

Intelligent Service in the Experience Economy

Leading B2B service for high-value accounts

ORACLE



Today's B2B service leaders are operating in a dynamic landscape called the Experience Economy. In this new paradigm, your customers' experience and relationship with your brand is more important than the cost and value of your products and services alone. This means there has never been a more important time to deliver service in the right way, at the right moment. To meet your customers' ever-changing expectations, and outsmart your competition, service professionals will rely on all the intelligence and data at their disposal. Agility is key.

Key tenets of the Experience Economy

Each experience delivers value

Customers decide whether they renew their contracts or not. That decision is built on every unique interaction with your brand. Customers will stay loyal to vendors that foster strong relationships, and will quickly replace those that neglect them.

Customers are the innovators

The line between personal and professional experiences has faded. Today's customers expect the same customer service at work as they do in their personal life. As they try new channels and consumption models, they will favor businesses that match their technological pace and expectations.

Customer journeys are non-linear

Gone are the days when customers followed a predictable journey to make a purchase. Today, they follow non-linear paths, sending signals at each touchpoint. Some are overt, like downloading a user manual. Others are less obvious—such as limiting use of a product or service or ceasing engagements altogether.

Agility is key to success

To respond to these challenges, businesses are more reliant on customer signals than ever before. Getting those signals right will allow you to add value and foster key account relationships. Getting them wrong can have serious business implications. The Experience Economy favors those with smart, resilient strategies. Each lesson learned along the way will help you continually adapt to changing preferences, behaviors, and digital innovation.

86%

of buyers are willing to pay more for better customer experiences.

—*The ROI of Customer Experience, Temkin Group*

What stands in your way?

Adopting an agile service strategy isn't easy. B2B service organizations face numerous obstacles on the path to transformation. They include:

Disconnectedness – Siloed, unintegrated systems prohibit your team from accessing critical account information. Without that visibility, it's almost impossible to interpret customer signals and add value. It's even more difficult to orchestrate a cohesive digital strategy across all channels and touchpoints.

Organizational inefficiencies – No business is perfect, but reluctance to change, siloed knowledge, and a structure that neglects to put the customer at the center of every interaction will not only fail your service team, but also your customers.

Outdated technologies – Slow and inefficient systems create a stressful work environment, leading to high turnover and a waste of valuable training resources. Plus, legacy technology won't scale to support the consumerized, digital approach that B2B accounts have come to expect.

It's time to break from the “business as usual” routine. It's time to begin your journey to differentiated service experiences.

By 2025, collaborative customer service organizations will achieve greater customer satisfaction and employee engagement than those with siloed business operations.

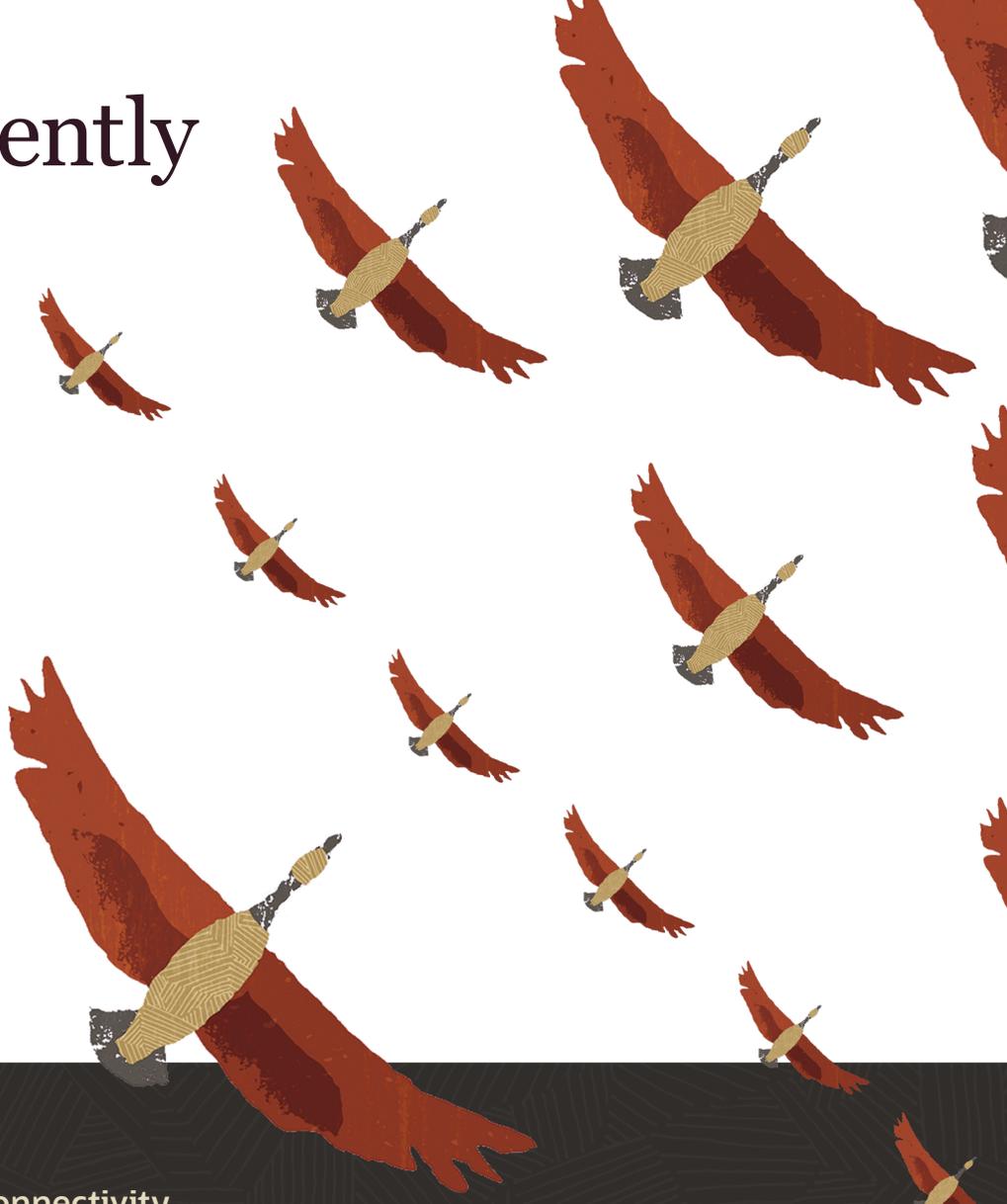
—Gartner 2020 Predicts Report

What are your peers saying?

87%
of companies think digital will disrupt their industry, but only 44% are prepared for a potential digital disruption.

—Deloitte Digital and MIT Sloan Management Review

It's time to think differently



B2B service leaders are at a critical juncture. To ensure your top accounts are prioritized and every customer receives a meaningful experience, re-think your service strategy through these three lenses:

- 1. Customer lens** – B2B customers are more sophisticated than ever, and gravitate towards innovative service experiences. Can they find what they need without having to email their account manager?
- 2. Agent lens** – Today's workforce has an adaptive mindset and an accelerated thirst for digital and collaborative tools. Do they have the resources to add value and build exceptional relationships?
- 3. Business lens** – Service interactions can make or break a business relationship, and have a lasting impact on a brand's reputation. Is your company set up to adapt to changing market and customer expectations?

“We chose Oracle CX Service for the accessibility and connectivity of running in the Cloud, with no need for capital investment, and the smooth integration with Oracle ERP and CX Sales. I frankly don't think there is an equivalent solution out there; it's simply the leading product in the industry.”

—Dayan De Alwis, Manager – CRM and Data Solutions, Aldar Properties PJSC

Imagine if you could...

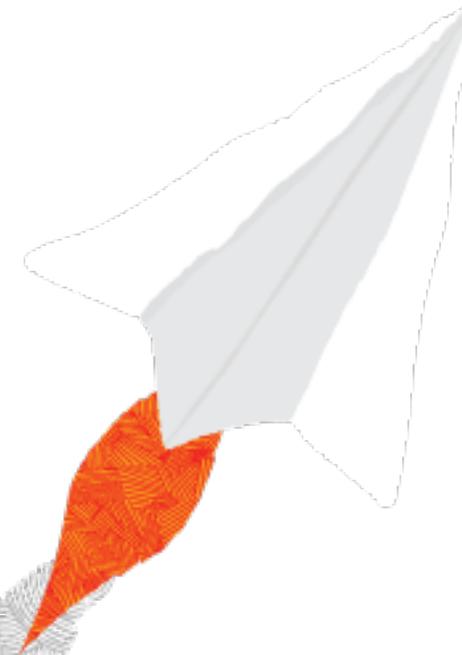
Consider, for a moment, being able to use every piece of account intelligence at your disposal to craft unique, personalized experiences across the customer journey. Imagine if you could...

Provide **frictionless, user-friendly** support that encourages customers to self-serve with contextual, automated responses at the moment of need.

Maintain a **high level of collaboration** by giving dedicated teams the digital tools they use every day to foster key account relationships and troubleshoot difficult customer problems.

Manage customer data through **one master record** and connect all customer interactions—from service and field service to marketing and sales—all through to the back office.

These are the ideas that will drive success today and competitive differentiation tomorrow.



Signs of success

When you have the right tools and technology to match the pace of customer innovation, you prove your worth to your customers. In turn, your customers will come to appreciate you as a trusted partner and will want to continue doing business with you. The better prepared you are, the better your relationship will be.



Always available and ready to serve

You transitioned from a reactive service strategy to a proactive one. As a result, you offer personalized service at every point of need, regardless of when and where your customer wants to engage.



Capitalizing from a connected strategy

Every experience is seamless. Your service team is increasing customer retention and fostering key relationships with a 360-degree view of all customer interactions within your organization.



Focusing on what really matters

By innovating, automating, and streamlining legacy processes, you no longer stress out over operations and costs. Instead, your attention can truly focus on your customers and key accounts.

Notes from the field: Bank of Guam

Established a multi-channel platform providing a 360-degree customer view across banking, lending, and insurance divisions

Increased credit card customer base with cross-sell recommendations

Improved data accuracy and increased service agent productivity 75% through automation



Ready for the next step?

The tenets of the Experience Economy drive every customer interaction. Service organizations must keep up with evolving demands or risk falling behind. Success begins by putting the customer at the center of every experience, and exceeding their expectations in the moment of need.

Achieving this level of engagement requires deep internal collaboration, visibility across lines of business, intelligent tools, and automated processes. Oracle offers the solution to make that happen—connecting data, intelligence, and experiences for service that stands out.

Build exceptional account relationships with an agile B2B service strategy.

LEARN MORE

Oracle's B2B Service solution enables you to:

Meet customer expectations with consumerized service experiences, tailored to their accounts

Empower internal collaboration to foster key relationships and drive retention

Integrate across the front office, through the back office, to speed resolution and deliver consistent experiences

**Notes from the field:
BPI OnDemand**

Achieved **90%**
renewal rates by prioritizing
customer service as the
key to retaining clients.

