

# Modern Experiences for Connected Consumers

Creating Digital Customer Engagement:  
Industry Segments in Focus

## A study by Oracle



Oracle finds consumers are interested in modern engagement methods across five industries.

Across industries, consumers value the experience enabled by modern engagement capabilities. They recognize that digital engagement can provide them with improved service and get them a better resolution according to their expectations. While consumers remain generally concerned with confidentiality, they seem more comfortable with these capabilities when they see practical benefits within specific industry scenarios.

This companion to Oracle's "Modern Experiences for Connected Consumers: Creating Digital Customer Engagement" report highlights consumer preferences for modern, context-aware digital-engagement capabilities in specific use cases across five industry segments. The research demonstrates how consumers recognize the value of these capabilities as an enhanced experience. Consumers are also generally comfortable with the video and contextual awareness capabilities when they can see the benefits in action.



## Scenario: Virtual Doctor's Visit

72 percent believe their healthcare experience is enhanced.

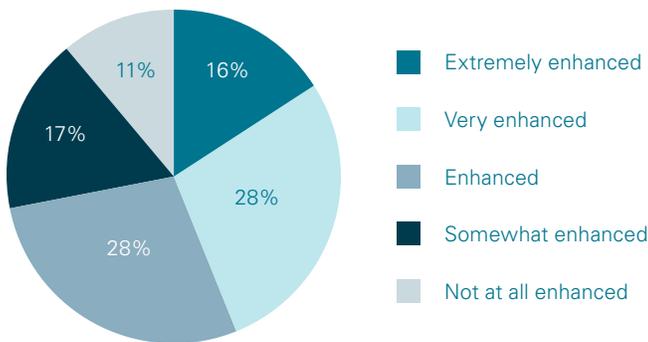
Doctors' visits and getting medical advice from healthcare providers can be time-consuming and costly. Healthcare providers can make use of modern customer-engagement technologies to better engage with their patients and provide personalized, convenient care and advice.

When presented with a healthcare scenario enabled with modern engagement capabilities, 72 percent of surveyed consumers overwhelmingly felt that their experiences were enhanced.

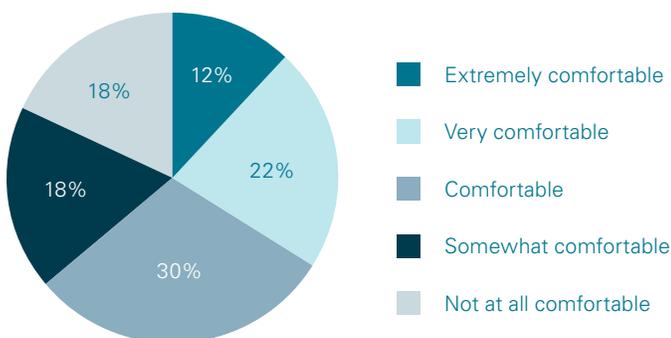
Confidentiality did not seem to be a limiting factor, because 64 percent of surveyed consumers were comfortable overall with the interaction as it was presented.



### How much do you feel your experience is enhanced by the communications capabilities described here?



### How comfortable would you feel in this scenario?



### Situation

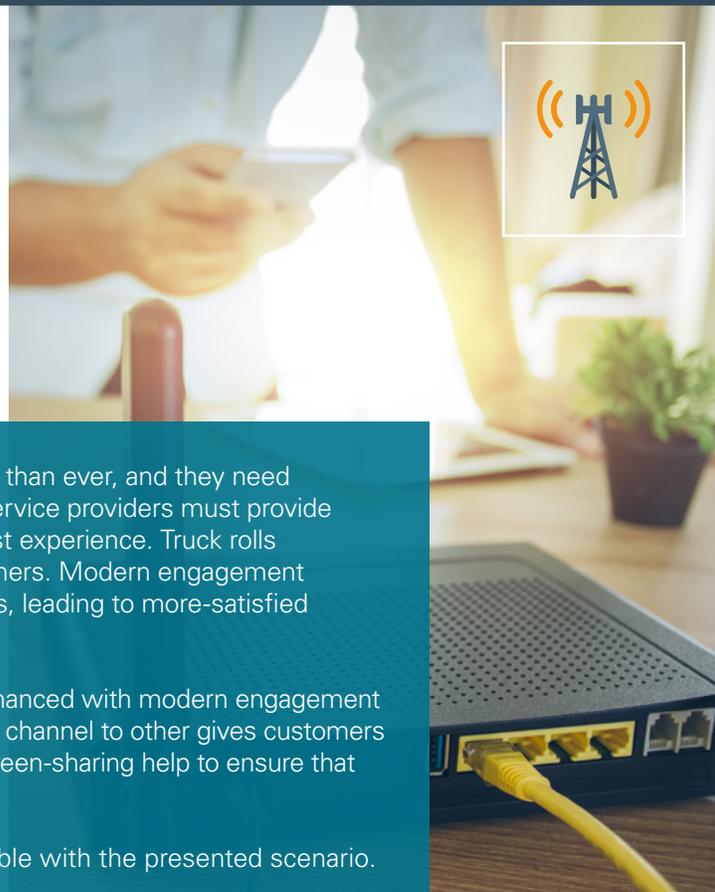
You develop a skin rash and want to know if it is serious and needs to be treated by a doctor or if it will resolve on its own. Hospital visits can be time-consuming, and skin rashes do not normally constitute an emergency.

### Action

You click the button on your doctor's app to speak with a medical professional. A high-definition voice call begins. You describe the rash but the nurse wants to take a look before recommending treatment. You give the nurse permission to turn on your mobile device's camera. The nurse would like a second opinion and shares the screen with a doctor.

### Resolution

The doctor joins the call and they both evaluate the rash. The nurse can use annotations to highlight the rash on your arm. The entire session is recorded to be included in your medical file.



## Scenario: Wireless Router Configuration

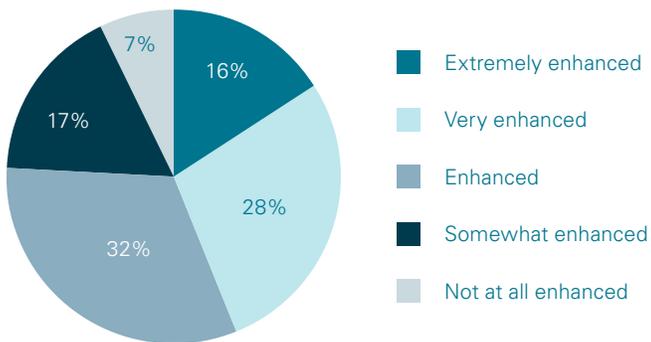
Nearly 80 percent feel that their cable operator customer service experience is enhanced.

Consumers are using wireless connections in their homes more than ever, and they need advanced internet connectivity in the home. Communications service providers must provide simple solutions and support so their customers can get the best experience. Truck rolls to customers' homes are costly and often inconvenience customers. Modern engagement capabilities can deliver a superior experience for simple solutions, leading to more-satisfied customers.

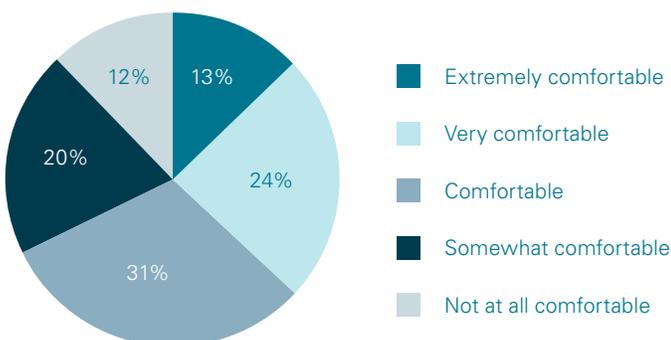
77 percent of surveyed consumers felt that the scenario was enhanced with modern engagement capabilities presented. Allowing for seamless transition from one channel to other gives customers a better overall experience. Being able to use the camera and screen-sharing help to ensure that the issue is resolved correctly in this interaction.

68 percent of the consumers we asked felt generally comfortable with the presented scenario.

### How much do you feel your experience is enhanced by the communications capabilities described here?



### How comfortable would you feel in this scenario?



### Situation

You recently signed up for internet service in your home from a cable operator. You opted to have the wireless router mailed to you, so that you could set it up yourself. It is more confusing than you thought it would be.

### Action

On your smartphone, you log onto the cable operator's website for help. After not finding configuration instructions, you press the button "Chat with a service representative"; a chat window pops up. After you answer some preliminary questions from a chatbot, it offers to connect you with live technical assistance. You choose the assistance and an HD voice call is initiated.

### Resolution

When the technician receives the incoming call, they read the chatbot transcript and offer to walk you through the installation process. The technician asks to access your camera to see if the wires are connected correctly. The technician then asks to see your screen to help optimize your Wi-Fi router settings.



## Scenario: Streamlined Claim Process

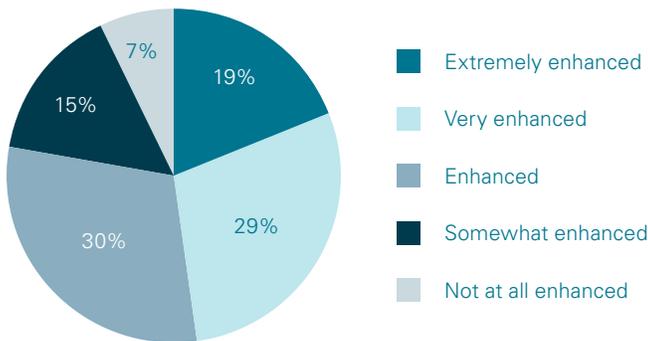
78 percent value the enhanced experience enabled in beginning a claim with an insurance company.

Insurance customers want to have the most streamlined experience possible when beginning a claim process. It is already an unpleasant situation for them. Insurance companies need the most accurate information possible to deliver an efficient and satisfactory claims process. Modern mobile engagement capabilities can help ensure that customers have a good experience.

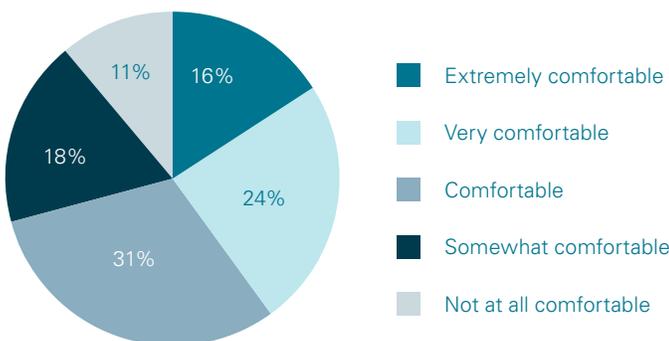
78 percent of surveyed consumers felt that having a claims process that minimized giving routine information and accurately captured the relevant information with video enhanced their overall experience.

71 percent of consumers we asked also felt comfortable with this scenario. In this situation, there is no confidential information being shared that is not already available.

### How much do you feel your experience is enhanced by the communications capabilities described here?



### How comfortable would you feel in this scenario?



### Situation

You are in a minor car crash with another vehicle.

### Action

While at the scene of the accident, you launch your insurance company's mobile app and locate the "Report an Accident" link. A button appears for speaking to an insurance claim adjuster. You press the button and speak to a claims adjuster directly.

### Resolution

The adjuster knows who you are and has access to your account information. You describe the accident. The adjuster asks you to video-record your vehicle's identification number and the extent of the damage. The adjuster offers to forward your recorded video to approved repair shops in the area. Based on your tone, a postaccident specialist follows up a day later to offer comfort and assistance.

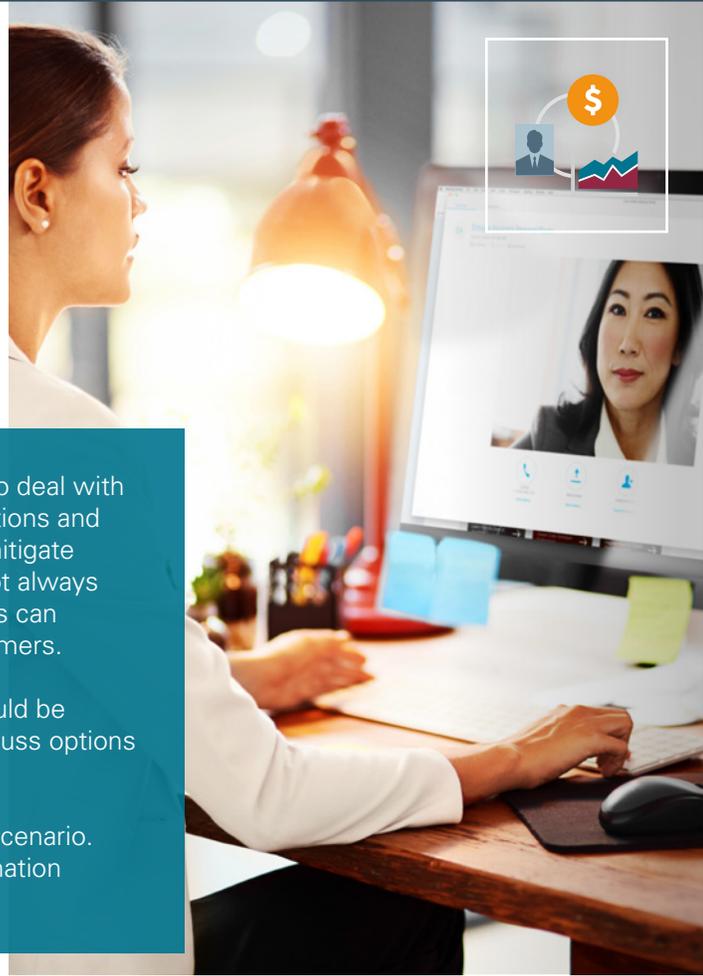
## Scenario: Getting a Loan

66 percent of consumers feel that their retail banking experience is enhanced by modern engagement capabilities.

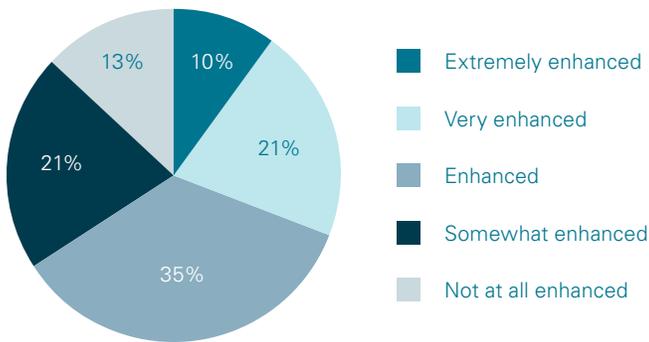
Retail banking is moving increasingly online. Consumers prefer to deal with individuals from the bank for some transactions or activities. Options and details can be confusing, and speaking with a person can help mitigate some of that confusion. At the same time, visiting a branch is not always convenient for bank customers. Modern engagement capabilities can expand a bank's opportunity to personally engage with its customers.

66 percent of surveyed consumers felt that their experience would be enhanced in the loan scenario presented. They were able to discuss options and details before agreeing to apply.

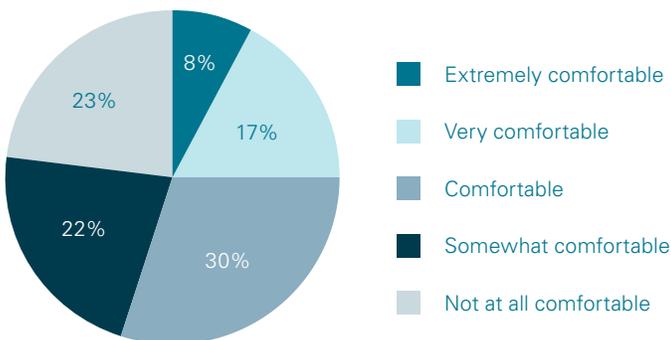
55 percent of consumers we asked were comfortable with the scenario. Over half of the consumers felt secure in sharing financial information over a secure connection.



### How much do you feel your experience is enhanced by the communications capabilities described here?



### How comfortable would you feel in this scenario?



### Situation

You are looking to secure a personal loan and are browsing different options on a bank's website/app. You would prefer to have a discussion with a loan advisor, but you do not have time to visit a branch.

### Action

You notice a button appears on the screen with an offer to speak live with a loan advisor at the bank. You tap the button and are instantly connected with a specialist whom you can also see via one-way video.

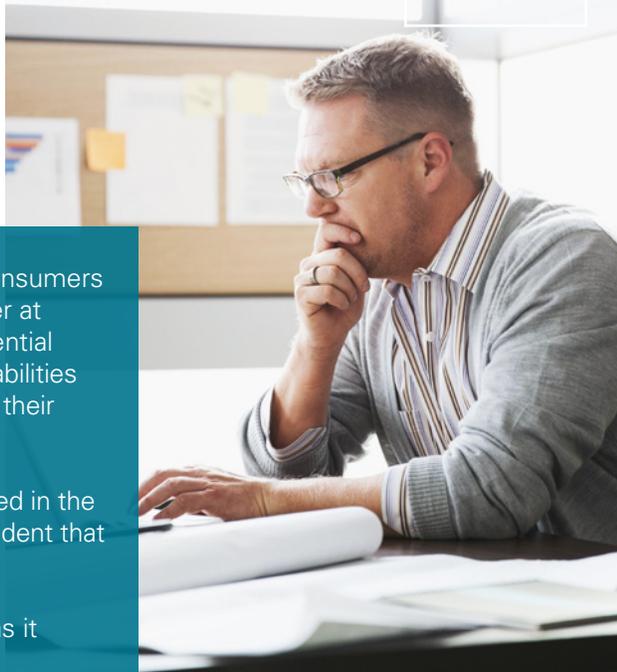
### Resolution

The loan options are discussed, aided by screen share and annotation, allowing the advisor to clearly explain each aspect of the loan. The whole engagement is recorded. When you are happy to proceed, a two-way video is initiated by the advisor, capturing your agreement to proceed with the loan and its terms.



## Scenario: Reporting Fraud

74 percent of consumers feel that their banking service experience is enhanced by modern engagement capabilities.

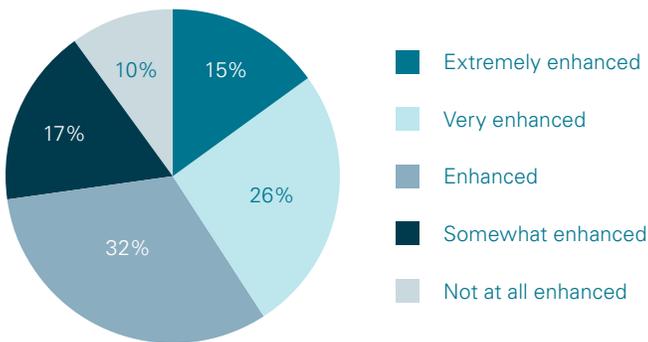


In some countries, credit-card fraud has affected up to 50 percent of consumers in the past five years (Aite Group, July 2016). Banks have become better at alerting customers, but consumers still don't routinely discover the potential fraud until they're reviewing their statements. Modern engagement capabilities can give consumers a personalized and secure means of communicating their concerns back to the bank.

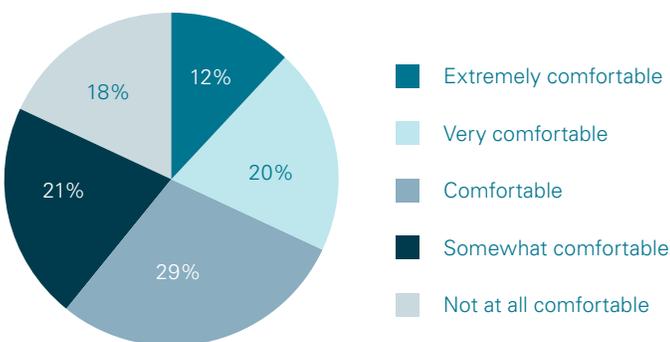
74 percent of surveyed consumers felt that their experience was enhanced in the presented scenario about reporting credit-card fraud. They likely felt confident that their issue was satisfactorily handled, due to the personalized interaction.

61 percent of consumers we asked felt comfortable with the situation as it was presented.

### How much do you feel your experience is enhanced by the communications capabilities described here?



### How comfortable would you feel in this scenario?



### Situation

You logged on to your bank's mobile app to review your credit-card balance. It seemed much higher than you expected, and you notice some unusual charges.

### Action

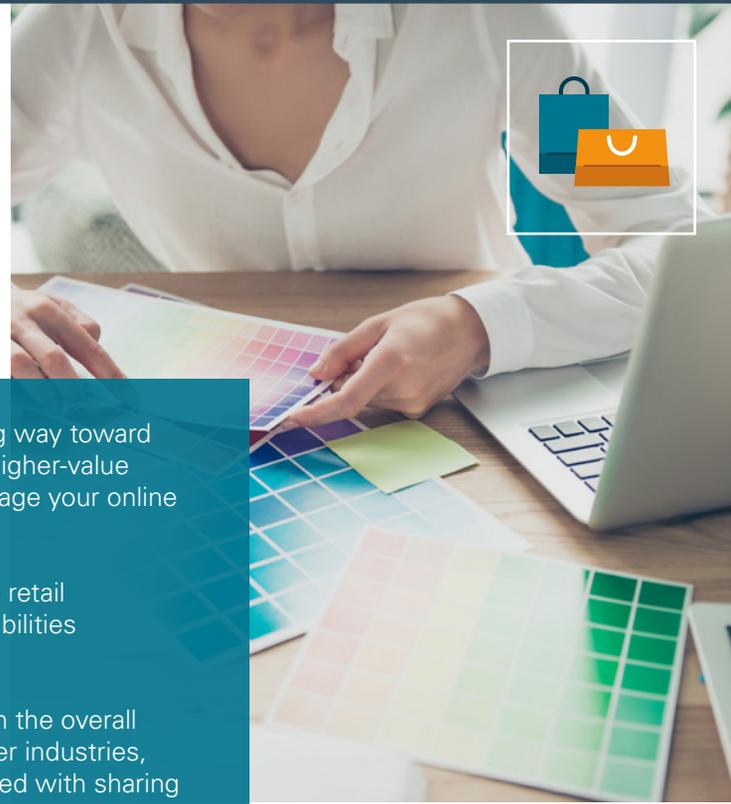
You find the "report fraudulent activity" button in the app, and press it. A high-definition voice connection is immediately established between you and a fraud consultant at the bank. The application uses your mobile device camera and facial recognition technology to verify you are the account owner.

### Resolution

The consultant knows your account information and promises to help you reverse the fraudulent charges. The consultant asks if you are willing to share your screen, so that the consultant can make sure that correct charges are identified. You agree. The consultant confirms which charges are fraudulent as you scroll through your online statement. The consultant reverses the charges and tells you about new fraud alert service the bank offers.

## Scenario: Personal Home Decorator

Two-thirds of consumers feel that their online retail experience is enhanced.

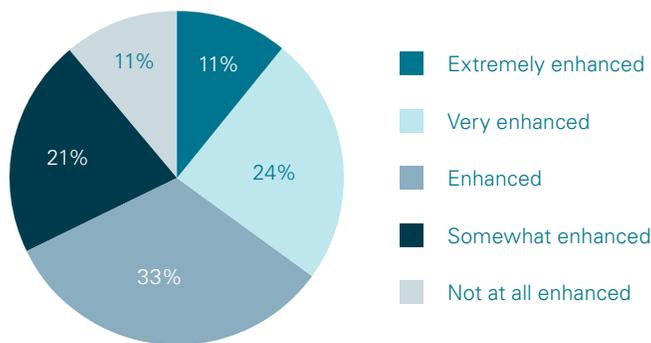


Delivering a personalized online retail experience can go a long way toward improving overall customer satisfaction. One way is to make higher-value personal live assistance available via mobile devices that leverage your online contextual history.

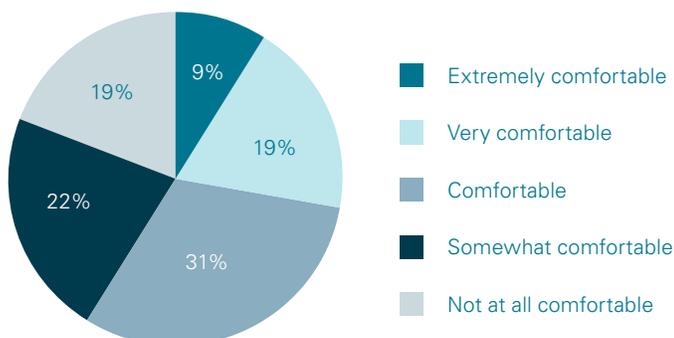
69 percent of surveyed consumers felt that their overall online retail experience was enhanced with the modern engagement capabilities presented in the scenario.

59 percent of the consumers we asked were comfortable with the overall experience as it was presented. This seems lower than in other industries, although still quite robust. Consumers are likely more concerned with sharing images and video of their personal space.

### How much do you feel your experience is enhanced by the communications capabilities described here?



### How comfortable would you feel in this scenario?



### Situation

You are looking at furniture for your home at an online retailer. You are having a very hard time deciding which items are appropriate for your home's style.

### Action

You notice a "contact one of our decorators" button on the site. You press the button, and a high-definition voice connection is immediately established with a certified interior design consultant.

### Resolution

The consultant knows what styles and colors you prefer from your website history. With your permission, a high-definition video connection is established to see the room. You and the consultant discuss which colors or designs would work best, and share ideas on how to arrange the room to optimize the space. When you are ready, the consultant offers to take your order or offers to let you complete the transaction on the website.

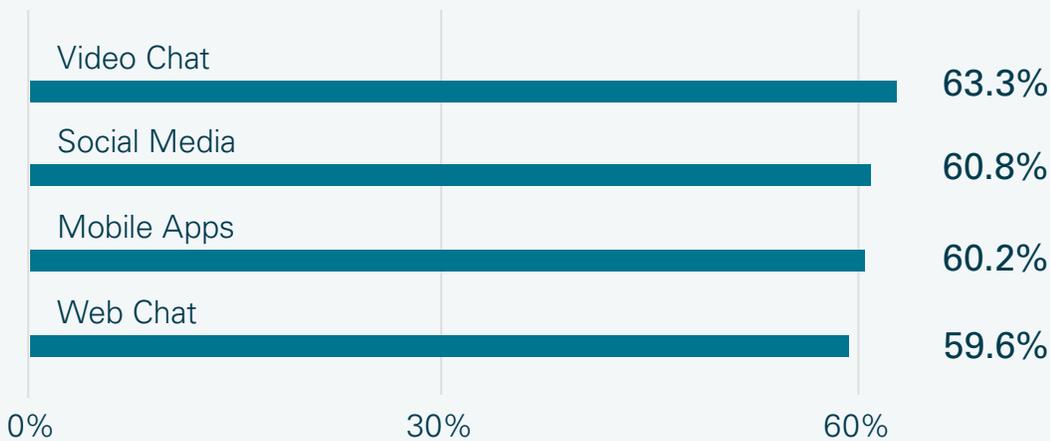
Blending digital and physical experiences is important for retailers, especially for consumers who use digital channels.

- 55 percent of all surveyed consumers agreed that modern engagement capabilities generally improve the physical retail experience
- Consumers who have customer experience with modern engagement channels like video chat, social media, or mobile apps are more likely to welcome the enhancement that integrated digital engagement brings to the physical retail experience
- Consumers who recognize the benefits of digital-physical in retail demonstrate a 10 percent increase in their acceptance of modern engagement capabilities



Consumers who have experienced digital channels agree that modern engagement capabilities enhance the physical retail experience.

For each of the following, to what level do you agree that the best companies bring online experiences into their physical retail environments?



## Oracle Live Experience Cloud can help your company engage with your customers better, no matter what your industry.

Oracle surveyed 5,028 consumers across eight countries in North America, western Europe and Australia/New Zealand to understand modern customer engagement. We presented respondents with three randomly chosen scenarios highlighting how modern engagement capabilities could impact their experience in different industries. There were six scenarios from five industries: insurance, banking, healthcare, retail, and telecommunications. This resulted in 2,514 responses for each scenario.

The modern engagement capabilities presented in this report can all be easily enabled by Oracle Live Experience Cloud, software as a service that allows enterprises to transform the customer experience journey from one that is frustrating, disjointed, and time-consuming to one that is proactive, seamless, and meaningful. Oracle Live Experience Cloud lets companies add widgets to selected parts of a customer journey, proactively asking them if they need help, and then allows HD voice, HD video or screen-sharing interactions to be established with an associate with a single click. Associates and lines of business are engaged via a browser-based portal. When the widget is initiated, in-application communications are intelligently established between the customer and an associate across various channels without losing the context of the journey, or the data that resides inside the app, website, or chatbot. The associate is presented with calls that display the holistic customer context—such as customer details, device, OS, location, path, or current page in the app and other CRM and third-party data—allowing the associate to be informed of the customer needs. The associate can further provide human touch assistance (by seamlessly upgrading the channel from voice to video, for example, or by incorporating visual and interactive tools like screen sharing and live annotation).

To view the full report, click [here](#).

Click [here](#) to learn more about Oracle Live Experience Cloud.

Click [here](#) to request a live demo.

