The Oracle Roadmap to Modern Customer Service

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Featured Speakers

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ORACLE
SERVICE CLOUD

ΩMEGA
Management Group Corp.
Modern Customer Service Mapping The Journey Ahead
Omega Management
Feb 2016
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WHAT IS CX?  “Customer Experience (CX) is the sum of all interactions a customer has with a supplier.”
Across Marketing / Selling AND Service & Support
The Reason For A CX Strategy Was **Sustained Growth**

*2012 Global Customer Experience Disruptive Study: U.S. Key Findings N.A*
Where are businesses investing in CX today?

- Modern Marketing
- Modern Commerce
- Modern Selling
- Modern Service

- Systems
- Content
- Data
- Culture
Are You Investing Your CX $ In A Better Promise?

Making It easier to promise more, and more often?

THE BRAND PROMISE

MORE SPEND

90% FUNDS

10% FUNDS

INCREASING ACQUISITION COSTS

THE BRAND DELIVERY

LESS SPEND

$ $$ amount of CX budget spend

# OF CUSTOMER ENGAGEMENTS

75%

INCREASING CUSTOMER CHURN

25% ENGAGE

10% ENGAGE

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“We Cut Your Customer Service Budget To Fund Our New CX Marketing Loyalty Campaign”
BRAND CAMP

WE NEED TO IMPROVE SERVICE

WE CAN'T AFFORD IT

WE'RE INVESTING EVERYTHING INTO PROMOTIONS

CONSUMERS ONLY BUY FROM US IF WE GIVE IT AWAY

WHY WON'T CONSUMERS PAY FULL PRICE?

BECAUSE OUR SERVICE IS SO BAD

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Does Your Customer Service CX Look Like This?

+ More Products/Services To Support
  + More Trained Staff Leaving
+ More New Customers To Serve
  + More Customers Leaving
+ More Systems To Integrate
  + More Old Software Failing

And Budget Got Cut Again!
Does Your CX Service Investments Look Like This?

2015 Channel Investment $

- Web Self Service: 10% (Social: 3%)
- Phone/IVR: 82%
- Chat: 5%

*2014 Consumer Pref

- Web Self Service: 20%
- Social: 7%
- Phone/IVR: 65%
- Chat: 8%

*2018 Predicted Consumer Pref

- Web Self Service: 30%
- Social: 28%
- Phone/IVR: 22%
- Chat / Video Chat: 20%

*Source: Gartner, 2014
Is Your Customer Service Measured As A Cost Center?
Under Funded, And Under Valued As A Strategic Partner In CX
“WE CANNOT SOLVE OUR PROBLEMS WITH THE SAME THINKING WE USED WHEN WE CREATED THEM”
CX IS YOUR CHANCE TO BE A HERO

**x8** LESS to grow from existing customers

**x3** More customer engagements happen In the **Owning Cycle**

**#1** Reason to recommend a company: **Outstanding Service**

*Reason to recommend a company: **Outstanding Service**

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Rewind The Clock And You Will Find CX Hero’s

Tony Hsieh > founder and CEO of ZAPPOS

“Zappos is a customer service company, that just happens to sell shoes.”
Customer service is not a department. It's an attitude…

AND A DIFFERENTIATOR
Invest In Better Delivery Of Your CX Promise

Your Customers Acquire New Customers For You

THE BRAND PROMISE

LESS SPEND

LESS SPEND

90% AMOUNT OF CX BUDGET SPEND

$\$\$

10 FUNDS

THE BRAND DELIVERY

MORE SPEND

INCREASED SALES $$

25% ENGAGE

# OF CUSTOMER ENGAGEMENTS

LEVERAGE

75%

LOWER $$ ACQUISITION COSTS

INVEST

75%
Define A Strategy To Become Modern
From The Promise To The Delivery Its One Modern Experience

<table>
<thead>
<tr>
<th>Traditional Service</th>
<th>Modern Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tactical Silos</td>
<td>Strategic Omni Channel</td>
</tr>
<tr>
<td>Reactive</td>
<td>Proactive</td>
</tr>
<tr>
<td>Anonymous</td>
<td>Personalized</td>
</tr>
<tr>
<td>Cost Center</td>
<td>Profit Center</td>
</tr>
<tr>
<td>Complex</td>
<td>Simple</td>
</tr>
</tbody>
</table>
Invest In The Right Technologies

AT THE RIGHT TIME!

Align:
• Who To Engage And Empower
• How To Measure And Where
• When To Invest With What
Evolve To Measure Success By Profit
Reduced Acquisition Costs The #1 Measurement

**EFFICIENCY**
(LOWER EFFORT)

- $$ BIG SAVE HERE

Reduce Service & Support Volume And Cost

**RETENTION**
(STRENGTHEN RELATIONSHIPS)

=) THEN INVEST HERE

10x Cheaper To Retain Customers Then Acquire New

**ACQUISITION**
(INCREASE REVENUE)

+ $$$ THEN MEASURE HERE

More Opportunities From Loyal Brand Advocates

ORACLE ROADMAP TO MODERN™
Embrace Acquisition Metrics Today

www.x.com

SUCCESS = conversion

/support

SUCCESS = deflection

INDEXED AND PROVIDED AS RESULTS

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There's no elevator to success. You have to take the stairs.
Mature Your Service Strategies

Omni-Channel Is An “Evolution”, Not A “Revolution”

1. Multi Channel Strategy
   Moving from limited silo channels, to multiple channels of choice for customers to connect on any device.

2. Cross Channel Strategy
   Moving from silo systems for agents to engage, to unified systems for consistent and relevant service quality on every channel.

3. Omni Channel Strategy
   Moving from anonymous service, to personalized segmented engagements, that can connect to a CX Strategy.

0. Silo Channel Strategy
   Introducing single or silo channels to connect with customers.
Get Going On Your Journey To Modern
WITH A MULTI-CHANNEL STRATEGY

GET GOING

Empower Customers With Self-Service

Provide Multiple Choices Of Channels

Enable Customers To Help Each Other

Primary Focus: EFFICIENCY (LOWER EFFORT)

INCREASED PRODUCTIVITY

REDUCED VOLUME

LOWER COSTS

Moving from limited silo channels, to multiple channels of choice for customers to connect on any device.
PHASE 1: GET GOING
Empower Customers With Self-Service

1.2M Self Service Sessions

3K + FAQs in 12 languages

90% Reduction in Agent Errors
Get Better On Your Journey To Modern
WITH A CROSS CHANNEL STRATEGY

GET BETTER

Standardize Service Across All Channels

Innovate New Ways To Engage

Connect All Silos Of Knowledge

Primary Focus: RETENTION (STRENGTHEN RELATIONSHIPS)

INCREASED SATISFACTION

IMPROVED LOYALTY

HIGHER ADVOCACY

Moving from silo systems for agents to engage, to unified systems for consistent and relevant service quality on every channel.
PHASE 2: GET BETTER
Standardize Service Across All Channels

2K + New Answers Created

20 Pts Net Promoter Score Increase

50% Reduction in churn rate
Get Ahead On Your Journey To Modern WITH A OMNI CHANNEL STRATEGY

Primary Focus: ACQUISITION (INCREASE REVENUE)

INCREASED OPPORTUNITIES
IMPROVED CONVERSIONS
DRIVING MORE SALES

GET AHEAD

- Unify All Customer And Business Data
- Personalize Customer Engagements
- Connect All Brand Experiences

Moving from anonymous service, to personalized segmented engagements, that can connect to a CX Strategy.
Define Your Roadmap
To Modern Customer Service

GET GOING
- Empower Customers With Self-Service
- Provide Multiple Choices Of Channels
- Enable Customers To Help Each Other

GET BETTER
- Standardize Service Across All Channels
- Innovate New Ways To Engage
- Connect All Silos Of Knowledge

GET AHEAD
- Unify All Customer And Business Data
- Personalize Customer Engagements
- Connect All Brand Experiences
Build **Your** Roadmap Through Discovery

- **Plan**
  - Understand Desired State
    - Map Strategic Objectives
  - Understand Current Model
    - Record Service Business Challenges
  - Understand Current Technologies
    - Review Ecosystem Capabilities
  - Understand Current Processes
    - Observe Customer Service in Action

- **Conduct**
  - Competition, Growth, Investments, Plans...
  - Channel Volumes, Divisions, Segmentations, Resourcing, Performance Measures, Processes, Skills and Training...
  - Channels, Applications, Reporting, Management Apps, Data Models, Knowledge, Databases, Projects...
  - Agent Work Area, Application Counts, Clicks & Screen Movement, Customer Behavior, Scripts, Routing...
  - Technology Strategy, Value Strategy, Engagement Strategy, Phases, Capabilities, KPIs...

- **Build**
  - Define Future State Strategy
    - Create Your Roadmap

ORACLE ROADMAP TO MODERN™
What Problems Are You Looking To Solve?
Primary, Secondary and Tertiary For Each

**EFFICIENCY** (LOWER EFFORT)
- 1. Call Volume
- 2. Resolution Rate
- 3. First Contact Resolution

**RETENTION** (STRENGTHEN RELATIONSHIPS)
- 1. Customer Satisfaction
- 2. Net Promoter Score
- 3. Customer Effort Score

**ACQUISITION** (INCREASE REVENUE)
- 1. Cart Abandonment
- 2. Conversions Rate
- 3. Average Order Value

ORACLE ROADMAP TO MODERN™
What KPIs Will You Measure / Refine Along The Way?

KPI Metrics That Can Be Used With Financial Predictions

**GET GOING**

**MULTI-CHANNEL EXAMPLE**

**OBJECTIVES**

*Increase*
- +15% Online interactions
- +20% Online resolutions
- +2-5% FCR across channels

*Decrease*
- -15% Calls from WSS
- -10% Email handle time

**GET BETTER**

**CROSS-CHANNEL EXAMPLE**

**OBJECTIVES**

*Increase*
- +10% CSAT across channels
- +10Pt Increase In NPS
- +20% Resolution quality

*Decrease*
- -30% Customer Effort Score
- -10% Average Handle Time

**GET AHEAD**

**OMNI-CHANNEL EXAMPLE**

**OBJECTIVES**

*Increase*
- +10% AOV across all channels
- +20% Online Conversions
- +Industry Award for Service

*Decrease*
- -30% Reduction in Cart Abandon
- -10% Acquisition Costs

ORACLE ROADMAP TO MODERN™
What Solution Approaches Align To Your Objectives?

Channel Strategies and Engagement Technologies

**GET GOING**

**EXAMPLE**

Multi Channel Service Choice
1. Knowledge Base
2. Web / Mobile Self-Service
3. Online Chat
4. Email Resolutions
5. Surveys
6. Partner Community

**GET BETTER**

**EXAMPLE**

Cross Channel Service Quality
1. Click-To-Call
2. Scripted Guides
3. Integrated Desktop
4. Integrated Analytics
5. Integrated Commerce
6. Social Engagement

**GET AHEAD**

**EXAMPLE**

Omni Channel Personal Service
1. Proactive Chat
2. Co-Browse Assisted Chat
3. Experience Routing
4. Virtual Assistant
5. Customer Engagement
6. Integrated Marketing
Oracle Modern Service Discovery

1. Connect
   - Share RTM Vision
   - Gather Preliminary Data

2. Learn
   - Interview Stakeholders
   - Observe Operations

3. Assess
   - Assess Findings
   - Develop Recommendations

4. Share
   - Present Deliverables
   - Review Action Plans

- FREE Consulting
- Seasoned Experts
- Tailored To Your Needs
- Aligned With Partners

- Current Gap Analysis
- Business Impact Case
- ROI Analysis Report
- Multi Year Roadmap

- Maturity Modeling
- Industry Benchmarking
- Reviewed Quarterly
- Revised Annually

• FREE Consulting
• Seasoned Experts
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• Aligned With Partners

• Current Gap Analysis
• Business Impact Case
• ROI Analysis Report
• Multi Year Roadmap

• Maturity Modeling
• Industry Benchmarking
• Reviewed Quarterly
• Revised Annually
Thank You!

Q & A

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