

Digital Home Service

More than any other industry, media and entertainment (M&E) has embraced the potential of digital. From astonishing innovation in the world of movies and TV to novel ways of publishing and new online broadcast models, M&E companies are captivating audiences at every turn. However, there is a disparity between the way that consumers experience and pay for the content that they enjoy, and how M&E companies produce and distribute it. As audiences use converged technology to take greater control of how and when they consume media, their expectations are rising. They want the way that they engage with content to match how they live their digital lives—frictionless and without restriction. If a provider does not meet their expectations, consumers want to be able to switch providers easily.

In an extremely competitive arena where over-the-top players have set high standards in terms of customer experience, pay-TV operators need to deliver a consistent, pro-active, modern, and innovative experience—from the point of ordering a new service and a set-top-box through the entire consumer relationship lifecycle—in order to drive loyalty.

Oracle's Digital Home Service is a new, cloud-based solution for set-top-box and service-intensive pay-TV operators that provides an innovative, integrated platform to operate their business and will help them deliver excellent service to consumers. Digital Home Service combines emerging technologies, such as Internet of Things (IoT), artificial intelligence, mobile, chatbot, and remote video support, with modern, digital customer management to deliver the next generation of capabilities for digital home services.

“We’ve gotten much better productivity, our travel times have been reduced, and we have more time to spend with our customers.”

Maurice Daw
Executive Director,
Virgin Media

“From my perspective, being a technologist, the most important thing is the amount of data we get about in-car listening behaviors. IoT is going to be revolutionary in terms of deepening the engagement our listeners have with our service.”

Bill Pratt
Chief Information Officer,
SiriusXM

Create a differentiated experience

Consumer expectations are rising, and the need to meet demand while identifying new revenue streams is driving innovation. M&E companies are trailblazers when it comes to finding ways to engage consumers and enhance their experiences. Oracle's Digital Home Service solution uses agile cloud and transformational technologies to empower customers with self-service through a mobile app and a personalized experience throughout. Types of support include addressing consumer questions or issues, such as self-installation of a set-top-box, via a chatbot and remote video support:

- **Engage** – Create a connected consumer experience through an integrated service platform, and reduce churn through improved engagement.
- **Personalize** – Empower the consumer by providing access to relevant data and information to maximize their convenience and their need for frictionless self-service.
- **Delight** – Design future-proof services through continuous innovation, and drive differentiation in the marketplace with fast and efficient first-time fixes to increase satisfaction.

Increase efficiencies and fuel growth

According to OVUM, the global, set-top-box market is projected to grow at a compound annual growth rate of 1.5 percent over the next five years—from 280 million units sold in 2017 to 302 million in 2022. To manage such demand, pay-TV operators have built large operations to support their customers, from onboarding new customers and installation of new set-top-boxes in the home to resolution of any issues thereafter. However, in order to stay relevant and competitive, pay-TV operators must rethink how to run their TV service business at cost, and create a pro-active organization to anticipate consumers' needs. Oracle's Digital Home Service is an integrated business platform that helps pay-TV operators simplify operations, lower costs, and prepare for the future.

- **Simplify** – Create an integrated service platform from placing the order through the entire consumer relationship lifetime.
- **Save** – Reduce cost to serve through automated tasks, remote video support, recommended field-service actions, and the optimization of existing resources to refocus staff on high-value tasks.
- **Prepare** – Meet high-growth demand at scale through the adoption of Oracle Cloud, and identify additional revenue streams with smart home services.

“Having complete, real-time visibility into the operations of the mobile workforce is critical to ensuring revenue, increasing cost savings, and building lasting, positive relationships with customers.”

Enrique Blanco
Group CTO,
Telefonica

“We implemented a chatbot, ‘MatchBot’, with Oracle Cloud Platform to re-imagine the user experience. We have already seen that it is very well received, so we are already thinking about the evolution and next cycle of improvements.”

Gerard Tsobanian
CEO,
Mutua Madrid Open

Solution and Product Highlights



Oracle's Digital Home Service solution is a modern platform that redefines the consumer experience and reduces the cost to serve by connecting the digital home to the pay-TV operator process.

“We believe that the future of the network is to be data-powered, to be software-centric, and to be fast and responsive. This collaboration with Oracle accelerates our network transformation and migration to the cloud to expand efficiency and performance—and reduce cost—while improving overall customer service.”

John Donovan
Chief Strategy Officer,
AT&T Technology and
Operations

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