

GET AHEAD

WITH AN OMNICHANNEL STRATEGY

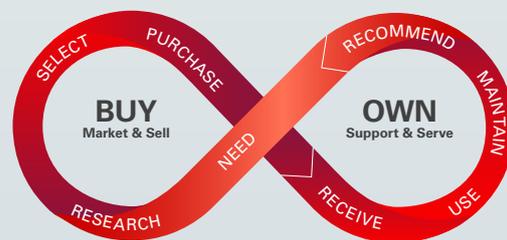
Customer experience is a strategy for achieving sustainable growth and profit. The term “customer experience” can be defined as “the sum of all interactions a customer has with a brand over time.”

The customer experience journey is represented by an infinity loop that spans all marketing, sales, service, and support interactions. You must put customer service at the heart of your CX strategy and continuously improve and innovate experiences that make a difference. Sometimes this requires you to go back and repeat foundational elements that were missed, did not mature, or became outdated as change occurred.

Getting ahead in your journey to being a modern customer service organization means moving beyond the baseline of consistent service quality. How? By leveraging big data to get to a 360-degree view of the customer and applying what you learn to every engagement of value. The data allows you to take action on the insights you gain from the customer—but only for the small data that matters for the engagement you are in or are planning to have next.

That is where you can get ahead of your competitors with rich, accurate data that is applied in a meaningful way and results in streamlined, continuous business growth. 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.





UNIFY ALL CUSTOMER AND BUSINESS DATA

- Disparate customer-data records from siloed channels, systems, and departments require lengthy, unrewarding efforts to access, cleanse, dedupe and reconcile what's available into meaningful data. Historical views of data can be both misleading and unusable if you try to apply or derive meaningful change. Inaccurate data leads to missed opportunities, wrong or misleading communications, and irrelevant engagements that have a negative impact on the relationship and result in a negative outcome from investments.
- If you put bad data in, then you will get bad data out. Data that is unified and cleansed while being gathered becomes easier to centralize and harvest for feeding into engagements for timely action. Centralize a 360-degree view of the customer by unifying the insights both during every transaction and through post-process analytics.
- Connect the customer service data that was unified across all channels in the previous **"GET BETTER"** cross-channel phase.
- Action with sales and marketing data in back-office systems (API integration) into a single customer Master Data Management (MDM) view, leveraging business intelligence (BI) analytics to process the small data that can be applied during the interaction.
- Extend the agent desktop to dynamically receive the real-time insight for system rules and agent-customer engagements (this is called an *extensible configuration*).

PERSONALIZE CUSTOMER ENGAGEMENT

- A business that embraces a modern marketing approach to customer engagements, but has a customer service and support practice that has a traditional limited segmentation model, creates an experience gap for the customer. Customers expect the brand to deliver on its promises. High-cost channels of engagement can't scale to the needs of all customers and must be optimized for longer engagements with higher-value customers. The effort of obtaining the data needed for engagements can far outweigh the value derived from the engagement, or worse, prevent the data from being used at the time when the engagement is needed.
- Leverage historical, trending, and real-time customer behavior and insight data with intelligent system-driven multichannel engagement outreaches. Use self-learning engagement-routing rules, followed by automated online virtual agents (and with recommended next-best actions on the desktop for agents during live engagements) to provide timely, relevant, personalized customer engagement.
- Adopt solutions that are designed to easily gather historical information and have self-learning intelligence. They should use natural language processing to understand customer intent, monitor real-time behaviors, take automated actions for invitations to connect, optimize routing, or make recommendations based on the trending data available.

CONNECT ALL BRAND EXPERIENCES

- Businesses that are embracing customer experience are differentiating themselves from their competitors and achieving organic growth at a significantly lower acquisition cost. In turn, these businesses are able to build a stronger relationship with their customers from experiences that deliver on the brand promise—during the customers' moment of truth. However, businesses embracing customer experience initiatives are still operating and funding inconsistently from organizational silos with the majority of CX investments being made by sales and marketing. These heavy investments from siloed CX efforts increase acquisition costs and reduce operational budgets for service and support driven initiatives. This fragmented strategy has a negative impact on the businesses' delivery of customer experience, and can damage the brand and increase customer churn.
- Having customer service and support supply customer insights for marketing and sales-driven customer engagements delivers on the brand promise to customers, and on the returns of CX initiatives for the business. This results in customer service and support being viewed as a strategic partner in all CX investments and decisions.
- Modern businesses need to invest in a unified, cloud-based, customer experience platform that leverages a combination of robust, open, standard APIs, native common applications (in sales, marketing, and service), and support development of custom applications for unified engagements through PaaS development.

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

- Integrate reliable insights for a unified view of your customer and actionable opportunities that have measurable business outcomes.
- Tailor personalized experiences with proactive, relevant assistance that understands the customers' needs, and helps drive new opportunities.
- Connect experiences and practices across all departments for seamless engagements throughout the customer lifecycle.

This is the third in a series of mini guides on the journey to modern customer service. Explore a range of other useful resources to help you plan and navigate your own roadmap, visit oracle.com/goto/roadmap-to-modern-service.

