

Oracle Roadmap to Modern (RTM) Customer Service™

INTRODUCTION

You know **what** you need to do—provide personalized service anytime, anywhere, on any device. You know **why** you need to do it—a 10 percent increase in your customer experience score can translate into an additional \$1B in revenue!¹

The issue is, **“How to get from where you are today, to where you need to be?”** That’s where Oracle’s Roadmap to Modern Customer Service (RTM) can help. The RTM framework enables you to determine your current stage of customer service maturity and map out your steps for getting to the next level.

To help get you started, here is a brief overview of the three stages of customer service maturity.

“To provide our customers with the best possible experience, we understood that we needed to extend Husqvarna’s service channels to include social.

The AnswerArmy community has proven a valuable resource to our customers, while relieving the stress on our call center agents by providing customers with self service capabilities.”

Mike Lewis, Digital Marketing Manager, Husqvarna

GET GOING

First, you ‘Get Going’ by moving from limited, siloed channels to **multiple channels** of choice for customer engagement. You invest in foundational technologies that:

- Help you build a knowledge base of consistent answers
- Unify channels to provide more seamless service
- **Empower customers** to self-serve and help each other

You then establish baseline success metrics, including ones like channel mix volumes, to help you right-channel customer interactions. This helps you lower costs while providing customers with the channel best suited to them and their issue. It also enables you to invest cost savings from increased self-service into the next stage.



Empower Customers with Self-Service



Provide Multiple Choices of Channels



Enable Customers to Help Each Other

The Results

40%

increase in self-service

23%

drop in call volume

1,839

social support answers

GET BETTER

Second, you 'Get Better' by developing the ability to maintain a conversation with customers as they cross touchpoints. **Empowering agents** with a unified knowledge base, systems and tools enables them to deliver this consistent, relevant **cross-channel service**. As does giving them guided resolution paths to answer more complex issues, which can't be resolved via self-service.

By extending agents' ability to provide support where customers are—whether on a mobile shopping page, a social media site or in-game experience—you further lower customer effort and enhance engagement.

Here channel satisfaction metrics become the priority. They help you improve service levels and boost customer loyalty.

"A real transformative event for HOSTING was the migration away from a more transactional technical support model to one that really focused on enabling a better customer experience. Oracle Service Cloud really helped us make that leap."

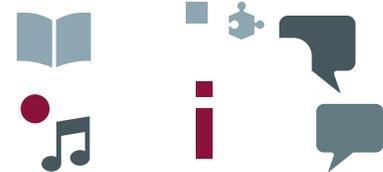
Sean Bruton, VP of Product Management, HOSTING



Standardize Service
across All Channels



Innovate New Ways
to Engage



Connect All Silos
of Knowledge

The Results

2K+

new knowledge articles created

20-point

increase in Net Promoter Score

23%

reduction in customer churn rate

GET AHEAD

Third, you 'Get Ahead' by **personalizing** and optimizing **every customer touch**. This requires you to invest in analytics, decisioning and engagement tools so agents can provide the right service, to the right customer, every time. An example would be automatically popping a chat invitation to a customer browsing vacation packages online. Enabling the chat agent with real-time insight into the customer and the company's travel deals allows her to suggest the package that best meets the customer's needs—and the company's business goals.



Unify All Customer and Business Data



Personalize Customer Engagements



Become the Leader in Service Excellence

"A top priority for HauteLook is providing our members with a unique, personalized experience that drives ongoing brand advocacy and loyalty. Oracle Service Cloud helps our Member Care organization capture valuable insight and deliver a seamless experience no matter how a member chooses to engage with our brand. Agents also have the right information at the right time to give members confidence and positive interactions, whether solving an order issue or making a big purchase online."

Chris Purpura, Previous Director of Member Care, HauteLook

Metrics in this personalized, **omni-channel** world focus on acquisition costs, conversion rates and customer advocacy as companies use superior service to grow their customer base and differentiate from competitors.

The Results

14%

chat conversion rate

20%

more volume with same
of agents

360° customer view

for agents providing shopping
& service support

CONCLUSION

Oracle's Roadmap to Modern (RTM) has helped thousands of customers rapidly advance their service capabilities, and move from being a cost center to a profit center. By following the RTM steps, you create a self-funding model where savings from one stage can be invested in the next. At the same time, you're driving revenue from acquiring and retaining more customers with personalized, proactive cross-channel service.

Oracle can help you get there with a proven RTM framework for aligning your channel engagement, technology adoption and business value strategies to become a modern customer service leader.

To learn more, please call **1.800.633.0738** or visit oracle.com/service.

[1] Schmidt-Subramanian, Maxie, *The Business Impact Of Customer Experience*, 2014, Forrester, March 27, 2014.