

# Oracle Intelligent Service

ORACLE

## Grow your service ecosystem for a competitively differentiated service experience

Consumers today live in the experience economy, one where they can research a product at the touch of their fingertips, make a purchase in seconds, and if there's an issue, expect it to be quickly resolved.

Brands that work with these consumers should focus on providing a service experience that's innovative and intelligent, with three different ways it can be looked at: *through a service lens, an agent lens, and a business lens.*

**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. People are not scared of technology, they're generally fine with using self-service first, but when they need assistance, they expect high value for their time. They don't want to engage an agent reading a call script.

**Agent lens** – Agents have choices just like customers do, and are going to gravitate to a working environment where they have technology that makes their jobs easier. If any agent not in an environment conducive to their success, they're not going to want to remain there.

**Business lens** – The performance of the service department can rapidly impact a company's brand, either positively or negatively.



## Service in the Experience Economy

- |   | <i>What happens when...</i>  |
|---|--|
| > Journeys are non-linear and unpredictable | Missing <b>customer signals</b> can cause damage to a business?    |
| > The customer is the innovator             | Customers gravitate towards <b>innovative service</b> experiences? |
| > Experience defines value                  | The experience is measured by <b>authenticity</b> ?                |

# Digital Customer Channels

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

People today expect choice in the channels that they use to interact with brands. Companies need to be able to offer service anytime, anywhere through any channel, including chat, co-browse, video-chat, mobile, IoT, and messaging.

Customers demand consistency in their service interactions, which can only be accomplished through connected customer data on service history. Additionally, they are typically fine starting a service interaction via self-service, if there's a seamless connection to an agent when needed.

### Oracle products to enable excellence in digital customer channels:

Digital Customer Service	Knowledge Management	Co-Browse	Live Experience
Intelligent Advisor	Chat	Video Chat	Guided Assistance
Digital Assistant	IoT	SMS	Customer Portal

### Benefits from excellence in digital customer channels:

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

Connect through social and messaging applications

Deliver always-on service via virtual assistants and 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 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 Inc.



### Pain points on the road to Digital Customer Channels:

#### Channel proliferation

Difficulty providing an instant and authentic response on any channel

Difficulty delivering innovative and rich experiences across digital channels

Difficulty delivering an agent experience that seamlessly integrates channels

#### Lack of customer insight

Connecting cross-channel conversations

Inconsistent and disjointed channels

Lack of personalization through channel experience

#### Cost center to profit center

Skyrocketing service costs and lack of analytics

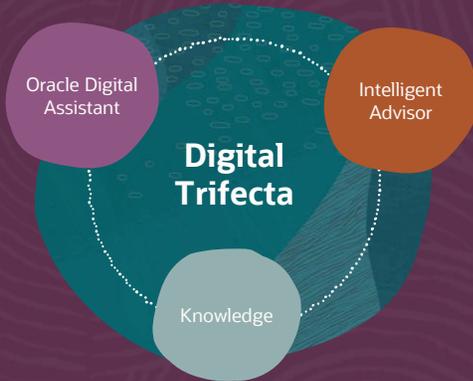
Complexity to skill agents across channels

Complexity to load balance channels



“80% of Gen Z believe technology and automation will create a more equitable work environment.”

– Dell Technologies



### Pain points on the road to **Digital Automation:**

#### **Channel proliferation**

New and inconsistent channel options  
Customers are serial channel switchers  
Inconsistent answers

#### **Inefficient internal processes**

Siloed knowledge and expertise  
– tribal knowledge  
Customer expectations on experience and innovation on the rise  
Change management issues

#### **Cost center to profit center**

Skyrocketing service costs  
Complexity to manage  
Lack of visibility and connection

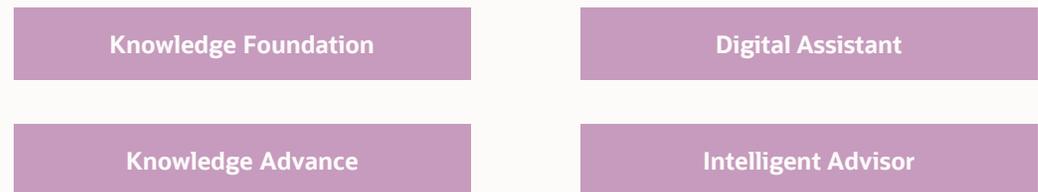
# Digital Automation

## Automate processes and energize teams to deliver outstanding services

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 leveraging digital assistants to service instantly.

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

### Oracle products to enable effective digital automation:



### Benefits from effective digital automation:

Provide personalized and instant service 24/7

Manage a full record of knowledge history with audit tracking and versioning

Find and provide context-based intelligence immediately

Drive compelling interactions with rich media support

Empower business users to define the rules of engagement

Redefine advice given through online dynamic interviews

Give personalized, transparent, and adaptive advice in every interaction

Gain insights from the customer journey to improve decision-making

Switch channels seamlessly between agent and Digital Assistant

Deploy digital assistants at the point of need to automate and scale responses



# Simplified Agent Experience

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

It's important for business today to consider whether their service organization has the tools needed to deliver authentic and differentiated experiences, or if instead the service team is shackled by technology.

Agents can't deliver great experiences if they need to navigate a multitude of systems just to do their jobs. Unifying systems and giving agents easy access to the information they need is an enabler of great service experiences. Insight from earlier interactions, from all channels, is a differentiator your agents will be thankful for. Our solution is full multi-channel out of the box and is built for agent productivity. You can manage all customer interactions across the different channels in a single connected solution.

Context is critical. It's not about more information, it's about relevant context. You want your agents to see what they need in each given specific situation to set them up for success. Additionally, customized desktop experiences catered to the agent needs will be your agent's home page to what they need for their go-to solutions. Every single one of our customer's agent desktops is different. Our competitors' service desktops all look virtually the same and our customers value the freedom to design agent workspaces according to their unique needs.

### Oracle products to enable a simplified agent experience:



### Benefits from a simplified agent experience:

Enable your agents to manage any channel in one view with a Unified Desktop

Empower authentic service with relevant information for a contextual experience

Customize desktop experience specific to agent need for ease of use

Improve workflow and route to the correct agent the first time with Incident Management

Leverage the right automation tool at the right time

Empower easy user experience with out-of-the-box tools

Seamlessly integrate systems from front or back office for a unified agent experience

Enable the connecting in of new channels and view advanced analytics

“73% of organizations require agents to use 3+ applications during a call.”  
– Contact Babel Decision Maker Guide



### Pain points on the road to a Simplified Agent Experience:

#### Channel proliferation

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

#### Inefficient internal processes

Siloed knowledge and expertise – tribal knowledge  
Customer expectations on experience on the rise  
Change management issues

#### Scaling for the future

Increasing complexity and disconnected systems  
Inability to handle large volumes of requests  
Increased need for agents to be able to work from anywhere



# Oracle Intelligent Service

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

Can you deliver service effectively through automated tools?

Do you empower your agents to succeed, and be authentic in their interactions with customers?

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

Innovative new channels in one solution

High-value human engagement made possible through simplified agent experiences across all channels

Digital automation of processes in one solution

## Set your service department up to succeed

### Customer choice



How do I meet the customer on their turf vs. 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 extremely complex?

### Driving authenticity



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

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 offer service through all the channels that customers demand, automate service processes, and simplify the human side of service.

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

