

Mapping the Journey to Modern Customer Service

Plan Your Path to Modern Customer Service

Over the past decade, customer expectations of service have undergone a dramatic transformation. Empowered by new technology, today's consumers expect their service experiences with your organization to mirror the fast, seamless, and flexible interactions happening in their personal lives—prompting you to consider how you can modernize your service organization and keep up with current and future changes.

Excellent customer service is the biggest competitive differentiator. If you can consistently service your customers through their channels of choice, you can drive huge business results, help your brand stand out from the crowd, and finally show the rest of your company the true strategic value of service.

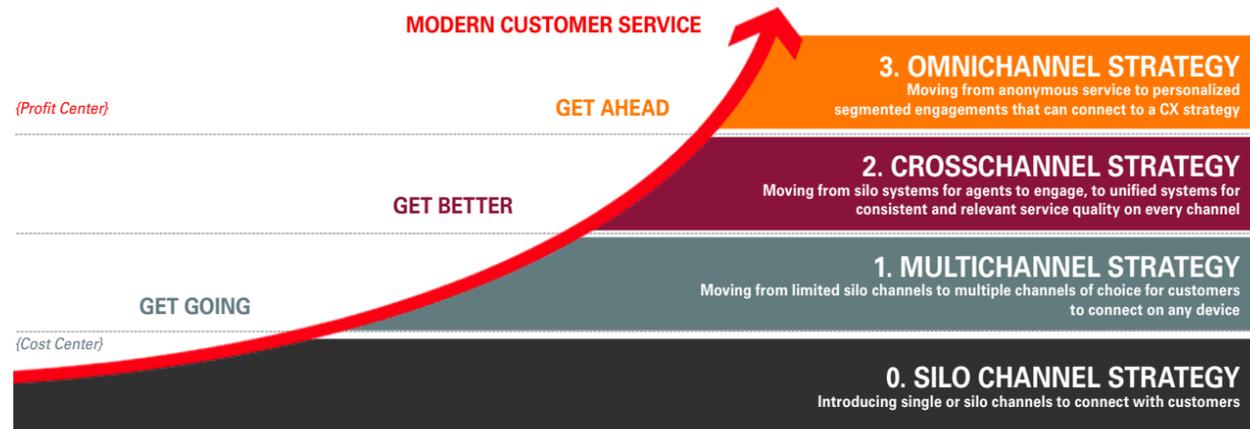


For years, your organization has walked the fine line between being your customers' and your business's savior. Trying to satisfy the needs of one group without compromising on the demands of the other is no simple task, and has driven you to try and do more with less each year.

But, now that CX is becoming a greater focus of the business as a whole, you no longer have to worry about trying to effectively serve two different masters. Now the challenge is simply: **"How fast can you transform?"**

By delivering the seamless, satisfying service experiences that today's empowered customers want (and how they want them), you can transform your department from a reactive cost center to an agile, intelligent driver of business growth. But that transformation won't happen overnight.

That evolution is a journey that requires a well-thought-out roadmap to help you get there.



Oracle Roadmap to Modern™: Evolution to Modern Maturity Curve

The journey is divided into three key stages, and the first is to get going with a multichannel strategy.





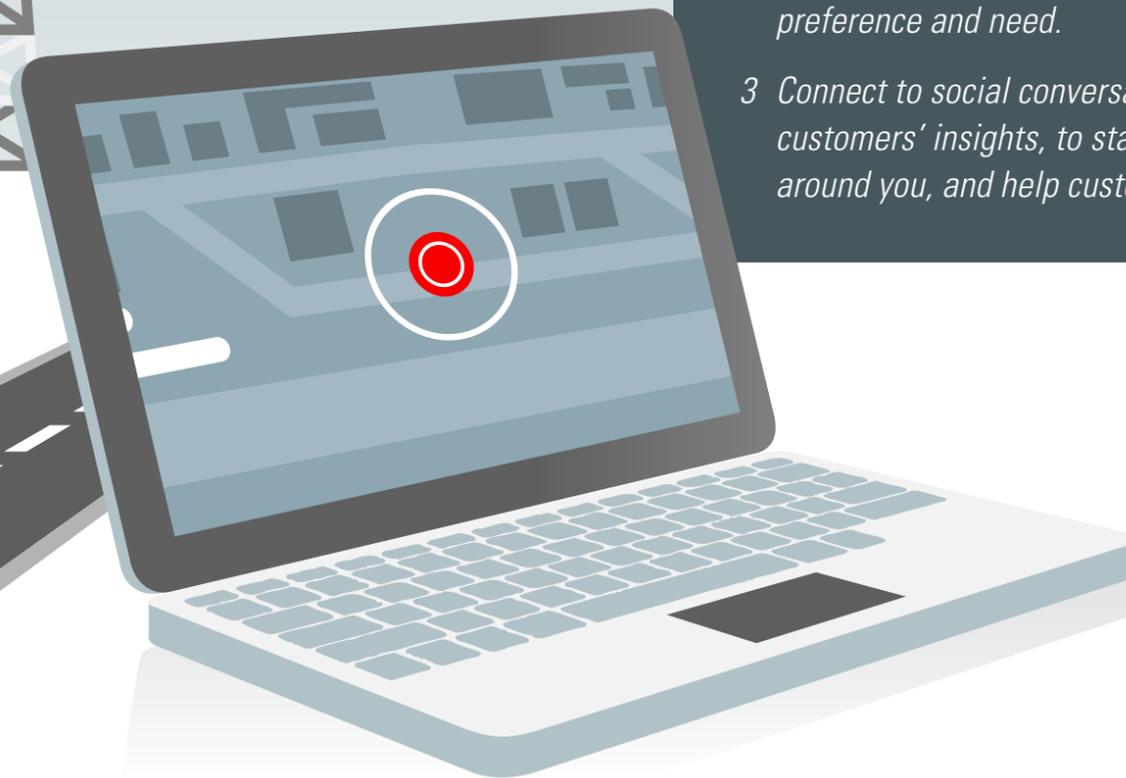
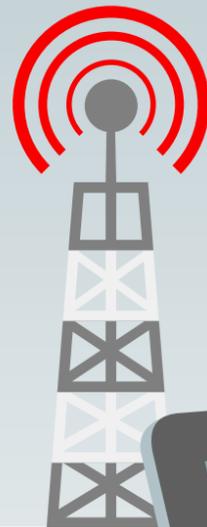
Make Your First Move: Get Going with a Multichannel Strategy

Getting going with a multichannel strategy is about establishing the foundational baseline of technology, process, and measurements.

“Empowering customers with self-service” means delivering on the 80/20 rule of service. For many businesses, 80 percent of customers’ questions can be handled by 20 percent of the overall knowledge content you either have in documents, or in people’s heads today.

Capturing what that initial 20 percent is, and then getting it into the hands of your customers to self-solve problems on the web is a great start. In addition, having that same content readily available across many channels (like email, IVR, chat, even in-store) allows the customers to have a consistent baseline of answers regardless of channel. Placing that same content into the hands of the front-line agents ensures the accuracy of your service as your business evolves.

Your customers and partners are also on the front line of change, which is where social communities can help contribute to continuously refining the right 20 percent of content and provide you more frequency of touch to start to get in tune with what your customers really need.



If you want to reduce operational costs and the business effort involved in delivering great service, there are three multichannel disciplines you must master:

- 1 Empower easy self-service that allows your business to continuously capture and deliver answers for the most frequently asked questions.*
- 2 Provide multiple choices for how your customers connect with you, allowing them to engage according to their preference and need.*
- 3 Connect to social conversations that capture the customers’ insights, to stay alert to what’s happening all around you, and help customers help each other.*

Bridging the Gaps Between Channels: Get Better with a Cross-Channel Strategy

If you want to help your business get better, the next step centers around improving the agent experience. That means the people, practices, and processes that support and empower agents to assist your customers.

Systems, desktops, knowledge, and data should streamline every step in every interaction to make it seamless for agents to effectively engage with customers, nurturing the soft-skill development that helps them grow.

If you want to get better and move beyond multichannel service, there are a few questions to ask yourself first:

- *Do you have the right skill set today?*
- *Are you accurately planning the skill set for tomorrow to match what customers will need?*
- *How many of your agents are “superagents” who can seamlessly work email, phone, chat, and social, all while authoring and maintaining knowledge content?*
- *Can you extend that same quality service onto devices, into games, over SMS, blended with social?*

These cross-channel disciplines will help you keep your customers loyal, and your business streamlined:

- *Standardizing consistent service by consolidating on a single engagement platform that optimizes your people and processes, and that can easily be tuned to your evolving business needs.*
- *Introducing convenient service so customers get easy access to support, even in the far reaches of where your brand touches the customer.*
- *Delivering reliable service by connecting all silos and formats of knowledge in your business to efficiently handle even the most complex issues.*

Personalize Your Customer Service: Get Ahead with an Omnichannel Strategy

Getting ahead means moving beyond the baseline of consistent service quality. How? By leveraging big data to get to that mythical 360-degree view of the customer that has been bounced around since the dawn of CRM (customer relationship management), and applying what you learn to every engagement of value.

In theory, the data allows you to take action on all the insights you get about the customer—but it only works if you can whittle it down to the small data that matters for the engagement you are in (or, ideally, are planning to have next).

With the right analysis of data, combined with technologies for more personalized engagements such as proactive decision-making, virtual assistance, and location-based services, enterprises can begin to achieve their desired and designed business outcomes.

Personalized omnichannel engagements grow the business with sustainable differentiation—not just best price or best capability.

Your actual differentiation becomes the service experience you deliver to your customers time and time again.

Stand out for your efforts in customer service and support by mastering these omnichannel disciplines:

- *Integrating reliable insights for a unified view of your customer and actionable opportunities.*
- *Tailoring personalized experiences with proactive relevant assistance that understands the customer's needs and helps drive new opportunities.*
- *Connecting experiences and practices across all departments for seamless engagements throughout the customer lifecycle.*

Find out More: Take the Steps to Become a Modern Customer Service Organization

Mapping your customer service strategy is not as daunting as you may think, and by following these three key steps you'll be well on your way to delivering the ultimate customer experience.

To help you plan and navigate your own path, we've created a wide range of new resources exploring the steps of the process in more depth, and demonstrating how you can navigate the journey and lead your company to modern customer service success.

Set off on your journey towards modern customer service today by exploring our guides, papers, infographics and more at: oracle.com/goto/roadmap-to-modern-service.

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