

BLUEPRINT: **GET GOING**

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 first stage, Get Going, centers on a multichannel strategy—establishing the foundational baseline of technology, process and measurements to help ensure the accuracy of your service. Following is a blueprint to help you as you start your journey to becoming a modern service organization.



Channel Engagement, Multichannel

Provide multiple choices of channel to engage customers



Value Measurement, Cost Center

Reduce volume and cost of service and support



Technology Adoption, Channel & Knowledge

Proactive capabilities for personalizing service interactions

CHANNEL ENGAGEMENTS

Strategic Objective: Leading with connected customers

Move from limited options for customers to connect with service and support, to multiple choices of channel and/or device.

Engagement Type: Reactionary

Optimize engagements generated by customers connecting with service and support, so customers can self-serve and self-solve at their convenience.

Success Criteria: Faster resolutions

Customers are guided to the best channel to achieve the fastest resolution according to their preference and need, but not forced to choose among limited options. This results in more evenly balanced channel-engagement volumes.

Maturity Phase: Getting going

- Establishing the foundational baseline of technology, process and measurements
- Empowering customers with self-service
- Providing multiple choices of channel
- Enabling customers to help each other

MEASURING VALUE

Measurement Focus: Cost center

Focused on reducing the operational cost and efficiency redundancies of servicing high-volume demands on siloed channels

Value Objective: Efficiency

- Increased productivity at a lower cost. Prioritize value measurements around channel-mix volumes, and operations that deliver scale and lower costs.
- Reduce your high-cost engagement channel volumes, shifting the low-value, highly repetitive, simple problems to low-cost channels

- Streamline your agent and system productivity to increase time-based efficiencies for highly repetitive simple problems
- Shift CapEx costs to OpEx budgets, to lower infrastructure and technical resourcing overheads

Primary Success Measurements: Volume and cost

- Channel volume rates
- Average handle time
- Time to resolution
- Answers served
- Channel costs
- Maintenance costs
- Development costs

TECHNOLOGY ADOPTION

Investment Priority: Channel and knowledge improvement

Invest in technologies that provide one central reporting and foundation of knowledge.

Approaches:

- Self-service FAQs
- Online assisted service
- Social answers

Solutions:

- Knowledgebase
- Web self-service
- Mobile service

- Online chat
- E-mail resolutions
- Customer surveys
- Communities
- Online engagement platform

Examples of Multichannel Capabilities:

- New engagement channels: web/e-mail/chat/SMS
- Online incident e-mail/web forms/tracking
- Click to chat/call
- Guided self-service resolution flows
- Auto-answer response e-mails
- Online surveys
- IVR self-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