

# 4 Ways to Better Serve Your Customers

Customer experience (CX) has become the critical factor in customer acquisition and retention; therefore, differentiation through exceptional customer service is paramount. Your service organization needs to predict and proactively address any/all issues and work with the customer using their channel of choice. But even that is not enough. Organizations that use AI to handle repetitive, predictable tasks free their agents to offer enthusiastic and expert advice on high-value tasks. Knowing all that...

## What does the next generation of customer service look like?

Check out the future of service :

Customer needs:

### “I need help...now!”

Customers want to engage customer service at the very moment they are experiencing their issue, no matter what time, channel, or language.

Service agent response:

### “I am ready whenever and wherever you are.”

Deliver always-on service via contextual self-service and digital assistants to best predict your customer's service intentions on their channel of preference. Digital assistants can quickly resolve lower-level issues and are able to route higher-level issues to the proper advisor.

### “I can't take any more hold music!”

Customers want a service agent to provide them with a great experience; however extensive wait times and other delays when trying to get a response to a simple request do not provide great experiences.

### “Don't give up, I'm here!”

High volumes of service requests, shifting resources, numerous applications to access, limited training, and inadequate tools have caused high rates of employee churn and lowered customer service quality. When agents have proper tools, training, they are more engaged and can focus on customers' needs—not systems.

### “Do you even know me?”

No matter how or where customers come in contact with a brand, they want customer-facing employees to know who they are, what products they already own, and what resulted from their previous sales or service engagements. Without missing a beat.

### “Of course I do, and here's how I can help...”

Connected data across service, sales & marketing, as well as across front- and back-office functions provides a complete customer view, including product preferences and service history leading to a more productive relationship.

### “I didn't know there was an issue!”

If the machine fixes itself before the customer even knows that it was broken, was it ever really broken?

### “AI to the rescue!”

AI and machine learning—coupled with rich sets of customer, IoT, behavioral, and business data—allow service organizations to predict and fix problems pre-emptively before customers realize there's an issue. Predictive service is the new world order of service!

Customer

Service agent

Better understand your customer and deliver meaningful experiences to them across all service channels and devices with [Oracle CX Service](#).