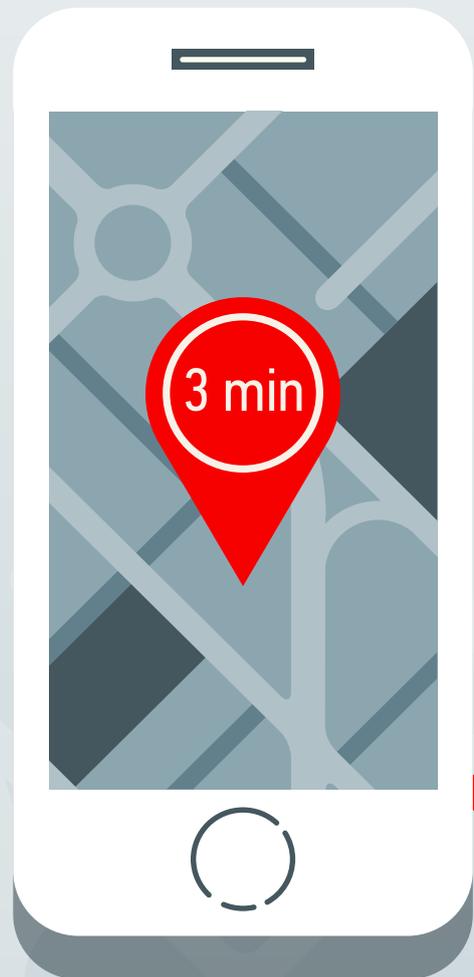


GET GOING

WITH A MULTICHANNEL STRATEGY

Getting going on your journey to being a modern customer service organization 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 e-mail, IVR, chat, even in-store) allows the customers to have a consistent baseline of answers regardless of channel—empowering them to make the selection of the channel/device that is best for them based on their preference, rather than on your ability to answer on a given 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. This 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.



Maturing these multichannel disciplines will help you reach your immediate goal of reduced operational costs and business efforts.

EMPOWER EASY SELF-SERVICE

- Many businesses leverage FAQs on their website for customers to access. All too often they are posted as static content and are not managed for updates. They have no central ownership or consolidated access point for customers or agents to find them, and are siloed from any other channel. Inconsistent, outdated answers on the web will drive the highest volume of your customers' engagements to higher-cost channels like the phone.
- Identifying, capturing, centralizing, and publishing this content into a unified knowledgebase, and maintaining it, provides the highest returns to your business's efficiency across all channels. Self-service FAQs are also one of the lowest-cost approaches to handling the highly repetitive yet low-value engagements that saturate the high-cost, high-touch channels like phone and chat.
- For customers who like to self-serve on any device, the self-service FAQ content that is managed through a centralized knowledgebase and published to the website streamlines responses and effectiveness on agent-assisted channels like phone, e-mail, and chat. In addition, it can optimize your global efforts and reduce costs around translation workflows for content that is required to be authored and maintained in many languages.

PROVIDE MULTIPLE CHOICES

- Your customer is connected at home, on the go, at work, and on vacation—and expects to be able to engage with you on the channel of his/her choice. Each siloed engagement channel needs deployment, configuration, maintenance (routing, queuing, responding), and skilled resources. In addition to capturing, accessing and writing customer data.
- Providing customers with multiple channels of engagement helps your business balance and rebalance volumes across the different channels. It also allows you to reduce the risk of having saturated volumes of low-value, high-cost engagements on single channels such as phone. Multiple engagement channels also provide second- and third-level defenses should you experience a channel outage, or need to reduce the availability of a channel (such as chat). FAQ content published to the "web channel" through a knowledgebase should be available on every channel your customer wants to connect with you on (chat, social, SMS, mobile, web...).
- The efficiency gains from solutions that provide a unified approach to the business logic, configuration, content, and administration can be critical if you are to reach your objectives for this phase. Even if that unification is only within your current online engagement channels, you should look to extensible unified online engagement platforms that connect all digital channels but preserve your phone-channel platform. If you fail to take a unified approach, your cost of service can increase dramatically due to the redundant overhead.



CONNECT TO SOCIAL CONVERSATIONS

Most customer service and support organizations are working with limited access to the people who have the knowledge. Such people are typically a pool of skilled knowledge workers who face restrictions in disseminating their knowledge due to very constraining publishing policies driven by legal, governance, and compliance. No matter how streamlined your processes are for identifying, capturing, authoring, reviewing, approving, and publishing the knowledge, keeping up with the pace of change can be tricky. To make matters worse, customers rapidly abandon stale engagement channels and escalate to more expensive ones in a frustrated state—and a frustrated customer becomes ten times more costly to serve and satisfy.

- Create a private community on your website that can seamlessly blend into existing communities that customers use (like Facebook). A support-oriented community connects customers to each other, captures what they know, what they want, and what they say.
- Social communities provide the lowest-cost resolution channel, because most customers and partners will share what they know for the simple satisfaction of feeling that they are helping others like them—even if it's through a simple "like" or "rate" action. In addition to the productivity gains from leveraging resources across your ecosystem, social communities help build more trusted relationships, setting the stage for the next stage of your customer service strategy:

GETTING BETTER.

SUMMARY

Maturing these multichannel disciplines will help you reach your immediate goal of reduced operational costs and business efforts for maximum returns on efficiency:

Empowering easy self-service that allows your business to continuously capture and deliver answers to the most frequently asked questions.

Providing multiple choices for how your customers connect with you, allowing them to engage according to their preference and need.

Connecting to social conversations that capture the customers' insights, to stay alert to what's happening all around you, and to help customers help each other.

Want to know more?

This is just the first in a series of miniguides on the journey to modern customer service. If you'd like to find the rest and explore a range of other useful resources to help you plan and navigate your own roadmap, visit oracle.com/goto/roadmap-to-modern-service.

