BLUEPRINT:
GET BETTER

Are you prepared to serve customers across all engagement channels, including both traditional and new channels? By delivering the seamless, satisfying service experiences today's empowered customers demand, you can transform your service organization from a reactive cost center, to an agile, intelligent driver of business growth. To help with this transformation, Oracle has developed the Oracle Roadmap to Modern™ Customer Service framework— containing three key stages, Get Going, Get Better, and Get Ahead.

The second stage, Get Better, centers on a cross-channel strategy—bridging gaps between channels to improve the agent experience and help keep your customers loyal. Following is a blueprint to help you as you continue your journey to becoming a modern service organization.

Channel Engagement, Cross-Channel
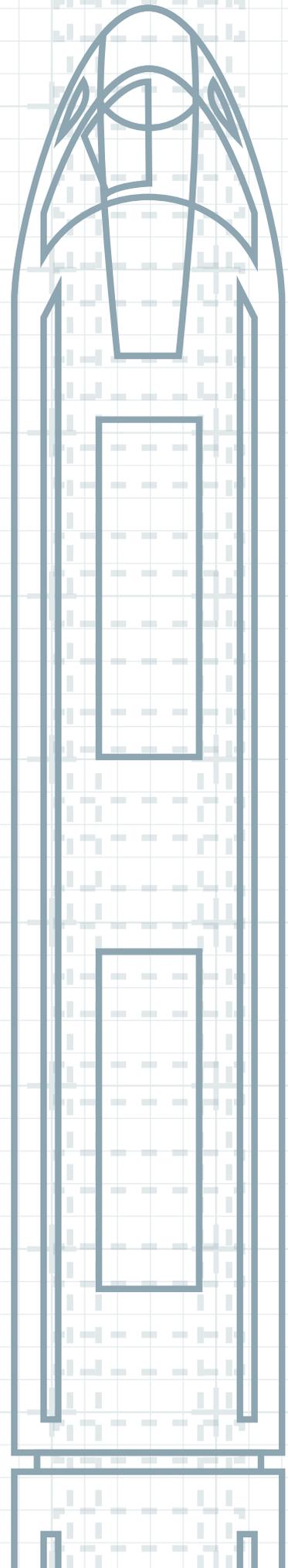Enable *consistency of service quality* across every channel

Value Measurement, Training & Processes
Measure monetized opportunities
from loyal brand advocates

Technology Adoption, Value Center
Strengthen relationships with customers
to grow loyalty

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CHANNEL ENGAGEMENTS

Strategic Objective: Recognized for service quality and innovation

Move from siloed systems for agents to engage, to standardized unified systems for consistent and relevant service quality on every channel, device and location.

Engagement Type: Nurturing

Invest in strengthening customer relationships during high-value engagements. Providing additional value-add, and experience insight-led services/programs.

Success Criteria: Loyal customers

Agents are empowered and rewarded to engage and guide customers across all channels and beyond resolution. This delivers measurable, value-based satisfaction during every interaction.

Maturity Phase: Getting better

- Enable cross-channel service quality and consistency
- Standardize service across all channels
- Innovate new ways to engage
- Connect all silos of knowledge

MEASURING VALUE

Measurement Focus: Value center

Focus on improving customer loyalty by investing efficiency and cost-savings into the quality of service for greater satisfaction and measurable advocacy.

Value Objective: Retention leading to increased agent and customer satisfaction

- Prioritize value measurements around channel-satisfaction rates to consistently drive greater retention metrics on every channel and across channels
- Reinvest the efficiency savings that result from investing in technologies that streamline agent systems across the business
- Invest in agent skill-based training to foster a culture based on customer engagement across traditional and newer channels

- Innovate new touch points and programs that promote customer loyalty and advocacy

Primary Success Measurements: Loyalty and satisfaction

- Net Promoter Score
- Customer Retention/Churn Rate
- Lifetime Value (LTV)
- Customer Satisfaction Score (CSAT)
- Customer Effort Score (CES)
- First Contact Resolution (FCR)
- Average Abandon Rate (AAR)
- Agent/Customer Churn

TECHNOLOGY ADOPTION

Investment Priority: Training and process improvement

Invest in technologies that help with people and process improvement in both single- and cross-channel interactions.

Approaches:

- Standardize service across all channels
- Innovate new ways to engage
- Connect all knowledge silos

Solutions:

- Unified agent desktop
- Integrated ACD/IVR/CCC
- Custom application channels
- Knowledge management
- Unified social engagement
- Integrated field service

Examples of Multichannel Capabilities:

- Contextual workspaces
- CTI integration
- Experience routing
- Knowledge management
- Social monitoring
- Single sign-on
- Workflow/scripting/business rules
- Field-service dispatch/monitoring
- Mobile agent desktops
- Mobile apps
- Integration APIs
- Custom objects
- Knowledge APIs
- PaaS (platform as a service)

To learn more about the Oracle Roadmap to Modern™ Customer Service framework, or for blueprints for other stages in the journey, visit:
oracle.com/goto/roadmap-to-modern-service

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