Watch: Communications Services, TE0003-001064 (September 2017)

The Advancement of Self-Service Solutions in Customer Engagement, IT0020-000257 (April 2017)

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