Guided self-service is the future of self-service.

Digital self-service has become the go-to approach for customers to get the support they need—especially younger generations. It lets them long call center wait times and puts them in control. But they don’t always head to a company’s website, app, or social media when they need help.

Why does this matter?
Every time a customer engages directly with your brand, you get a chance to mean the outcomes of your efforts—information, and present-up opportunities. When customers visit third-party sites, though, it can be risky.

1. Customer intelligence
The process of gathering and analyzing customer information—such as purchase history, behavioral data, or customer feedback—such as purchase history, behavioral data, or customer feedback. Customer intelligence helps brands understand their customers because they get an inside look at the information they need, the way they want it.

2. Chatbots
Also known as digital assistants or digital agents, chatbots use AI or natural language processing (NLP)-powered software to understand inputs, and expect customer queries.

3. Decision automation
Technology that guides the customer through a series of questions and delivers personalized information and advice.

4. Proactive engagement
Based on customer activity, this automated assistance may appear right when the customer needs it, suggested knowledgebase content (also known as contextual knowledge) or options to speak to a live agent.

Ready to implement guided self-service at your company?
With the right approach to innovation, you can empower customers with self-service that guides them to the help they need, when they need it.

Offer guided self-service
Add automated assistance to your self-service to make it even more effective. Here’s how: incorporate chatbots that steer customers toward the best results, for example. Or, write a set of questions that provide additional information to help people complete online forms. Once you determine when customers are using each tool, you can tailor self-service journeys, customer service software will help you create guided assistance to help them.

Chatbots and FAQs often don’t provide the specific help customers need. That’s why guided self-service can be your brand differentiation—if it’s done right. A successful guided self-service strategy should include these five key capabilities.

1. Knowledgebases
Information about your products and services, often included in frequently asked questions, videos, articles, and more.

2. Chatbots
Also known as digital assistants or digital agents, chatbots use AI or natural language processing (NLP)-powered software to understand inputs, and expect customer queries.

3. Chatbots
Also known as digital assistants or digital agents, chatbots use AI or natural language processing (NLP)-powered software to understand inputs, and expect customer queries.

4. Decision automation
Technology that guides the customer through a series of questions and delivers personalized information and advice.

5. Proactive engagement
Based on customer activity, this automated assistance may appear right when the customer needs it, suggested knowledgebase content (also known as contextual knowledge) or options to speak to a live agent.

Businesses that commit to digital innovations—including guided self-service—are more successful.

Learn more
Discover how to balance intelligent automation and human assistance for the best service experiences anywhere, anywhere.

Oracle Digital Customer Service

What is guided self-service?
Guided self-service is the future of self-service.

Why guided self-service is the future of self-service...

Digital self-service has become the go-to approach for customers to get the support they need—especially younger generations. It lets them long call center wait times and puts them in control. But they don’t always head to a company’s website, app, or social media when they need help.