

BLUEPRINT GET AHEAD

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 third and final stage, Get Ahead, centers on an omnichannel strategy – leveraging big data to get a unified view of the customer to deliver a personalized service experience. Following is a blueprint to help you as you complete your journey to becoming a modern service organization.



Channel Engagement, Omnichannel

Engage in every channel with relevant personal experience



Value Measurement, Profit Center

Measure monetized opportunities from loyal brand advocates



Technology Adoption, Data & Personalization

Proactive capabilities for personalizing service interactions

CHANNEL ENGAGEMENTS

Strategic Objective: Differentiate with Personalized Service

Move from anonymous service experiences to truly personalized segmented engagements, at the right time, in the right way.

Engagement Type: Proactive

Leverage accurate, unified, and actionable data in a timely manner to engage customers. The result is a highly personalized service engagement that drives greater value to the customer and for your business.

Success Criteria: Sales and profit

Every touch point and interaction with the customer is connected across the business (marketing, sales, service...) for a unified brand experience. The promise, the commitment and the delivery objectives will help you exceed industry standards and meet customer expectations.

Maturity Phase: Getting ahead

- Enable cross-channel service quality and consistency
- Unify all customer and business data
- Personalize customer engagements
- Connect all brand experiences

MEASURING VALUE

Measurement Focus: Profit center

Focus on creating opportunities to acquire new customers at a lower cost, while measuring conversions and increased sales from loyal brand advocates.

Value Objective: Acquisition leading to monetized opportunities from engagements

- Prioritize value measurements around conversion rates, advocacy, and acquisition costs
- Get opportunities at lower acquisition costs
- Have an effortless path to conversion
- Increase sales by delivering recognized value

Example of Primary Success Measurements:

Growth and profit

- Number of customers/new customers
- Cost of acquisition
- Average transaction conversion rate
- Average order value
- Abandonment rate
- Lifetime value
- Share of wallet

TECHNOLOGY ADOPTION

Investment Priority: Data & engagement improvement

Invest in big data and analytics technologies to deliver actionable customer insights

Approaches:

- Unify customer and business data
- Personalize customer engagements
- Connect all brand experiences

Solutions:

- Master data management
- Business intelligence
- Co-browse assisted service
- Virtual assistant

- Engagement marketing
- CX marketing
- CX commerce
- CX sales
- CX platform

Examples of Multichannel Capabilities:

- Dashboards/Analytics/Reporting
- Proactive engagement
- Real-time decisions
- Open-standard APIs
- Reference third-party system integrations
- OOTB (out-of-the-box) integrations
- Platform as a service (PaaS)

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