



# **Creating Great Service Experiences**

## How Modern Customer Service Works



## Modern Service

Web Service

Engage Customers

Contact Center

Empower Employees

Knowledge

Adapt Quickly

Policy Automation

Start Journey

# Delivering Modern Customer Service

The world of business is changing fast. Technology is exploding, mobile devices are everywhere, new communication channels are emerging, and social media is mainstream. All of this is combining to forever change the way your customers interact with your business. At the same time, customer expectations are rising dramatically. Customers want answers fast – no matter where they are or what device they are using – and they never want to repeat their story.

Delivering Modern Customer Service means meeting these expectations. Engaging customers, empowering employees, and adapting quickly are the Three Tenets of delivering Modern Customer Service – and the Oracle Service Cloud can help you get there.



### Web Customer Service

Deliver world-class self service with next-generation technology.



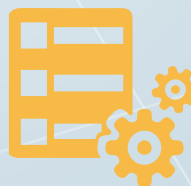
### Cross-Channel Contact Center

Unify the agent desktop and deliver great service across every channel.



### Knowledge Management

Enable customers to find the right answers – the first time.



### Policy Automation

Ensure company and regulatory policies are met, regardless of channel.



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# Web Customer Service

We are living in an age where smartphones and tablets have practically become an extension of ourselves. They are always on, and we can't imagine our lives without them. Multi-tasking with our mobile devices has become the new norm: while watching TV, waiting for the train, shopping at the store – we're constantly using our mobile devices to find information.

And we don't want to have to stop what we're doing to get answers to our questions – 24 hours a day. As a result, self-service has become the customer service method of choice. *In fact today, 72% of customers prefer web and mobile self-service<sup>1</sup>* when interacting with an organization.

Yet, when a customer needs extra help, no modern customer service solution would be complete without a path to a live person.

Self-service, combined with assisted service, is critical to providing great customer service experiences – whether through live chat, co-browse, phone, or even social channels. The Oracle Service Cloud brings both assisted and self-service together to provide a complete customer service solution.



1 - Forrester, Web Sites That Don't Support Customers Goals Waste Millions, 21 Aug 2012



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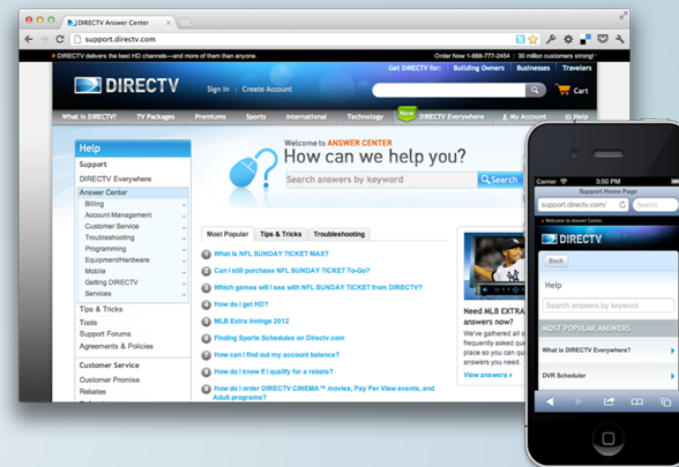
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# Connected, Engaging, Personal

## Smart Engagements

- **Web:** Personalize every customer experience by reading Digital Body Language. Capture and track behaviors while personalizing the experience.
- **Email:** Rely on a proven enterprise marketing platform. Power increased revenue and higher customer engagement.
- **Mobile:** Engage your on-the-go customers wherever they are. Deliver your content and notifications in context.
- **Social:** Start turning Likes and Tweets into advocacy and revenue. Connect social interaction data to campaigns and analytics.
- **Display:** Give display ads personal relevance for increased engagement. Transform display from transactions to relationships.



## Personalized Service

- **Virtual Assistant:** Guide your customers to the right answers in natural language conversations with a virtual assistant.
- **Proactive Chat:** Augment self-service with live-agent assistance.
- **Guided Interactions:** Provide customers with a step-by-step guided path to resolution.
- **Co-Browse:** Enable agents to view a customer's screen and assist in tasks such as ecommerce check-out or walking a customer through a process.



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# Cross-Channel Contact Center

High turnover. Siloed systems. Complex questions.  
Multiple channels. New devices.

Running a successful contact center today is as challenging as ever. And with customer expectations on the rise, it's even tougher. If a bad experience takes place, 79% of customers will tell others about it. And yet a great experience – in particular, outstanding service – is the #1 reason to recommend a company.<sup>1</sup> With social media in the mainstream, it's never been more important to provide outstanding service.



Delivering outstanding customer experiences in live-agent interactions will pay back in spades with customers – and differentiate your brand in a world where mediocre service is more common than not. In order to move your contact center from standard to exceptional, you must empower your agents with the knowledge and tools they need to resolve complex issues quickly and easily.

The Oracle Cross-Channel Contact Center provides the tools and technology to enable your agents to deliver outstanding customer service regardless of the channel or device your customers use to communicate with you.

<sup>1</sup> \*Harris Interactive Study



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# Adaptable, Unified, Empowering

- **Unified Desktop:** Eliminate swivel integration and unify your applications into a single desktop. Built-in integration technology makes it easy to bring applications together in the desktop – even behind the firewall.
- **Case Management:** Manage cases efficiently with built-in productivity tools such as skills-based routing, SmartAssistant, standard text, workflow, and scripting. Flexible desktop designers enable you to tailor the desktop to your specific business needs.
- **Mobile Desktop:** Gain total visibility into the operations of your instance of the cloud, with global coverage from a fully redundant infrastructure.
- **Integrated Telephony:** Integrate to both on-premises and cloud-based telephony via web-services APIs and take advantage of complete telephony control on the desktop.
- **Customer Engagement:** Combine feedback and survey capabilities with outreach campaigns to both understand the voice of the customer and proactively communicate to your customers.



- **Social Engagement:** Expand your reach and proactively monitor and engage customers directly in social media, resolve incidents, and minimize social content that can negatively impact your brand.
- **Guided Resolution:** Enable your agents to guide customers through step-by-step troubleshooting and zero-in on the right answer to resolve issues faster.
- **Analytics:** Track and analyze customer service performance, customer satisfaction, and a host of key service metrics with pre-built dashboards and ad hoc reporting.



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# Knowledge Management

Knowledge is a vital part of your everyday business, from providing customers quick access to relevant content, to empowering your contact center agents with the information needed to quickly resolve customer issues. Today's customers are more likely to look for answers online, and as a result, knowledge often becomes the first point of engagement with your customers.

Consistently providing the right answers is necessary to deliver exceptional online self-service experiences and retain customer loyalty. Additionally, ensuring your contact center agents have the most relevant, accurate knowledge increases agent productivity, and lowers overall support costs.

Oracle Knowledge Management provides a modern knowledge solution, enabling you to put knowledge where ever your customers need it most – across channels, on mobile devices, and even in games and appliances.



*“Over half of US online consumers will abandon their online purchase if they cannot find a quick answer to their questions”*

*– North American Technographics Customer Experience Survey, 2013*



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# Intelligent, Insightful, Everywhere

- **Content Authoring:** Rapidly author and deliver knowledge using a powerful, web-based, WYSIWYG rich-text editor.
- **Conceptual, Self-Learning Search:** Use the facts to get the right response. Minimize knowledge maintenance with self-learning capabilities.
- **Guided Resolution:** Provide step-by-step troubleshooting and guide your customers to the right answers.
- **SmartAssistant:** Intercept and reduce inbound escalations by up to 30%. Leverage SmartAssistant to recommend the best answer based on a customer question.
- **Content Federation:** Simultaneously search multiple information sources and display results in a single integrated list.
- **Natural Language:** Ask and understand questions in conversational language. Use the context and intent of a question to return the right answer – faster and simpler.
- **Knowledge Analytics:** Understand both the effectiveness of knowledge as well as knowledge gaps by analyzing content usage, search terms, and customer satisfaction.
- **Knowledge Everywhere:** Embed knowledge where it's needed most – directly in a product, appliance, game console, or mobile app.







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# Policy Automation

Policies – whether in the form of company policies, regulations, or laws – are on the rise around the world. As a result, it's getting tougher and tougher to manage these policies and ensure they are adhered to consistently across the organization and in customer interactions. Often policies are read from manuals or hard-coded in legacy systems, and existing IT systems lack the agility to change quickly.

Oracle Service Cloud Policy Automation enables organizations in all industries to achieve greater business agility through the automation of their service policies, processes and regulations to provide superior customer experiences.

## Agile, Dynamic Online Interviews

- Present tailored advice for each customer
- Provide consistent cross-channel experiences

## Policy Management and Design

- Respond to policy changes in days instead of months
- Empower business users to design, create, and deploy

## Built-In Policy Analytics

- Understand the impact of new or changed policies with “what-if” analysis
- Ensure policies are tested prior to deployment

Dynamic Advice

Compliance  
Standards



Applications and Online Forms

Eligibility and Benefits

Product Return Policy

Fees and Cancellation Policy

Claim Processing



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# Start Your Journey

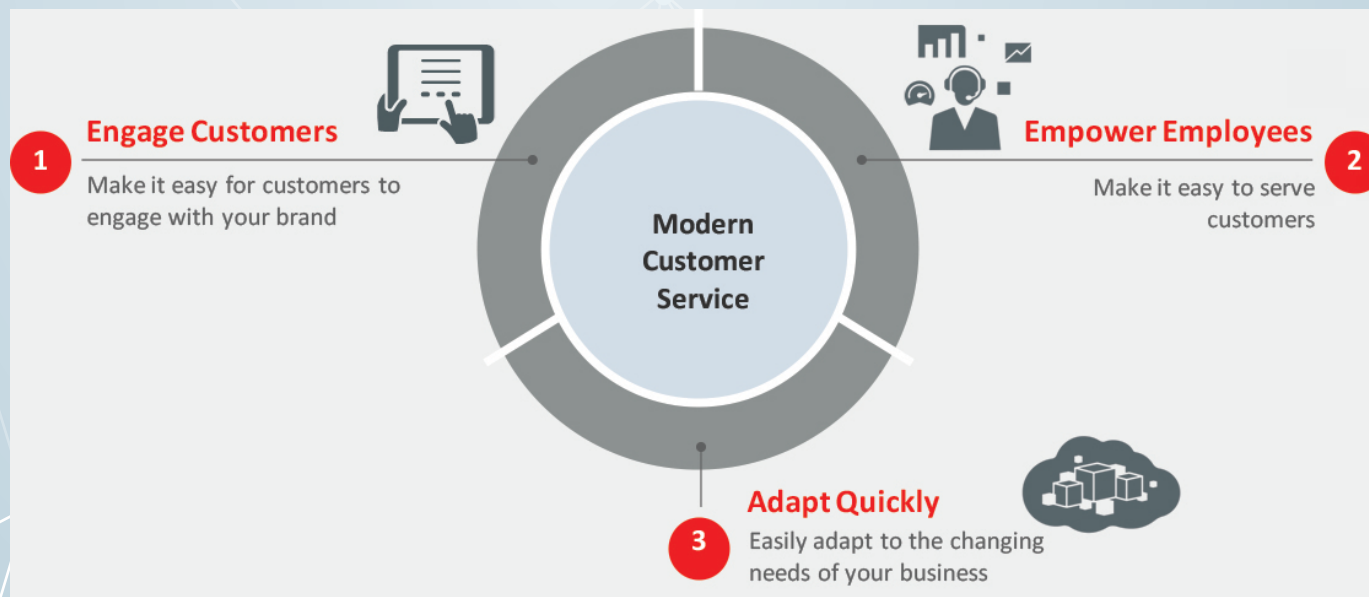
Explore the people, processes, and technology of the Oracle Service Cloud. Start your journey to modern Customer Service today and learn about the Three Tenets of delivering Modern Customer Service: engage customers, empower employees, and adapt quickly.

Meet the demands of your customers and create great service experiences across all channels with the Oracle Service Cloud. Your customers will love you for it and your brand will be stronger than ever. That's Modern Customer Service. Visit: [Oracle Service Cloud Service](#) online or call 1-800-633-0738 to speak with an Oracle representative.

## Learn More:

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