ORACLE
Advertising and CX

6 ways to meet customer expectations with intelligent customer service

Digital customer service satisfies the preferences of today's customers for choice, control, and speed. Be sure you've got the right tools to make your customers happy and your agents more productive.

01 Give contact center employees **contextual knowledge experiences,** regardless of where they work.

49% of remote employees prefer to continue working from home post-pandemic.[1]
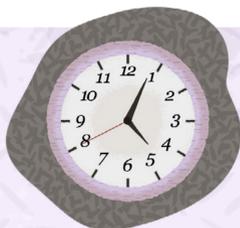
02 Provide customers access to **24/7 self-service tools** for instant gratification.

69% of consumers first try to resolve their issue on their own.[2]

71%

03 Drive compelling interactions with **rich media support**.
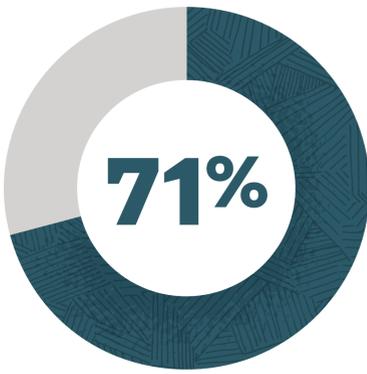
of consumers prefer visual guidance methods for complicated service questions.[3]
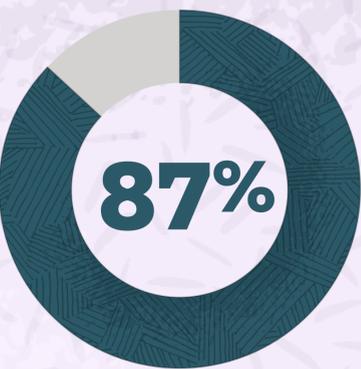
04 Offer personalized service and advice **in every interaction**.

79% of Gen Z and 75% of Millennials say that personalized experiences are important to them.[4]

05 Don't make your customers wait in line or on hold, and use digital assistants to **service immediate needs**.

69% of consumers who own digital assistants use them at least once a day.[5]

87%

06 Scale and **automate simple service requests** with digital conversational interfaces, and let agents handle the rest.

of firms using voice assistant and chatbot technology will realize significant business value within one year of deployment.[6]

Learn more

Learn more about meeting your customers' digital expectations with intelligent customer service

Explore Oracle Service

Sources

1. Adam Hickman, PhD, and Lydia Saad, "Reviewing Remote Work in the US Under COVID-19," Gallup, May 22, 2020.
2. "Zendesk Customer Experience Trends Report 2020," Zendesk.
3. Hagai Shaham, "Augmented Reality Customer Service—A Success Story," TechSee, March 9, 2020.
4. "One Size Doesn't Fit All," Oracle.
5. Emily Clark, "Alexa, Are You Listening? How People Use Voice Assistants," Clutch, July 30, 2019.
6. "The Impact of Emerging Technology on CX Excellence," Oracle and ESG, May 2019.