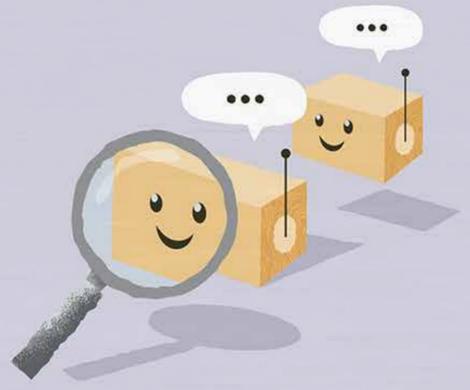


Why guided self-service is the future of self-service

Digital self-service has become the go-to approach for customers to get the support they need—especially younger generations. It lets them avoid long call center wait times and puts them in control. But they don't always head to a company's website, app, or social media when they need help.



Why does this matter?

Every time a customer engages directly with your brand, you get a chance to earn their loyalty, collect valuable customer information, and present upsell opportunities. When customers visit third-party sites, though, it can be risky.

- You're not controlling their experience
- Negative comments about your brand may pop up
- They can get incorrect product information
- Competitors may be mentioned or even promoted



62% of millennials and 75% of Gen Z customers use noncompany guidance (such as a subreddit, Google search or YouTube video) to resolve their issues even when they have the option of contacting customer service.¹

Make your customer self-service easier to find and easier to use

Use the latest search engine optimization (SEO) tools



Search engine guidelines and algorithms change all the time. Make sure you're up to date on the best ways to improve page ranking so customers quickly find your self-service tools when they're searching for help.

Offer guided self-service



Add automated assistance to your self-service to make it even more effective. How? Incorporate chatbot questions that steer customers toward the best resolution, for example. Or write pop-up messages that provide additional information to help people complete online forms. Once you determine where customers are getting stuck on their self-service journey, customer service software will help you create guided assistance to help them.



Customer effort (how easy or difficult it is for customers to find what they're looking for) is the most accurate predictor of customer loyalty—a full 40% more accurate than customer satisfaction.²

Chatbots and FAQs often don't provide

the specific help customers need. That's why guided self-service can be your brand differentiator—if it's done right. A successful guided self-service strategy should include these **five key capabilities**.

1. Knowledgebases

Information about your products and services often included in frequently asked questions, white papers, video tutorials, and more.

2. Chatbots

Also known as digital assistants or digital agents, chatbots use AI or natural language processing (NLP)-powered software to understand, analyze, and respond to customer queries.

3. Customer intelligence

The process of gathering and analyzing customer information—such as purchase history, behavioral data, or customer details—to provide personalized support and develop a stronger relationship.

4. Decision automation

Technology that guides the customer through a series of questions and delivers personalized information and advice.

5. Proactive engagement

Based on customer activity, this automated assistance may appear as chat pop-ups, suggested knowledgebase content (also known as contextual knowledge), or options to speak to a live agent.

Businesses that commit to digital innovation—including guided self-service—are more successful.³



Ready to implement guided self-service at your company?

With the right approach to innovation, you can empower customers with guidance that leads them to the help they need, when they need it.



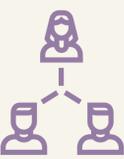
Artificial intelligence (AI) and machine learning

As the foundation for successful guided self-service, AI and machine learning deliver a more personalized customer experience. Chatbots can now understand natural language, learn from previous customer interactions, and be trained to handle increasingly complex customer issues.



Self-service blended with human support

Customers are happiest when they can choose how to connect. Continuing to offer self-service and live assistance can empower customers because they get the information they need, the way they want it.



Communities

Online public forums allow customers to ask questions and share knowledge with others to resolve issues at their convenience. The information is saved and searchable, allowing customers to see if others are experiencing the same issue. Service teams can also monitor discussions and respond directly to avoid escalation.



Customer intelligence

Self-service is most effective when you have a complete picture of your customer and what they need. Gone are the days of an FAQ chatbot solving only the generic issues. By incorporating customer intelligence into service journeys, you can tailor self-service experiences for each customer.



Advanced search capabilities

With the help of natural language processing, search can understand the customer's intent and serve up answers based on the perceived meaning. Instead of frustrating users with irrelevant search results, advanced search can guide customers to the right information in knowledgebases even if they didn't enter the right keywords.

Learn more

Discover how to balance intelligent automation and human assistance for the best service experiences anytime, anywhere.

[Explore Oracle Digital Customer Service](#)

Sources

1. "State of the Customer: How Millennials and Gen Z Increasingly Self-Serve Through Noncompany Digital Channels," Gartner, December 2020
2. Jordan Bryan, "Reduce customer effort in service interactions to build customer loyalty in your service organization," Gartner, February 11, 2020
3. Kasey Panetta, "CIO Agenda 2021: Prepare for Increased Digital Innovation," Gartner, October 20, 2020

