Modern Customer Service

Engage Customers, Empower Employees, Adapt Quickly

ORACLE®

Today's Service Landscape

98% of customers move between devices in the same day [1]

Only **60%** of your CSRs will recommend your company. These employees — who deal directly with customers — are the least engaged of any role in companies today [2]

29% say inflexible technology prevents adapting to new ways of doing business [3]

Change at the Speed of Your Customers

That's the new service imperative. Today's empowered customers seamlessly shift from one channel and device to the next while engaging with your organization. They're well-informed and increasingly try to serve themselves or connect with peers in social forums before they contact your company about an issue.

How you treat them when they need help can make or break the relationship. Treat them well, and they can be your best advocates. Make it difficult or disconnected, and lose them to your competitors.

Modern Customer Service in the Cloud

Modern Customer Service organizations are built around the empowered customer. They are designed to help you focus on supporting customers with ease as the dynamics of customer service evolve. Modern Customer Service is a set of principles for focusing your service strategy where it makes the biggest impact. It enables you to better:

**Engage Customers
Empower Employees
Adapt Quickly**

These key outcomes are at the core of your business, and our Cloud strategy.

Engage Customers

Make it easy for customers to engage with your brand

Explosive change across customer preferences, preferred communication channels, and technology has made it hard to keep up. By 2017, 87% of connected devices will be tablets and smartphones, not PCs. [4] Meanwhile, preferences across generations are skewed. Millenials don't want to talk to you. Most prefer digital access...and they don't mean email. But you still need to serve all of your customers in different demographics and regions — where phone is often still the #1 choice. The result? It can lead to a disconnected service experience for your customers.

Born to serve the modern cross-channel world, Oracle Service Cloud helps you make it a great experience on every channel. Let mobile customers reach you from anywhere. Deliver a personal, satisfying self-service experience. And when customers switch gears and ask for help, make it easy for them to move from one channel or device to another while maintaining the conversation. When you do connect, make sure your agents know them and meet their needs better. Better yet, let customers connect with each other for support on social media sites and in community forums.

52% use of 3 to 4 channels to compete a single interaction [5]

By 2015, **50%** of all web self-service interactions will be handled by a virtual assistant in enterprises [6]

92% of organizations that view customer experience as a differentiator offer multiple contact channels [7]

"Oracle Service Cloud helps us to deliver superb customer experience and is integral to our vision of presenting a personal, responsive, and a customer-focused brand."
—Hellen Ellis, **Director, Customer Experience, Photobox**

Only **47%** of companies have a single view — one system — for tracking customer data [8]

64% of brands got a rating on the Forrester CXI Index of OK, poor, or very poor from their customers. Only 37% rated good [9]

Empower Employees
Make it easy to serve customers

You can't engage customers without empowering employees. Make it easy for your employees to serve customers, and reap the results — improved customer satisfaction (CSAT), higher Net Promoter Scores (NPS), repeat business, and employer retention. Make it hard to serve customers, and expect to see low marks and higher turnover — from both your customers and your service employees. For those who outsource service, the imperative of engaging employees is even more important. Equip your agents with the tools to keep pace with your customers.

Oracle Service Cloud delivers modern tools to let your service agents seamlessly engage across web, mobile, social, voice, and chat from one unified agent desktop. With customer information and relevant, contextual knowledge at their fingertips, agents are empowered to focus on the customer experience. And guided assistance ensures contact center staff get the help they need so every agent can perform like your best agent.

"Oracle Service Cloud has been at the core of New Zealand Post's transformation journey for years, and plays a key role in the success of our customer experience strategy. We gained a single view of customer interactions, reduced chat handling time by 25% and improved our agent productivity by 10%."
—Russell Stephens, **Head of Customer Channels, New Zealand Post Group**

Adapt Quickly

Easily rise to the needs of your business

Add a new communication channel. Integrate it to your CRM. Provide a 360-degree view of your customer to a new division. Support more product launches with a leaner budget. Free up resources to focus on service innovation. For all these examples and more, you need the ability to move quickly as your company rises to meet new market needs.

Oracle Service Cloud allows you to meet new business initiatives with ease by helping you ramp up or down fast, and integrate to your enterprise quickly from a secure platform. Service managers can focus on "yes and when" in response to a new service need, instead of "how and what if." Rest easy knowing that Oracle meets industry regulatory standards around important areas of security and governance, from PCI compliance to government security mandates.

"With Oracle Service Cloud, we can scale and quickly deploy new customer-facing capabilities to support our numerous brands. The solution enables us to put the right, actionable information in our agents' hands to ensure we meet our customers' expectations for superior customer service."

—Nicholas Armstrong, **Director of Global Customer Experience Products, Orbitz Worldwide, LLC**

88% of IT organizations who use cloud solutions point to cost savings, with 56% saying that cloud services have helped them boost profits[10]

First contact resolution has declined **12.1%** in the past 5 years, with the top 3 factors causing this drop: incomplete processes, adviser knowledge, and system constraints/information[11]

Conclusion

"It's all about people. That's why the two most important apps in a modern enterprise focus on taking care of employees and taking care of customers. You can't do one without the other."

—Larry J. Ellison, CEO, Oracle

Standing out in the age of the empowered customer requires new Modern Customer Service strategies, processes and tools. To lead in Modern Customer Service, you have to be nimble — adapting to your customers' changing needs.

Oracle Service Cloud delivers Modern Customer Service — helping you engage your customers, empower your employees, and rise to the changing needs of your business faster and better than ever.

Learn more at:

www.oracle.com/service

1. Google™, The New Multi-Screen World, August 2012
2. Bain & Company. Bain Brief: Who's Responsible for Employee Engagement
3. Oracle Global Customer Experience Survey, February 2013
4. IDC. "Worldwide Quarterly Smart Connected Device Tracker." September, 2013
5. Ovum. "Optimizing Customer Service in a Multi-Channel World." October, 2010
6. Gartner, Gartner Says Organizations That Integrate Communities Into Customer Support Can Realize Cost Reductions of Up to 50 Percent, February 21, 2012
7. Deloitte. "2013 Global Contact Center Survey Results." March, 2013
8. Dimension Data. "2013 Global Contact Center Benchmarking Report." November, 2013
9. Forrester. "The Customer Experience Index." January 2012
10. CIO Magazine, How Cloud Computing Helps Cut Costs, Boost Profits, March 12, 2013
11. Dimension Data, 2013/2014 Global Contact Centre Benchmarking Summary Report

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Oracle is committed to developing practices and products that help protect the environment

Hardware and Software, Engineered to Work Together