

Top 4 service goals your CIO cares about

Responding to ever-increasing customer expectations can often feel like trying to hit a moving target. CIOs must rethink how technology can empower service teams to improve the customer experience across all channels—while also meeting revenue goals. Here are the top four things your CIO cares about for service.



1. Adapting with agility

Reacting quickly to unexpected events requires the ability to add service capabilities and new channels, redirect traffic, and integrate new staff and processes as needed, without IT support.



Center Parcs addressed the influx of pandemic-related guest inquiries and reduced call volumes by 65% by implementing Live Chat and Oracle Digital Assistant.

2. Decreasing costs

By consolidating your IT infrastructure and connecting front- and back-office applications on a unified platform, you can lower your total cost of ownership and move to a less complex environment.



Aman Bank automated processes on a cloud platform to reduce operating costs, maximize agents' time, and minimize infrastructure and support costs.

3. Improving efficiencies

Siloed applications and data make it impossible for service agents to do their jobs well. Connecting all customer touchpoints makes it easier for them to provide more accurate service that increases satisfaction and loyalty.



Nikkei streamlined operations and expanded its digital customer service offerings using an integrated customer database with Oracle Service.

4. Reducing risk

Protect business, revenue, and customer experience by putting the right information and management systems in place on a secure platform.



Telecom customer “...Oracle’s cloud...never ever goes down. We can’t say that about any of the other clouds. We think this is a critical differentiator.”

[Learn more](#)