

# Intelligent Service in the Experience Economy

ORACLE



## For Business to Consumer

### The world has changed for B2C service leaders

For B2C service leaders, there has never been a more important time to deliver service at the right moment. To differentiate service experiences, brands must listen to customer signals to deliver authentic and contextual resolution. To do so, they must empower agents to provide innovative service experiences in real-time, across all channels. In this time of great change, there is nothing more important to focus on than customer and employee retention, revenue generation, and avoiding damage from bad service experiences. As each service interaction has revenue implications, it's critical to power a competitively differentiated service experience.

**In the experience economy: journeys are nonlinear, the customer is the innovator, and experience defines value. So, when it comes to service...**

One bad service experience will send customers running.

Customers gravitate towards innovative experiences.

Experience is measured by authenticity.

### Journeys are nonlinear

Customer journeys have become more digital, and with more touchpoints, making customer signals for service less obvious. Identifying and reacting to each of these signals has huge revenue implications.

### The customer is the innovator

When it comes to service, the customer wants 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 back to what matters to them most.

### Customers value authenticity

Customers are not scared of technology. In fact, many prefer to self-serve before asking an agent for help. Their time is valuable, and when they need assistance, they expect the agent to deliver fast, authentic experiences tailored to their needs.

In addition to the “service lens” that companies need to provide intelligent service, it's also important for companies to have an “agent lens.” Just like with customers, agents have choices and are going to gravitate to a working environment where they have technology that makes their jobs easier. If agents find themselves in an environment not conducive to success, they will leave for other opportunities. At the same time, companies should view service through the prism of a “business lens.” The performance of the service department can rapidly impact a company's brand, both positively and negatively. It's not just technology that needs to reflect innovative service, it's also the thought leadership behind why service matters to a business.



# This creates new challenges for B2C service

## Notes from the Field: Panasonic

Boosted self-service rate 13x; increased FAQ access rate 21x

Slashed customer inquiry emails by 20% with Smart Assistant

Improved search engine optimization from 14% to 54%

“Thanks to Oracle CX Service’s robust and easy to use reporting and analytic capabilities, we established a monthly FAQ site improvement cycle that significantly improved the quality of content we deliver to customers.”

Motoaki Sashida,  
General Manager of Information System Group

In uncertain times, new disruptors emerge. While these businesses may thrive, older companies may be exposed as market needs change. One thing is for sure, better service experiences affect business and if you aren’t meeting customer expectations, someone else is.

In today’s “cancel culture,” customers would rather give up a brand entirely, than tolerate another bad experience. They have unlimited options, and changing brand loyalty is quicker and easier than ever. Companies don’t get second chances after a breakup.

Now that most service departments have experienced working remotely, who would want to go back? With continued spikes in service demand, service organizations must become “portable” to accommodate future business disruptions.

## Common pain points for B2C leaders

### Channel proliferation

- New and inconsistent channel options
- Customers are serial channel switchers
- Disjointed systems
- Lack of integration

### Overextended agents

- Rising expectations of agents
- Disconnected systems
- Inability to handle large volumes of requests
- Lack of full visibility

### Inefficient internal processes

- Siloed knowledge & expertise (tribal knowledge)
- Reluctance to change
- Change management issues



# It's time to think differently

**B2C service leaders must deliver real-time, innovative, and authentic service through any channel, as well as empower their service organization to deliver high-value service experiences.**

## Customer Choice

How do I meet the customer on their turf instead of 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 the problem is extremely complex?

## Driving Authenticity

How do I allow my agents to focus on building authentic relationships and reduce the burden of technology?

**The truly successful B2C service leader will work to power a competitively differentiated service experience and view service as an ecosystem to:**

Offer service anytime, anywhere through any channel (with and without agent engagement)

Automate processes and energize teams to deliver service at the customer's convenience and point of need

Simplify the human side of service, balancing automation with high-value customer engagement



## Notes from the Field: Special.T by Nestlé

Fully integrated the company website and service experience

Created one service platform for customer interactions across all channels enabling improved customer engagement and knowledge

Improved the customer experience by expanding channels to self-service and chat

“It's really important to have our people helping our consumers contact us via the right channel and not forcing them to use a channel they don't want.”

**Pascal Monnier, Global IS/IT Manager**



# Imagine if you could...

“Oracle CX Service automated the entire equipment repair record, which gave us full visibility of all steps and helped us identify and solve bottlenecks. The results came in above our expectations: we reduced costs by 40%, expedited the repair process by 35%, and have much happier customers.”

**Alejandro Galafassi**  
Service Manager, PC Arts Argentina

**Oracle CX Service has everything you need to grow your service ecosystem in order to power a competitively differentiated service experience:**

- Innovative new channels in one solution, both for today and for tomorrow. Whatever the new channel may be, Oracle is prepared with open APIs and open platforms to allow access to data and integrations into other systems
- Digital Automation of processes through Knowledge, Intelligent Advisor, Digital Assistants and Chat in one solution
- High-value human engagement made possible by simplified agent experiences across all channels

Are you able to identify the signals when a customer needs your help?

Do you empower your agents to succeed, and provide authentic interactions to your customers?

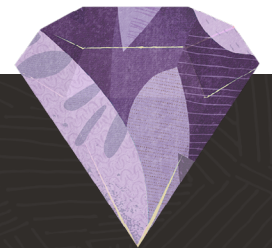
Can you deliver effective service through automated tools?

## Time to Rethink B2C Service

**Customer choice:** customer signals can appear anywhere, and at any moment

**Innovation and automation:** customers expect brands to be as digital as they are

**Authenticity:** customers expect authentic and valuable experiences on any channel



# Ready for the next step?

**Oracle CX Service is built to increase customer and employee retention, drive revenue generation, and avoid the pitfalls and business impact of disappointing service experiences.**

For companies looking to offer service through all the channels that customers demand, automate service processes, and simplify the human side of service, Oracle CX Service provides a single solution to set your business apart from the rest.

“Using Oracle CX Service to support one of our key customers, we comfortably and confidently manage more than 300 inbound support incidents each month. Saving 30 hours per month means we can spend more time with our customer—the detailed analytics enable us to better manage our business.”

**Johan Toresjö, Director Consulting Services, CGI Sverige AB**

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**Oracle Intelligent Service***

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

Innovative new channels  
in one solution

High-value human engagement  
through simplified agent experiences

Digital automation of  
processes in one solution