



WEBCAST SERIES

The Oracle Roadmap to Modern Customer Service

February 25, 2016
2:00 pm ET / 11:00 am PT



Featured Speakers



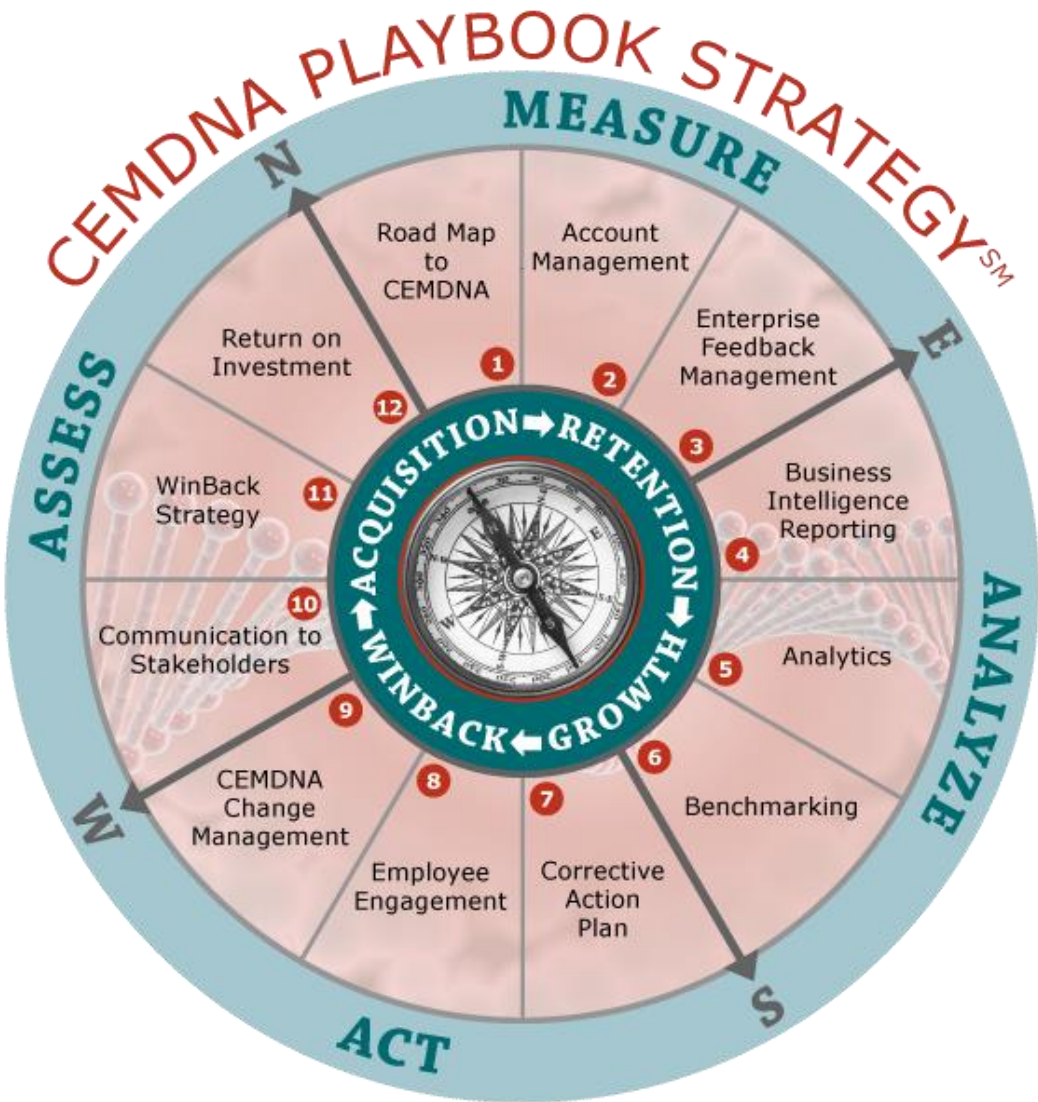
JP Saunders
Senior Director,
Solution Strategy



Bill Bradley
VP, Marketing & Business
Development



CEMDNA Playbook StrategySM





ORACLE®
SERVICE CLOUD

Modern Customer Service Mapping The Journey Ahead

Omega Management

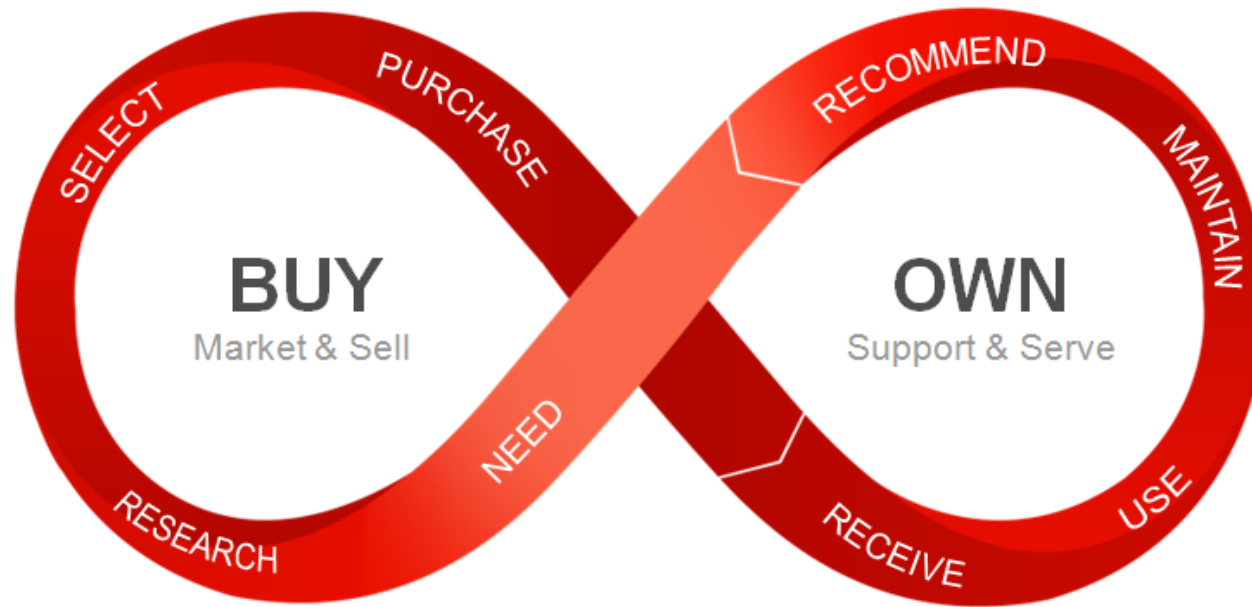
Feb 2016

JP Saunders

Sr Director Strategic Consulting, CE Strategist, CX Evangelist, Oracle.

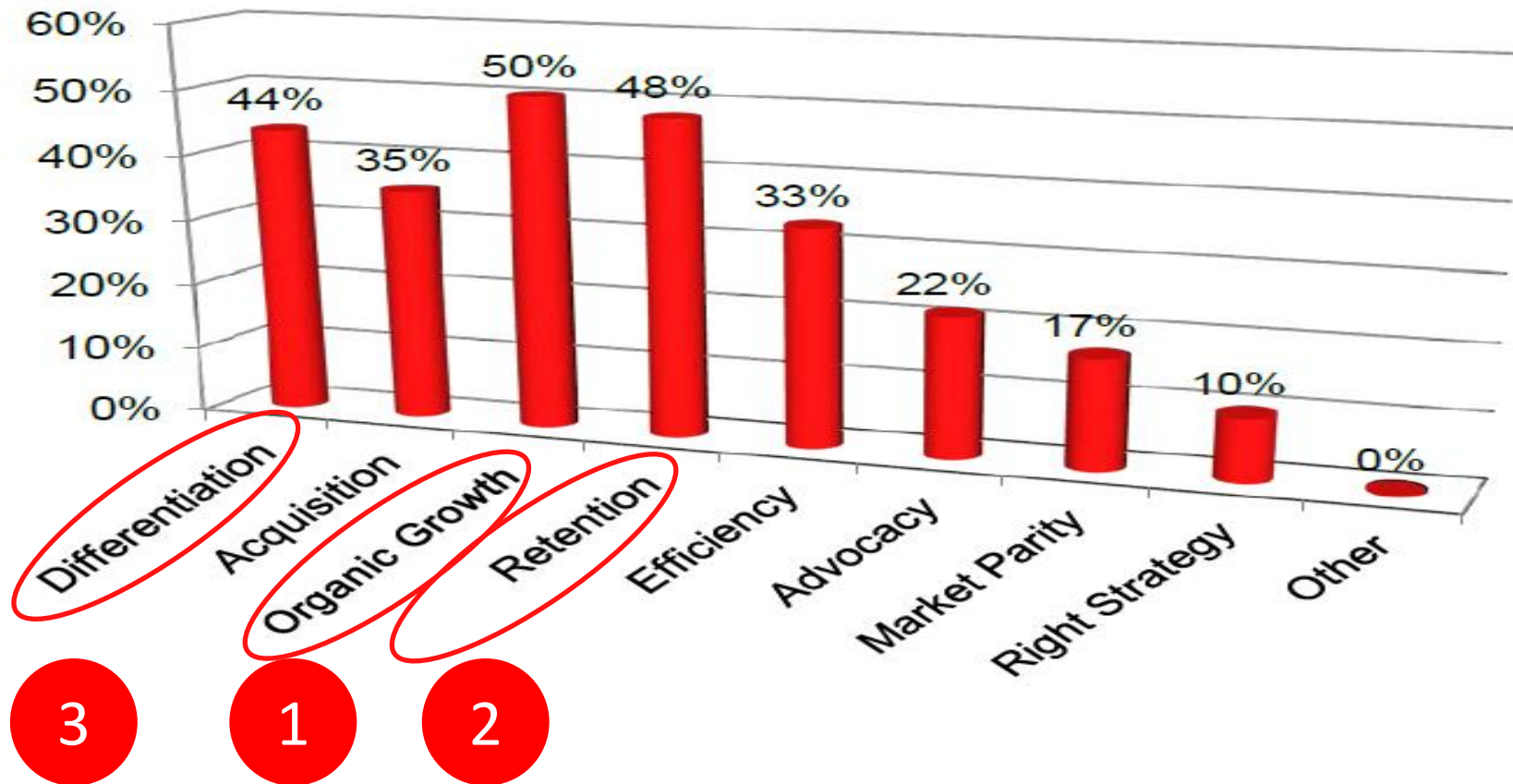
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WHAT IS CX? *“Customer Experience (CX) is the sum of all interactions a customer has with a supplier.”*
Across Marketing / Selling AND Service & Support

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

THE BRAND DELIVERY

**MORE
SPEND**



\$\$\$
AMOUNT OF CX
BUDGET SPEND

10
%

**LESS
SPEND**



**INCREASING
ACQUISITION
COSTS**



**# OF CUSTOMER
ENGAGEMENTS**

75%

**INCREASING
CUSTOMER
CHURN**



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



BRAND CAMP

by Tom Fishburne



©2011

MARKETOO.NEST.COM



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

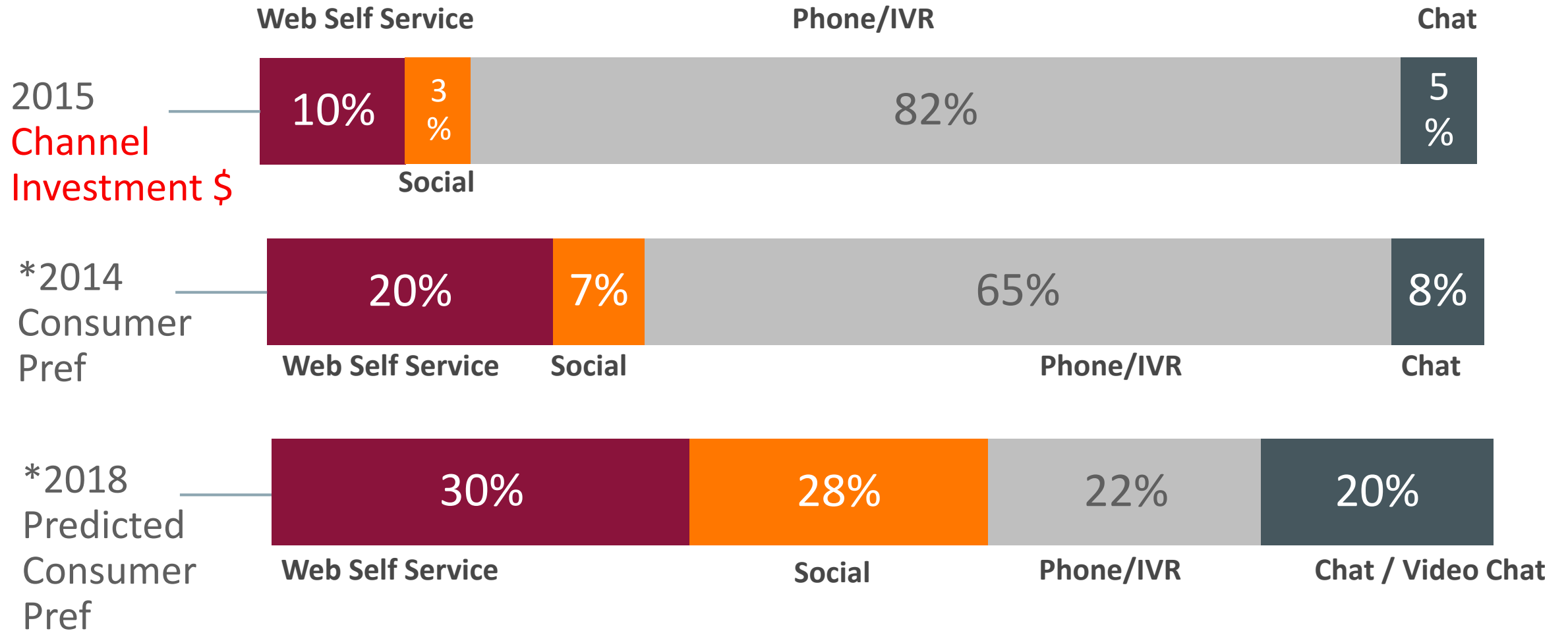
+ More Systems To Integrate

+ More Old Software Failing

And Budget Got Cut Again!



Does Your CX Service Investments Look Like This?



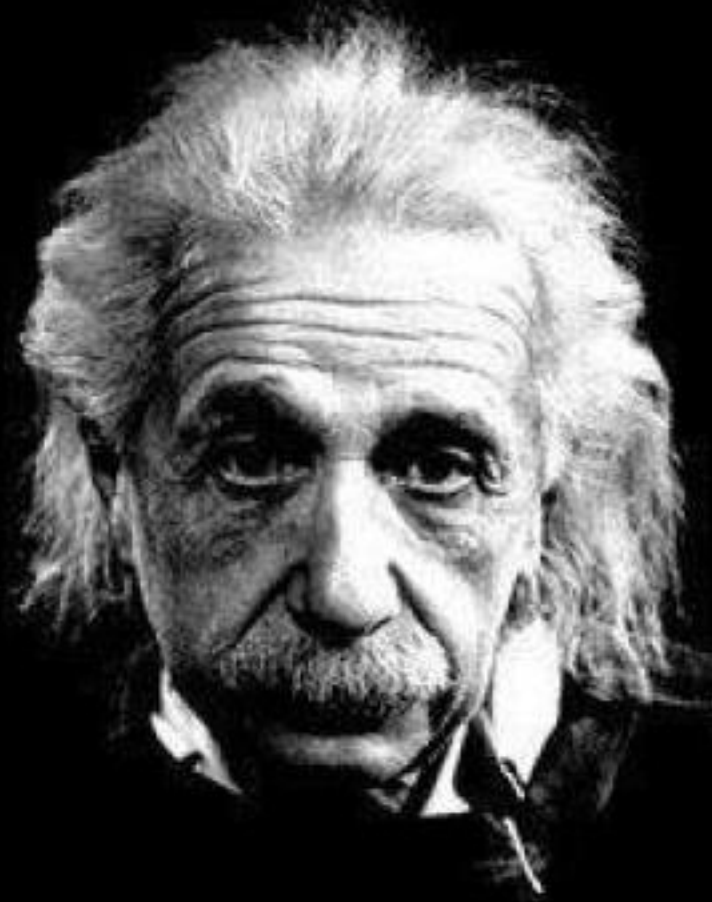
*Source: Gartner, 2014

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*

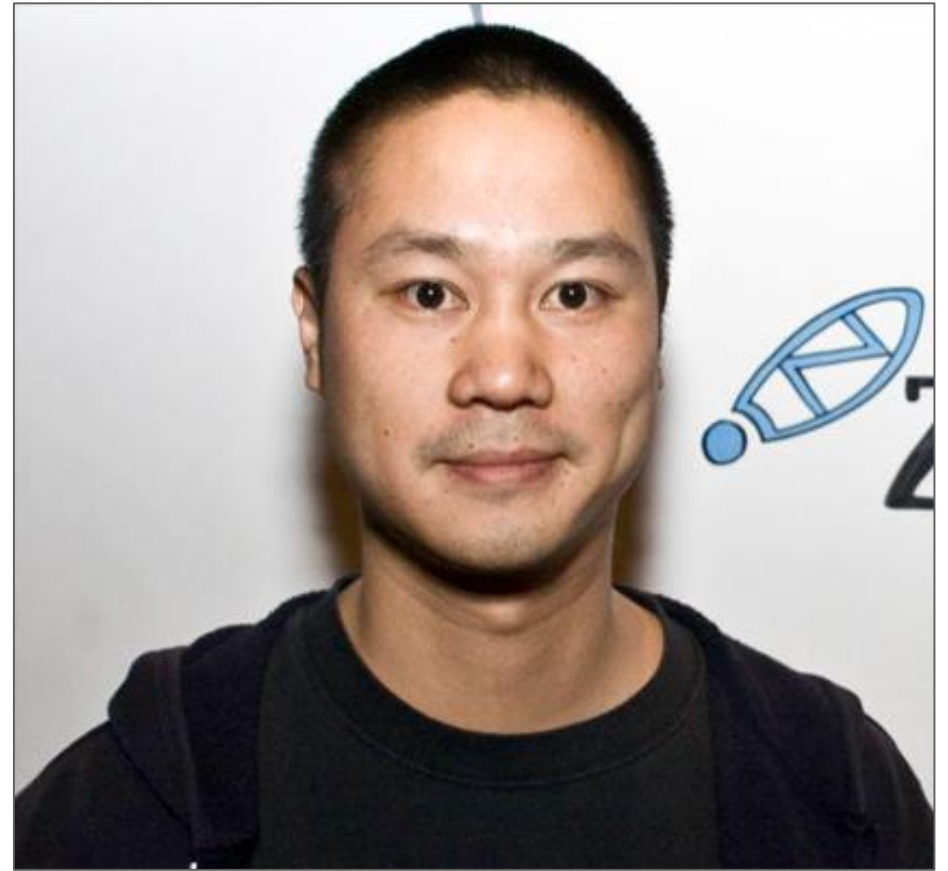
X3 *More customer engagements
happen In the Owning Cycle*

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

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

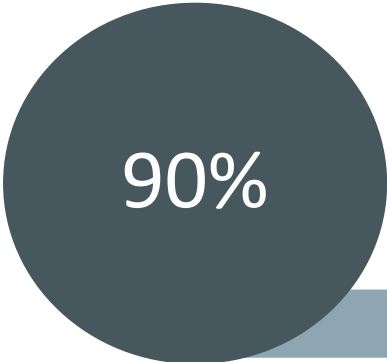
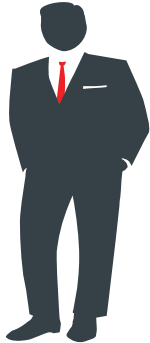
Invest In Better Delivery Of Your CX Promise

Your Customers Acquire New Customers For You

THE BRAND PROMISE

THE BRAND DELIVERY

LESS SPEND



\$\$\$
AMOUNT OF CX BUDGET SPEND

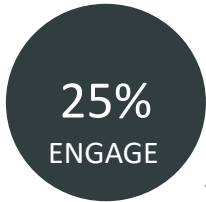
INVEST



MORE SPEND

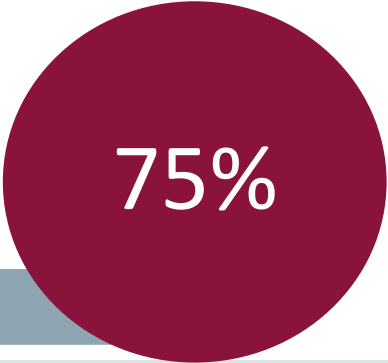


LOWER \$\$ ACQUISITION COSTS



∞
OF CUSTOMER ENGAGEMENTS

LEVERAGE

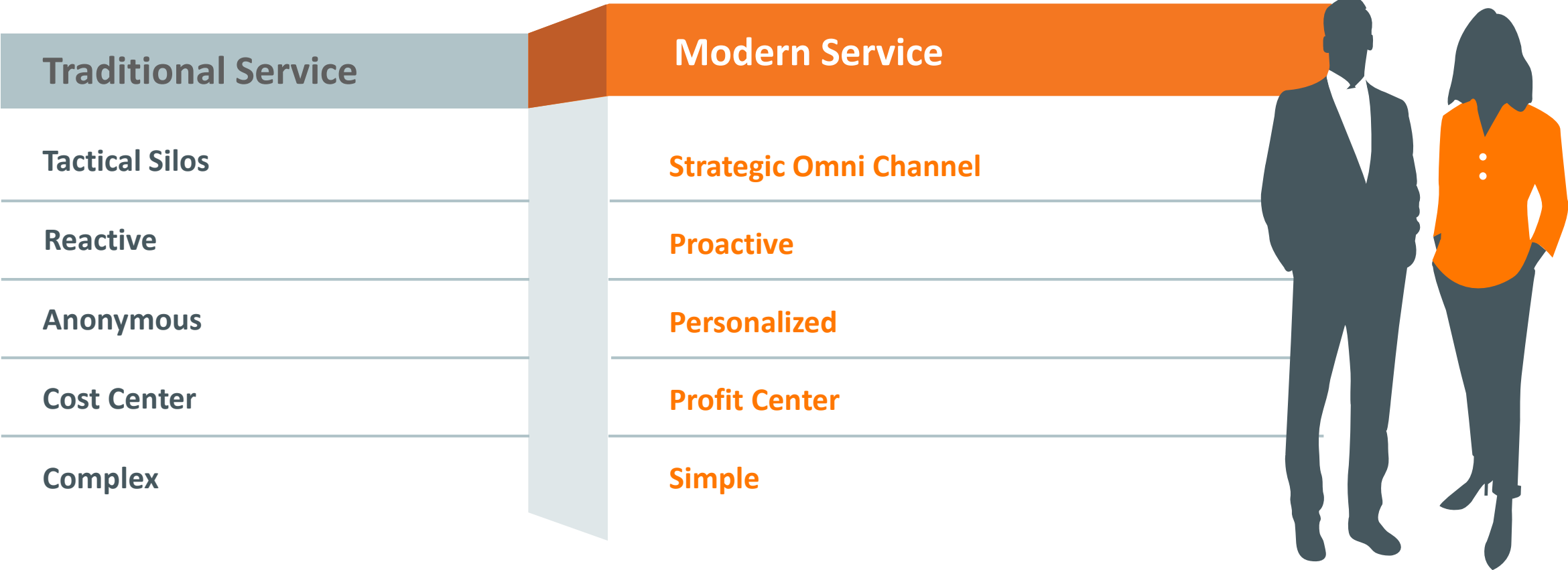


INCREASED SALES \$\$



Define A Strategy To Become Modern

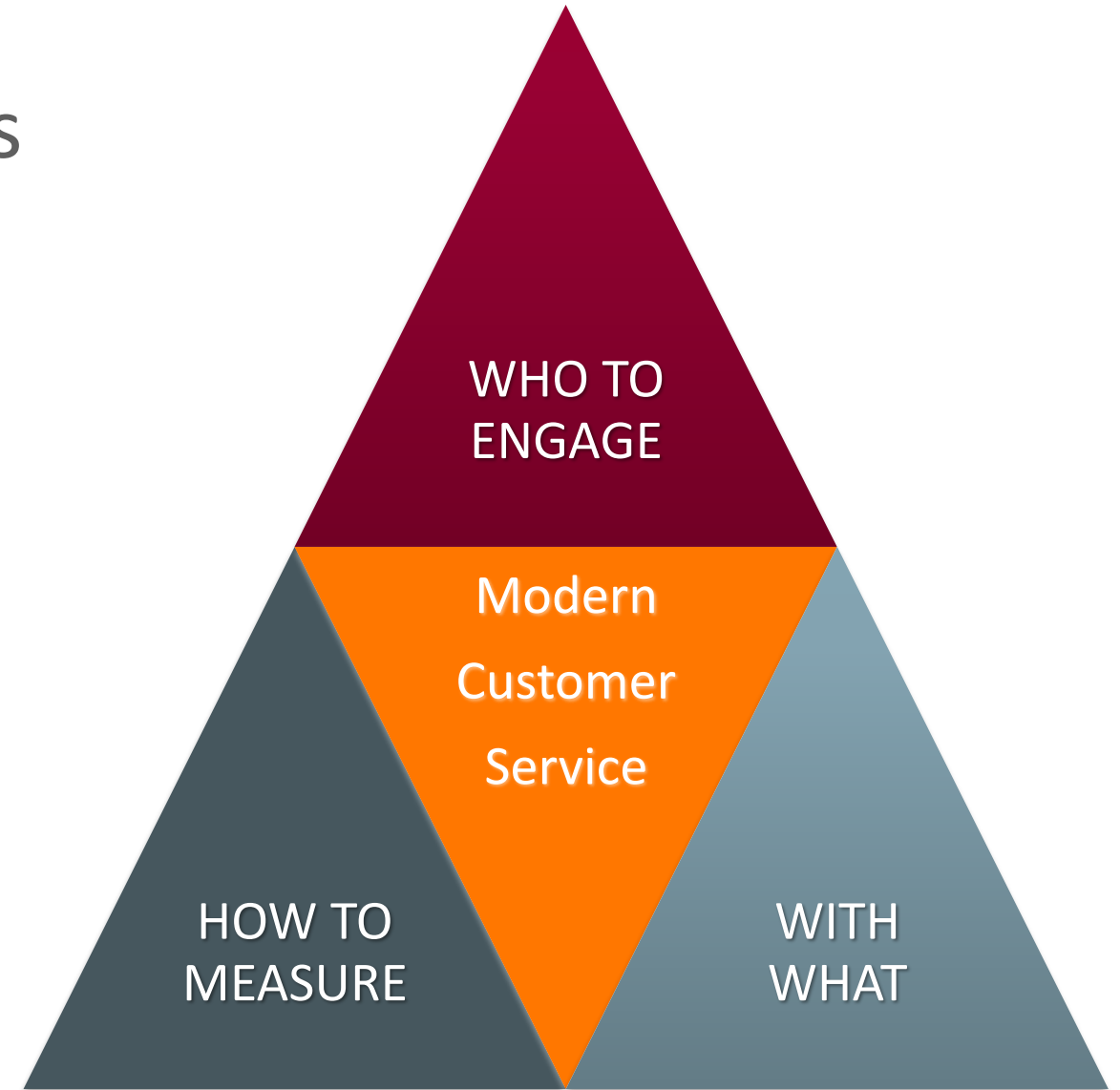
From The Promise To The Delivery Its One Modern Experience



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



ORACLE ROADMAP TO MODERN™

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

Embrace Acquisition Metrics Today

NEED
Consumer



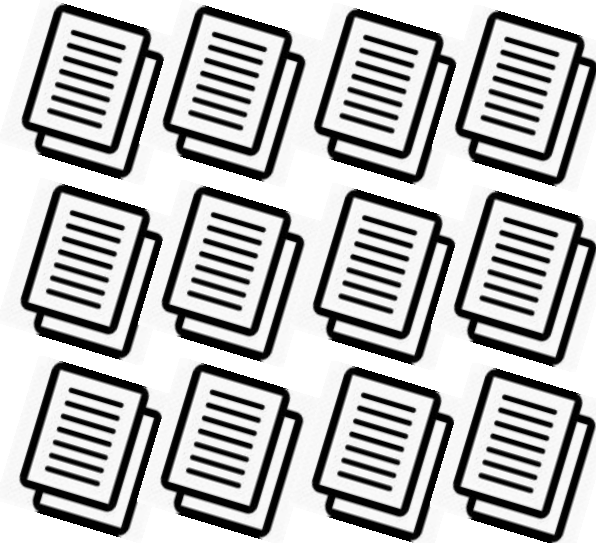
www.x.com

SUCCESS = conversion



/support

SUCCESS = deflection



INDEXED AND PROVIDED AS RESULTS



THERE'S NO
ELEVATOR
TO SUCCESS.
YOU HAVE
TO
TAKE THE STAIRS

Rizzoli Restaurant

Mature Your Service Strategies

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



MODERN CUSTOMER SERVICE




{Cost Center}

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 ▶▶▶▶

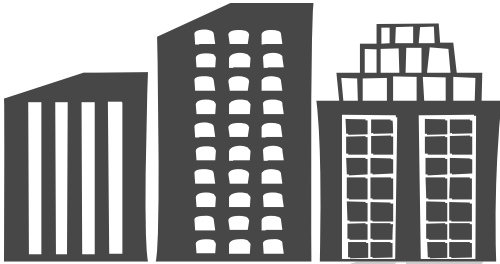
-  Empower Customers With Self-Service
-  Provide Multiple Choices Of Channels
-  Enable Customers To Help Each Other

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

Atención al Cliente

Buscar **Buscar**

Temas de Ayuda

- ▶ Vuelos
- ▶ Hotel
- ▶ Paquete
- ▶ Auto
- ▶ Seguro de Viaje
- ▶ Pagos
- ▶ Mi cuenta

Respuestas más frecuentes

- ¿Cómo contacto con el Servicio de Atención al Cliente de Orbitz?
- ¿Dónde puedo encontrar números de teléfono para llamar gratis a la aerolínea?
- ¿Cómo cambio o cancelo mi boleto de avión?
- ¿Es posible seleccionar los asientos para mi vuelo?
- No podemos completar tu reserva con la aerolínea. Por favor elige otra opción.
- ¿Qué significa "impuestos incluidos"?
- ¿Puedo hacer el check-in e imprimir mi tarjeta de embarque online?
- No se puede verificar la dirección de facturación de la tarjeta de crédito que proporcionaste
- ¿Qué quiere decir "por favor, para comprar el boleto contacte con la aerolínea"?
- ¿Puedo realizar una reserva por teléfono?
- ¿Puedo conseguir puntos de fidelidad cuando hago una reserva de hotel?
- Mi dirección de facturación está Fuera de EEUU. ¿Puedo reservar en Orbitz?

Iniciar sesión y autoservicio

- Examinar / Cambiar Mi Itinerario
- Administrar métodos de pago
- Cambiar dirección de email
- Cambiar contraseña
- Se me ha olvidado la contraseña

Protección de Viaje

Obtener cobertura para gastos médicos de emergencia, gastos de cancelación y equipaje perdido, y mucho más durante su viaje.

Comprar seguro de viaje

BBB Rating A+

Protección de Viaje

Obtener cobertura para gastos médicos de emergencia, gastos de cancelación y equipaje perdido, y mucho más durante su viaje.

Comprar seguro de viaje

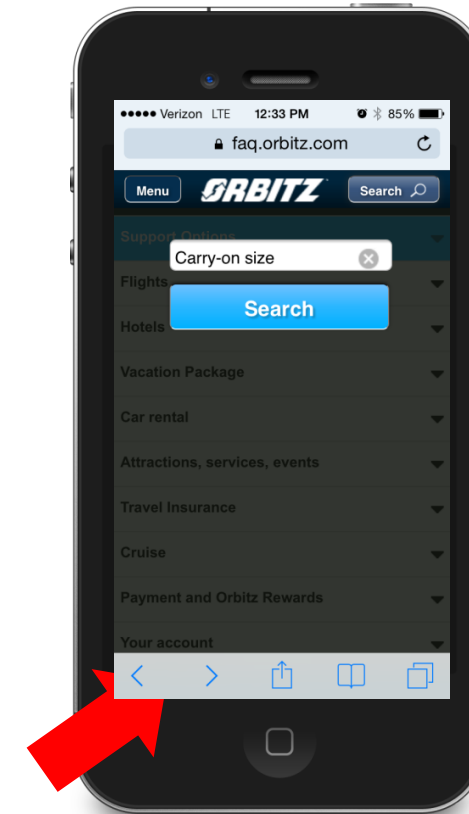
Estado del vuelo | Orbitz Alertas de Viaje | Noticias para Viajeros | Contáctenos | English

Sobre Orbitz | Contáctenos | Inversores | Carreras | Medios de Comunicación | Publicidad | Afiliados | Orbitz para Agentes | Términos y Condiciones | Sus derechos de privacidad

Promesa de Precio Bajo | Garantía de Tarifas Bajas | Price Assurance | Facebook | Twitter

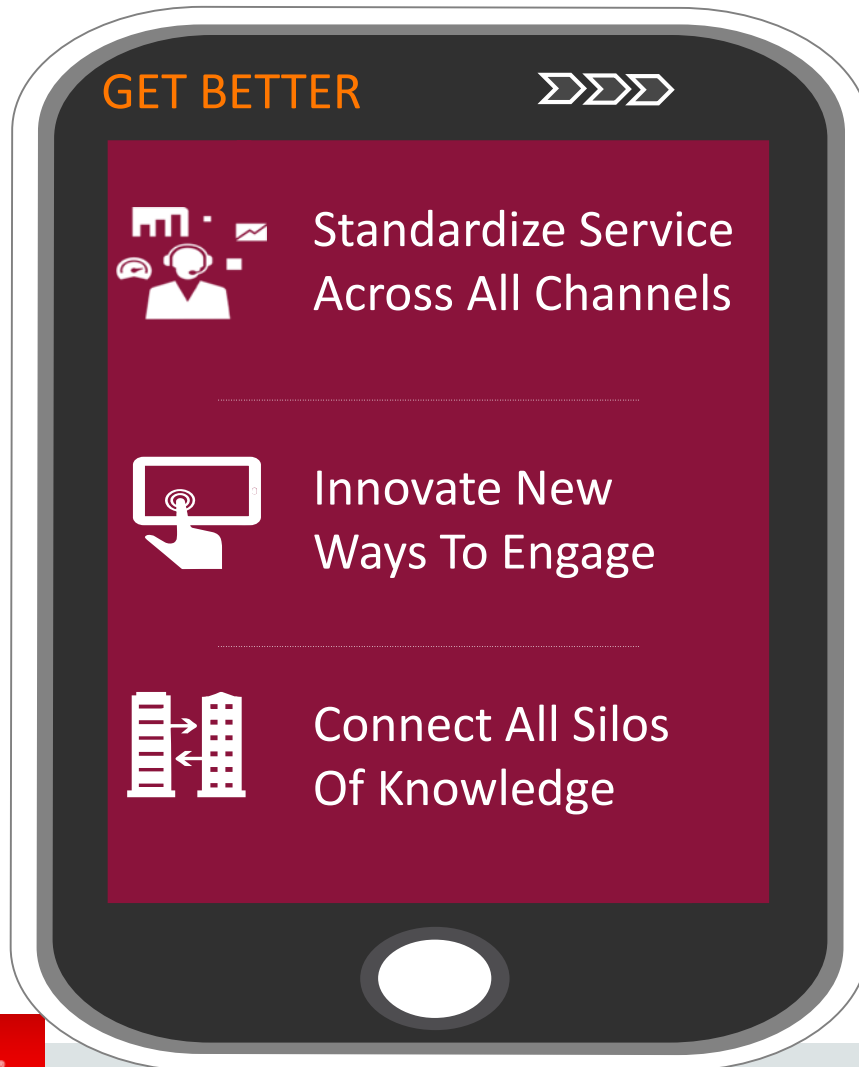
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TRUSTe CERTIFIED PRIVACY



Get Better On Your Journey To Modern

WITH A CROSS CHANNEL STRATEGY

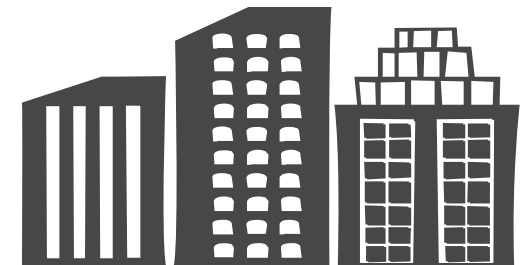


Primary Focus:
RETENTION
(STRENGTHEN RELATIONSHIPS)

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

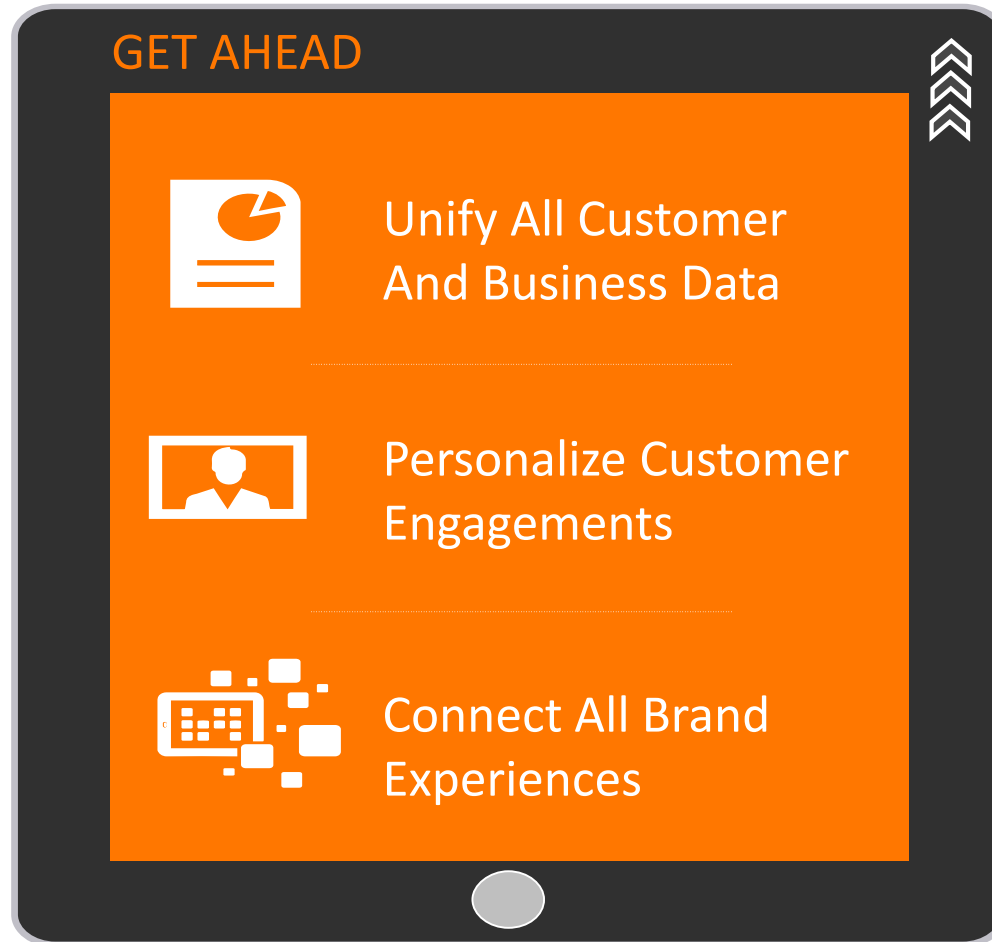
20 Pts
Net Promoter
Score Increase

50%
Reduction in
churn rate

The screenshot shows the Oracle RightNow CX Cloud Service interface. The main window displays a list of incidents with columns for Reference, Email Address, Subject, Severity, Status, Owner, Entourage, Queue, Date Last Upd, Date Created, Date Last Resp, and NPS. A red box highlights the NPS column, showing values ranging from 7 to 10. The interface also includes a navigation menu on the left with options like SOLUTIONS, TICKETS, DOMAINS, ORDERING, and NETWORK. The top of the page shows the user's account information: Account: Brian Raboin, Support, Joe Landers.

Reference	Email Address	Subject	Severity	Status	Owner	Entourage	Queue	Date Last Upd	Date Created	Date Last Resp	NPS
1	derrick.nunn@studergrou	studer-vdata1 - low disk space	P2 - Urgent	Open	Platnu	Support - Pla		04/26/2013 09	04/26/2013 05	04/26/2013 07	9
2	vornado.cms@retransfor	Set "index.php" as a default page for all folders and s	P2 - Urgent	New	Green	Support - Gr		04/26/2013 09	04/26/2013 09	No Value	
3	josh.nah@exitgroup.org	iseusa.com SSL cert	P2 - Urgent	New	Blue	Support - Bl		04/26/2013 09	04/26/2013 09	No Value	10
4	matteo.rebeschini@studer	Provisioning Log Sources	P3 - Reque	Upda	Platnu	Support - Pla		04/22/2013 09	02/21/2013 03	04/22/2013 03	10
5	paul.blackler@themisonal	TH-29 - global-marketedge.com Domain transfer and	P3 - Reque	Open	Platnu	Support - Pla		04/25/2013 04	04/16/2013 02	04/23/2013 03	8
6	ccrosswy@trust.com	February 23 Re-Scan	P3 - Reque	Open	Platnu	Support - Pla		04/25/2013 07	02/27/2013 07	04/24/2013 04	
7	rbelona@arminsight.com	Alert Logic Case#315905: Unable to See Traffic for A	P3 - Reque	Upda	Silver	Support - Sil		04/25/2013 07	04/04/2013 08	04/04/2013 08	10
8	jacqueline.martin@pssoft	Nightly DB backups NOT occurring - CRITICAL	P3 - Reque	Upda	Gold	Support - Go		04/25/2013 07	04/22/2013 11	04/25/2013 01	
9	carl@hyperweb.ca	VM Alarm	P3 - Reque	Open	Green	Support - Gr		04/25/2013 08	04/19/2013 07	04/24/2013 05	10
10	matteo.rebeschini@studer	Web Farm Issue and LVS Affinity Setting	P3 - Reque	Upda	Platnu	Support - Pla		04/26/2013 01	04/19/2013 12	04/25/2013 10	10
11	jed@nylontechnology.co	SNMP agent down - no response received	P3 - Reque	Open	Silver	Support - Sil		04/26/2013 02	04/08/2013 07	04/24/2013 03	
12	acrossland@cllogic.com	Network issues - DNS	P3 - Reque	Open	Silver	Support - Sil		04/26/2013 04	02/06/2013 01	04/15/2013 04	
13	bruce.h.diamond@usa.du	Replication Error	P3 - Reque	Open	Silver	Support - Sil		04/26/2013 05	03/16/2013 12	04/26/2013 03	8
14	jeremy.pease2@indsoft.u	Low Disk Space on 220451-39	P3 - Reque	Upda	Platnu	Support - Pla		04/26/2013 05	04/08/2013 01	04/25/2013 11	7
15	thejadschmidt@gmail.co	Possible mail issues with Yahoo	P3 - Reque	Upda	Platnu	Support - Pla		04/26/2013 06	03/12/2013 08	04/25/2013 05	
16	levin@cupainers.com	MySQL running slowly 214589-4	P3 - Reque	Upda	Blue	Support - Bl		04/26/2013 07	04/18/2013 10	04/25/2013 04	10
17	lboswell@trust.com	Alert logic logs - malicious activity?	P3 - Reque	Upda	Platnu	Support - Pla		04/26/2013 08	04/23/2013 09	04/24/2013 06	7
18	support@geminare.com	[Case #QCC-712-51301]: Disable Geminare Replicato	P3 - Reque	Upda	Lance Rob	No Yaku	Support - Pla	04/26/2013 08	01/18/2013 10	04/25/2013 03	
19	rbrown@entradem.com	Server Work - INWQNT-APP31	P3 - Reque	New	Platnu	Support - Pla		04/26/2013 08	04/26/2013 07	No Value	

Get Ahead On Your Journey To Modern WITH A OMNI CHANNEL STRATEGY



Primary Focus:
ACQUISITION
(INCREASE REVENUE)

INCREASED OPPORTUNITIES

IMPROVED CONVERSIONS

DRIVING MORE SALES



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

Define Your Roadmap To Modern Customer Service

GET AHEAD



Unify All Customer And Business Data



Personalize Customer Engagements



Connect All Brand Experiences

GET BETTER



Standardize Service Across All Channels



Innovate New Ways To Engage



Connect All Silos Of Knowledge

GET GOING



Empower Customers With Self-Service

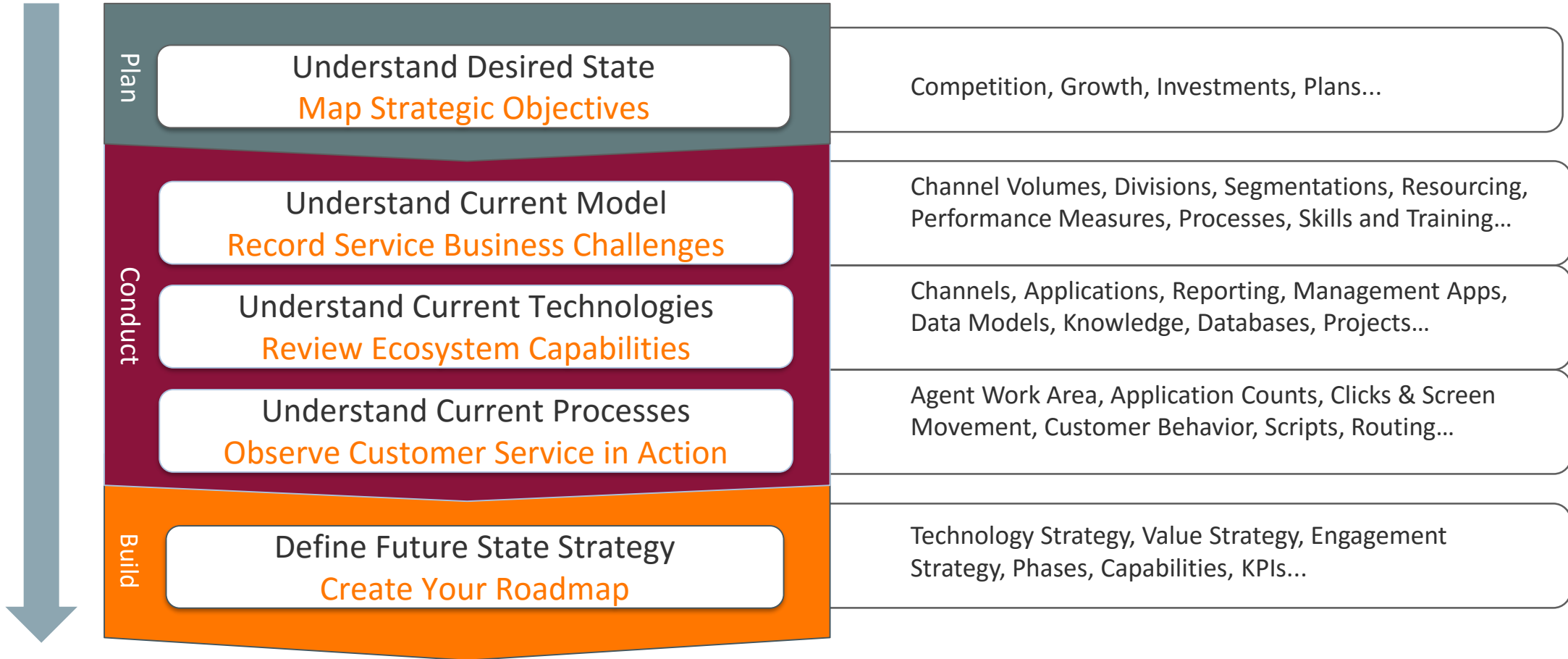


Provide Multiple Choices Of Channels



Enable Customers To Help Each Other

Build Your Roadmap Through Discovery



What Problems Are You Looking To Solve?

Primary, Secondary and Tertiary For Each



EFFICIENCY

(LOWER EFFORT)

EXAMPLE

1. CALL VOLUME
2. RESOLUTION RATE
3. FIRST CONTACT RESOLUTION



RETENTION

(STRENGTHEN RELATIONSHIPS)

EXAMPLE

1. CUSTOMER SATISFACTION
2. NET PROMOTER SCORE
3. CUSTOMER EFFORT SCORE



ACQUISITION

(INCREASE REVENUE)

EXAMPLE

1. CART ABANDONMENT
2. CONVERSIONS RATE
3. AVERAGE ORDER VALUE

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

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

- **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**

1



Connect

- Share RTM Vision
- Gather Preliminary Data

Offsite

2



Learn

- Interview Stakeholders
- Observe Operations

Onsite

3



Assess

- Assess Findings
- Develop Recommendations

Offsite

4



Share

- Present Deliverables
- Review Action Plans

Onsite

ORACLE®

Thank You!

Q & A



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Requests for Information

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