

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. Take a moment to consider your service strategy from three different vantage points: **through a service, agent, and 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, formal meetings were needed for complex issues. Today's current environment will not excuse lengthy service processes or meetings – business depends on speed, relevancy, and accuracy.

There is also an agent lens to be aware of. Your 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 quickly as possible. Employees today have a thirst for speed and innovation that has been accelerated by 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 when partnering with 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
customer signals are overlooked?
 - > The customer is the innovator
customers gravitate towards **innovative service** experiences?
 - > Experience defines value
customer experience is measured by **business connection and collaboration?**

Digital Customer Channels

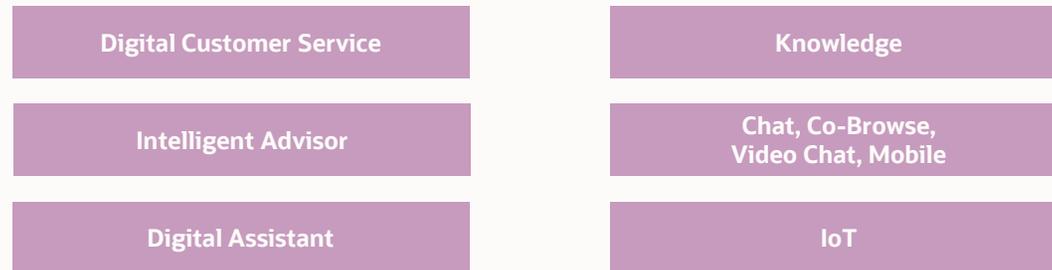
Are you able to identify customer signals and respond at the right time on the right channel?

We all know that one poor experience can be devastating to customer relationships. Your customers may be other businesses, but the contacts you engage with want to have a the same consumerized service experience they would receive in their personal lives.

As such, your customers expect you to be able to engage with them on the channels of their choice. To do this, you need to be able to offer effortless service anytime, anywhere, through any channel, including chat, co-browse, video chat, and IoT.

That one-to-one engagement should continue across your extended team, so that at every touchpoint your brand delivers personalized experiences and consistent messaging. When your teams work together on internal communication channels, leveraging one master record, you can increase service consistency and customer satisfaction.

Oracle products that enable cross-channel innovative service:



Benefits of excellent cross-channel innovative service:

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

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

Manage all customer interaction channels in a single, connected platform

Enable customers and agents to access front and back office data through any channel of engagement

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



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

Continuously heightened expectations and competition

Lack of customer insight

Engaging with customers with an incomplete understanding of them

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

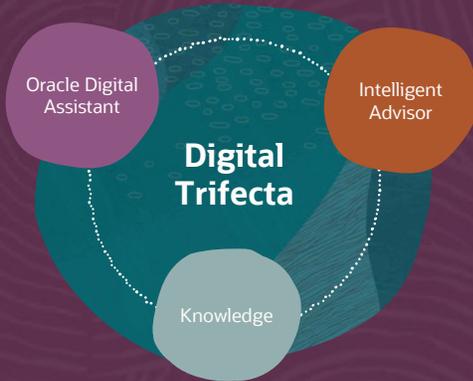
Complexity of connecting and managing customer data from all channels across the business

Inability to identify and service highest value accounts

Lack of true insight from 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

- New channel selection
- Cumbersome customer authentication
- Limited visibility across team and channel engagements
- Guarded relationships across internal teams

Inefficient internal processes

- Siloed knowledge and expertise (tribal knowledge)
- Non-existent collaboration
- Lack of integration
- Inconsistent answers

Cost center versus profit center

- Complex operations
- Lack of rapport between customer and service agents
- Older, complex systems and 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 leverages digital assistants to service instantly.

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

Oracle products that enable effective automated service:



Benefits of Digital Automation:

- Deliver instant service 24/7
- Ensure quick access to the right answers
- Provide personalized service
- Find and provide context-based intelligence immediately
- Drive compelling interactions with rich media support
- Give personalized, transparent, adaptive advice in every interaction
- Improve decision-making based on insights generated from the customer journey
- Automate and scale responses via digital assistants, at the point of need
- Fuel consistent relationship building through quality automated interactions



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, multiple stakeholder groups are affected by the service strategy you develop:

- Customers expect you to understand them and their business needs at all times
- Employees have an accelerated thirst for innovation, 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 among extended teams

Connecting front office and back office enables you to unify your business to manage accounts on the same master record and achieve total transparency by connecting ALL data. Additionally you can deliver service excellence in all departments, including the field and improve operational efficiency. Protect your relationships by protecting mission critical assets.

Oracle products that enable connected, effective service:

B2B Service	Chat, Co-Browse, Slack, Mobile	IoT
Service Logistics	Field Service	Enterprise Service for Manufacturing

Benefits of 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 Connected Service:

Disconnected operations and engagements

New, but inconsistent channel options

Disjointed systems lacking integration

Inability to meet demands for a consumerized experience

Incomplete understanding of the customer and their needs

Inefficient internal processes

Siloed knowledge and expertise (tribal knowledge)

No single account master record

A business culture that is reluctant to change

Technical change management issues

Outdated systems

Older capabilities without advanced functionality

Heavily customized solutions that are costly to upgrade

Not scalable to business 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?
Does your service organization have the tools to deliver clear and connected experiences?

Everything you need to grow your service ecosystem to 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 versus 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 they are extremely complex?

Driving connection



How can our teams provide the type of seamless service experiences 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 insights to promote collaboration.

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

