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, blog, 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 earn their loyalty, collect important information, and present upsell opportunities. When you get a chance to earn their loyalty, collect valuable customer information, and present upsell opportunities.

Why does this matter?

• Competitors may be mentioned or even promoted
• They can get incorrect product information
• Negative comments about your brand may pop up
• You're not controlling their experience
• They can get unrelated product information
• Performance gains from learning and even promoted

Use the latest search engine optimization (SEO) tools

Search engine guidelines and algorithms change all the time. Make sure your site is up to date on the best ways to improve your search engine rankings and drive traffic to your site. Here are some key considerations:

1. Knowledgebases
   - Information about your products and services often included in frequently asked questions, white papers, video tutorials, and more.
2. Chatbots
   - Also known as digital assistants or digital agents, chatbots use AI or natural language processing (NLP)-powered software to understand, analyze, and respond to customer queries.
3. Customer intelligence
   - The process of gathering and analyzing customer history, behavioral data, or customer information to understand, analyze, and respond to 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 pop up, suggested knowledgebase content or options to speak to a live agent.

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

Customer effort (how easy or difficult it is for customers to find what they’re looking for) is the most accurate predictor of customer loyalty—a full 40% more accurate than customer satisfaction.

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

Ready to implement guided self-service at your company?

With the right approach to innovation, you can empower customers with self-service that leads them to the help they need, when they need it.

Artificial intelligence (AI) and machine learning

With the foundation for successful guided self-service, it’s active learning and more personalized customer experience. Chatbots can understand natural language, learn from previous customer interactions, and be trained to handle the most complex customer issues.

Conversational

Online public forums allow customers to connect with others to resolve issues. This community-driven guidance is easy and scalable, allowing customers to find answers and experience the same issue. Service teams can leverage and respond directly to avoid escalation.

Self-service blended with human support

Customers can begin their journey with chatbot assistance and then decide if they need to speak to a live agent. Oftentimes, the self-service chatbot can solve the issue at hand, but if the customer needs more information or support, a customer service agent can guide them to the right place.

Learn more

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

Oracle Digital Customer Service