MODERN SERVICE EXPERIENCE

Presented by

Voice of the Customer

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Oracle

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Sr. Director, Customer Feedback and Reporting
Oracle
Spread the Word about the Event!

#ModernServExp
Safe Harbor Statement

The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described for Oracle’s products remains at the sole discretion of Oracle.
Agenda

1. What is Voice of the Customer
2. Oracle Service Cloud Feedback
3. Oracle’s Voice of the Customer Program
4. Questions
What is Voice of the Customer (VOC)?

“The in-depth process of capturing a customer's expectations, preferences and aversions…”

– Wikipedia
What is Voice of the Customer (VOC)?

The in-depth process of capturing a customer's expectations, preferences and aversions, analyzing all data, ACTING & COMMUNICATING on the findings, and monitoring over time....

– Susie Boyer*, Oracle Product Management

*heavily influenced by analyst findings and research around this topic
Differentiate from Your Competitors

- Improve customer retention
- Improve customer satisfaction
- Improve customer advocacy
- Reinforce brand/reputation
- Emotionally engage customers
- Improve employee satisfaction
- Increase/sustain sales
- Increases revenue
Start By Understanding Your Customers Journey
...using direct channels to collect insights

- post-purchase surveys
- broadcast surveys
- complaints
- surveys by proxy
- mobile surveys
- chat surveys
- transactional surveys
- relationship surveys
- web surveys
- polls
- site feedback
- answer feedback

BUY
Market & Sell

OWN
Support & Serve

SELECT
PURCHASE
RECOMMEND
MAINTAIN

RESEARCH
NEED
RECEIVE
USE
Start By Understanding Your Customers Journey

...plus indirect and inferred channels

- social monitor
- social profiles
- communities
- co-browse
- virtual assistant
- knowledge searches
- clickstreams
- periodic review of CRM data
- PURCHASE
- RECOMMEND
- SELECT
- RESEARCH
- NEED
- RECEIVE
- USE
- MAINTAIN
- SLAs
- emails
- chat
- phone calls
Oracle Voice of the Customer

Integrated data collection, analysis, and actions using Oracle products

- Data collection and actionable insights
- Surveys at the point of interaction
- Peer to peer communities

- Advanced reporting
- Role-based dashboards
- Information discovery

- Global social listening
- Text analytics/unstructured data
- Personal engagement
Why Use OSvC Feedback?

Point of Interaction (Closed Incident) Surveys

Create the Questionnaire

Define the Audience

Create the Invitation Message

Proof & Test

Set Up Reminder Messages

Optimize for Mobile

Launch the Survey

Set up Rules to Send

View Results
Oracle Service Cloud Feedback: Act & Communicate

• **End of Survey Actions**
  Easily set up notifications or action items

• **Workflow**
  Automatically route feedback and actions appropriately

• **Real-time Visibility**
  Provide insights to agents and managers at the moment the feedback is provided

• **Dashboards & Alerts**
  Role-based analytics & alerts for when thresholds are met & published dashboards
Strategic Feedback Programs Continue to Shift

<table>
<thead>
<tr>
<th>Traditional</th>
<th>Emerging</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organizations outsourced feedback processes or built disparate in-house survey tools</td>
<td>Organizations are strengthening their focus on strategic feedback management</td>
</tr>
<tr>
<td>➢ Complex long surveys</td>
<td>➢ Shorter, more specific surveys</td>
</tr>
<tr>
<td>➢ Survey as many people as possible</td>
<td>➢ Targeted and personalized</td>
</tr>
<tr>
<td>➢ Phone, email, and web</td>
<td>➢ Add social and mobile</td>
</tr>
<tr>
<td>➢ Single channel per survey</td>
<td>➢ Multi-channel per survey</td>
</tr>
<tr>
<td>➢ Static content</td>
<td>➢ Dynamic content</td>
</tr>
<tr>
<td>➢ Traditional survey – Company choice</td>
<td>➢ Panel Management – Customer choice</td>
</tr>
</tbody>
</table>
Oracle’s Voice of the Customer Program

Jeremy Whyte
Sr. Director, Customer Feedback and Reporting
Customer Feedback
The Voice of the Customer Influences Every Aspect of Our Business

Customer feedback drives a closed loop process from analysis, consultation and action to communication back to customers.

- 400,000 customers
- 145 countries
- 120,000 employees
- 100+ acquisitions

Social Media/Community
- Account Team
- Surveys
- Advisory Boards

Panels
- Executive Sponsors
- User Groups

Buy
Own

Outcome
Central Platform. Integrated Feedback. Always Available. Omni-channel approach to collecting and reporting customer feedback
Modular. Connected. Integrated.
Provides greater flexibility, choice and results
Strengthening Focus on Strategic Feedback Management
Enabling scalable growth aligned with evolving industry and customer trends

Integrated Panel Management

Addressing Today’s Needs

– Customer-driven
– Relevant targeting
– Shorter surveys
– Increased response rates
– Compliant outreach and toxicity
– Faster feedback collection and reporting
– Incremental feedback from “panel jumpers”
– Integrated with point-in-time surveys
– Great on mobile, ideal for social
Increasing Customer Engagement and Choice
Master customer record tracks contact interactions across surveys

- **Opt-In**
  Sign-up via a host of channels

- **Confirm**
  Personalized email to confirm identity

- **Set Preferences**
  Define areas of interest to tailor future surveys

- **Provide Feedback**
  Survey buffet enables access to surveys
Driving Ongoing Engagement
Collecting feedback across the business and communicating results and impact
Enterprise Reporting Across Oracle
Oracle Business Intelligence provides the holistic view of the Voice of the Customer

- Relationship, transactional, and panel surveys
- Quantitative and qualitative from surveys and social media
- Integrated with customer financial and program data
- Interactive reports with roll-ups and drill-downs
- Multi-channel distribution tailored by audience

* All screenshots contain fictitious data and are used for illustrative purposes only.
Social Engagement Analysis
Monitoring the socially influenced customer journey

- Term analysis
- Sentiment analysis
- Influencer tracking
- Targeted listening
Cascading Feedback and Communicating Impact
Sharing insights to drive action, measure impact, and close the loop with customers

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Oracle Organization</th>
<th>Driving Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bulletin</td>
<td>✓ ✓ ✓ ✓ ✓</td>
<td>• Stack rankings</td>
</tr>
<tr>
<td>Readouts</td>
<td>✓ ✓ ✓ ✓ ✓</td>
<td>• Compensation</td>
</tr>
<tr>
<td>Dashboards</td>
<td>✓ ✓ ✓ ✓ ✓</td>
<td>• Communications</td>
</tr>
<tr>
<td>Customer Reports</td>
<td>✓ ✓ ✓ ✓ ✓</td>
<td>• Top Ten Themes</td>
</tr>
<tr>
<td>Employee Reports</td>
<td>✓ ✓ ✓ ✓ ✓</td>
<td>• Measure impact</td>
</tr>
<tr>
<td>Customer Communications</td>
<td>✓ ✓ ✓ ✓ ✓</td>
<td>• Linkage studies</td>
</tr>
</tbody>
</table>

Region = Sales organizations organized geographically
Product = Development teams covering the full product stack
GBU = Industry-specific Global Business Units
LOB = Global lines of business, such as Support, Education, Marketing, F&A
# Impact of the Integrated Feedback Strategy

Operational and business benefits achieved with Oracle VOC solutions

<table>
<thead>
<tr>
<th>Business Objectives</th>
<th>Business Impact</th>
<th>Business Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Better targeting</td>
<td>Precise samples</td>
<td>12x increase in response rates (average 62%)</td>
</tr>
<tr>
<td>Specific content</td>
<td>Higher engagement</td>
<td>20% new responses from “panel jumping”</td>
</tr>
<tr>
<td>Ongoing alignment</td>
<td>Actionable input</td>
<td>200+ executive reviews annually</td>
</tr>
<tr>
<td>Quantify impact</td>
<td>Targeted messaging</td>
<td>7x increase in customer communications</td>
</tr>
<tr>
<td>Role-based reporting</td>
<td>Increase scalability</td>
<td>20,000+ employees accessing results</td>
</tr>
<tr>
<td>Standardize operations</td>
<td>Greater productivity</td>
<td>33% increase in survey volume year-over-year</td>
</tr>
</tbody>
</table>

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Agenda

1 Voice of the Customer Overview
2 Oracle Service Cloud Enterprise Feedback Management
3 Oracle’s Voice of the Customer Program
4 Questions
Continue the Conversation.
Oracle Service Cloud Community
bit.ly/OSVCcommunity
Ask the Oracle Service Cloud Experts

1-hour, 1-on-1 sessions | Palazzo Ballroom K, Floor 5

*If you didn’t register beforehand, visit bit.ly/ATEVegas or the Reg Desk on Floor 5. First-come, first-served. Limited availability.
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Submit Your Story Now
Go to: beyondviewdesign.com/openworld/cfp-cx/cfp.php
Integrated Panel Management

Better Business Results

- 34,000+ members
- 1,000+ new members/month via surveys
- 90% reduction in survey length
- 62% average response rate
- 20% more responses from panel jumping
- 7x increase in response communications
- Legally bypass suppression
- Great on mobile, ideal for social
Role-Based Visibility into Survey Results
Immediate access for employees to view results and initiate closed loop follow-up
Views into “My Respondents”

Drill-down into individual responses

blank out names on both screenshots