

Oracle Intelligent Service

ORACLE

Grow your service ecosystem for a competitively differentiated service experience

Customers today live in the experience economy, one where they can research a product at the touch of their fingertips, purchase and order a delivery in seconds, and if there's an issue, expect it to be quickly resolved.

Brands that work with other businesses should focus on providing a service experience that's innovative and intelligent, with three different ways it can be looked at: **through a service lens, an agent lens, and a business lens.**

From the perspective of the service lens, customers want their service issues—no matter how simple or complex, resolved in the channel of their choice at the time of their choosing, so they can get time back to what matters the most to them. In the past where formal meetings were needed for complex issues, the current environment will not excuse long service processes and meetings – their business depends on speed, relevancy, and accuracy.

There is also an agent lens to be aware of. Our employees also act as customers in a sense, as they rely on the business to provide them with the knowledge and tools to get the job done as quick as possible. Employees today have a thirst for speed and digital that has been accelerated due to their adaptive mindset: replacing chairs with bikes, home office makeovers, less travel, online education and fitness. They want a consumerized experience just as much in their business lives as they have in their personal lives.

At the same time, companies should view service through the prism of a business lens. Our day to day lives not only involve technology, but are centered around it to run a business. Your customers expect you to leverage the best technology available to have value as a partner to them. Each service experience they have with you is compared to the service they offer their own customers.



Service in the Experience Economy

- What happens when...*
- > Journeys are non-linear and unpredictable
Missing **customer signals** can cause damage to a business?
 - > The customer is the innovator
Customers gravitate towards **innovative service** experiences?
 - > Experience defines value
The experience is measured by **business connection and collaboration?**

Digital Customer Channels

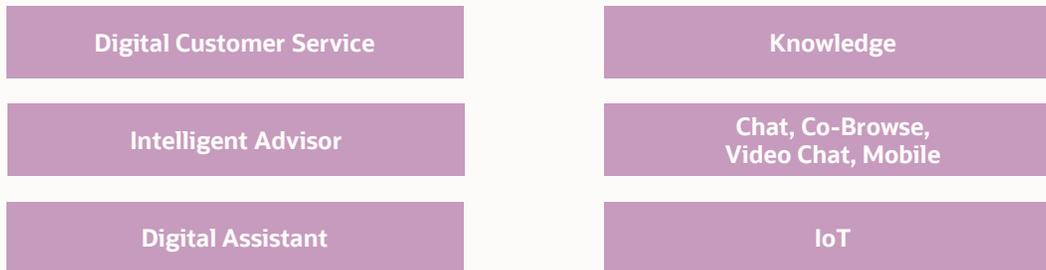
Are you able to identify customer signals and respond at the right time and right channel?

Customers expect you to be able to engage with them on the channels of their choice. So you need to be able to offer service anytime, anywhere, through any channel including chat, co-browse, video-chat, mobile, IoT, and messaging.

Additionally, your customers may be other businesses, but the contacts you engage with want to have a consumerized experience – meaning they want to feel the same service experience they would receive in their personal lives.

Lastly, we all know that one poor experience can be devastating to customer relationships. Having cross-functional teams working off one master record and leveraging digital assistants can increase service consistency and customer satisfaction.

Oracle products that enable cross-channel innovative service:



Benefits to excellence in cross-channel innovative service:

Create pixel-perfect, branded pages that look like the rest of your website

Connect through social and messaging applications

Deliver always-on service via virtual assistants. Engage via chat, video, or co-browse to resolve issues at any time

Manage all customer interaction channels in a single, connected platform

Leverage tools such as live engagement, intelligent advice, and automation to enhance the customer experience

“Companies with the strongest omnichannel customer engagement strategies retain an average of 89% of their customers, compared with 33% for companies with weak omnichannel strategies.”

– Aberdeen Group Inc.



Pain points on the road to Digital Customer Channels:

Instant gratification

Need for you to operate on the customer's channels

Failure to provide a consumer experience in a business world

Engaging with customers without a complete understanding of them

Continuously heightened expectations and competition

Lack of customer insight

Siloed, cross-channel conversations

Inconsistent and disjointed channels

Zero collaboration with extended teams

Impersonal customer channel experiences

Reactive versus predictive

Skyrocketing service costs to meet demands

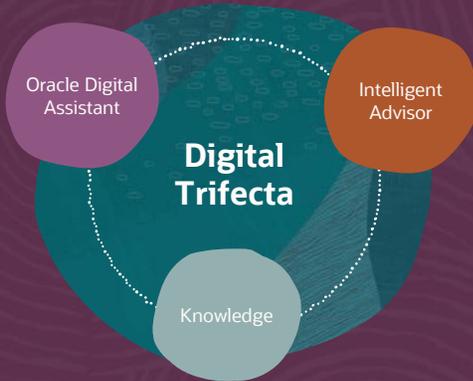
Complexity to connect and manage customer data from all channels across the business

Lack of true insight in analytics to make strategic decisions



“80% of B2B buyers have switched from suppliers that are unable to align their services with buyer expectations.”

– Accenture Interactive Research



Pain points on the road to Digital Automation:

Channel proliferation

Selecting new channels

Authentication is cumbersome for customer

Limited visibility across team and channel engagements

Internal teams guard relationships closely

Inefficient internal processes

Siloed knowledge and expertise (tribal knowledge)

Nonexistent collaboration

Lack of integration

Inconsistent answers

Cost center to profit center

Simplifying operations

Building rapport between customer and service agents

Older, complex systems & processes

Deficient in transparency and collaborative tools

Digital Automation

Automate processes and energize teams to deliver outstanding service

The basis of digital automation is to provide timely and relevant information to both customers and service teams. This personalized, transparent, and adaptive advice comes via online dynamic interviews and leveraging digital assistants to service instantly.

- Increase positive customer experiences with quick and efficient knowledge delivered.
- Decrease cost of service and time spent on less complex tasks.
- Increase customer retention with innovative and differentiated automated tools.

Oracle products that enable effective automated service:

Knowledge

Intelligent Advisor

Digital Assistants

Digital Trifecta

Benefits to digital automation:

Instant service 24/7

Quick answers to the right questions

Personalized service

Find and provide context-based intelligence immediately

Drive compelling interactions with rich media support

Give personalized, transparent, adaptive advice in every interaction

Gain insights from the customer journey to improve decision-making

Deploy digital assistants at the point of need to automate and scale responses



Connected Service

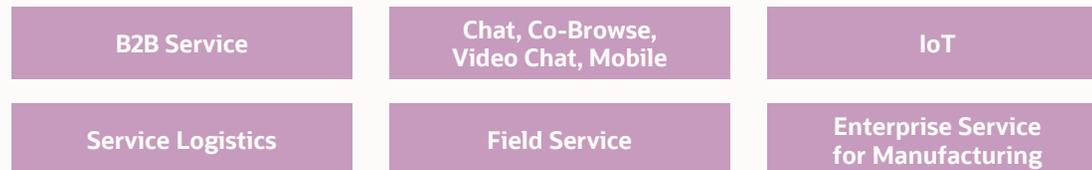
Develop a connected and collaborative service strategy that works based on automated systems

Providing end-to-end service is more than simply having multiple solutions whose capabilities each fit a specific customer need. After all, you have many groups that are affected by the service strategy you develop:

- Customer's expect you to understand them and their business needs at all times.
- Employees have an accelerated thirst for speed, craving collaborative tools that help them adapt and achieve resolutions faster.
- Service leaders want to streamline digital experiences to connect the front office with back office data to encourage better collaboration with extended teams.

Unify your business to manage accounts on the same master record. Connect ALL data in the front and back office for total transparency. Provide service excellence in all departments, including the field. Protect your relationships by protecting their critical assets.

Oracle products that enable connected, effective service:



Benefits to connected service:

Provide clients a consumerized experience that shows you know them as an individual

Encourage cross-functional teams to work together to reduce friction

Offer customers a high-touch agent experience through deep seamless integrations

Empower mobile resources with collaborative tools, knowledge, digital assistants, and more

Ensure the up-time of mission critical assets

Improve your operations with data from the field to the back office

“60% of executives believe connected technology and the IoT will play an important role in their digital strategy.”

– Forbes



Pain points on the road to Simplified Agent Experience:

Disconnected operations and engagements

New, but inconsistent channel options

Disjointed systems lacking integration

Struggling to meet demands for a consumerized experience

Lacking a complete understanding of the customer and their needs

Inefficient internal processes

Siloed knowledge and expertise – tribal knowledge

No single account master record

Reluctant to change business culture

Technical change management issues

Outdated systems

Older capabilities without advanced functionality

Heavily customized solutions that are costly to upgrade

Not scalable to your growth

Deficient in transparency and collaboration



Oracle Intelligent Service

Are you able to identify the signals when a customer needs your help?
Can you deliver service effectively through automated tools?
Do your service organization have the tools to deliver clear and connected experiences?

Everything you need to grow your service ecosystem-power a differentiated service experience

Innovative new channels in one solution

Digital automation of processes in one solution

Front-to-back office connection and collaboration in one solution

Set your service department up to succeed

Customer choice



How do I meet the customer on their turf vs. driving service interactions that are more convenient for our business?

Innovative service



How can I get my customers to solve their own problems, even when it's extremely complex?

Driving connection



How can our teams provide the type of seamless service experience the customer expects?

Oracle CX Service is built to help solve service challenges, with the goal of increasing customer and employee retention, driving revenue generation, and avoiding damage from bad service.

Oracle CX Service provides a single solution to help you engage on all the channels your customers work on, automate service processes, and connect front-to-back office data insight to promote collaboration.

Contact your Oracle Sales Representative to learn more about **Oracle Intelligent Service**

