



**NEXT-GEN
SERVICE:
CREATING
THE CUSTOMER
EXPERIENCE OF
THE FUTURE**

ORACLE®



WHAT'S INSIDE

- A look at how customer needs are changing
- An overview of key challenges to providing next-generation customer service
- Action items: 3 steps to providing next-generation knowledge-driven service
- A look ahead: Everything-as-a-Service





ARE YOU WORRIED ABOUT LOSING TOUCH WITH YOUR CUSTOMERS?

“Today's customers reward or punish companies based on a single experience—a single moment in time. This behavior was once a Millennial trademark, but it's now in play for older generations. It has become normal.”

– Forrester¹

1. <https://go.forrester.com/2017-predictions>

CUSTOMER INTERACTIONS ARE CHANGING.

67 percent of all shoppers regularly use more than one channel to make purchases², and the types of channels customers can choose from are expanding rapidly. Phone, email, chat, and traditional mail still have their place, but the use of messaging apps, social media platforms, online communities, and self-service options are increasing. Channels will only continue to proliferate as the Internet of Things (IoT)—or the connection of people and things, such as appliances, automobiles, electronics, and consumer goods, to the internet—and virtual, immersive technology take hold.



THE PAST: MULTICHANNEL INTERACTIONS

Customers typically select a couple of channels where they engage with businesses. For example, booking travel or making a purchase might involve a phone call and a face-to-face interaction.

67%

of all shoppers regularly use more than one channel to make purchases



THE PRESENT: OMNICHANNEL INTERACTIONS

Customers research options themselves, interacting simultaneously on multiple channels. They may speak to a service representative via phone or chat and also get advice from the community on a social media platform before making a purchase through a website or mobile app.



THE FUTURE: ORGANIC CHANNEL INTERACTIONS

Customers combine channels for a personalized, unique experience each time they interact with a business. They expect the right information to be available to them before they even need it and anticipate speedy resolution of issues.

Businesses must also take into account the multiple devices people use to connect and communicate (smartphones, tablets, smart TVs, games consoles, etc.) and provide a seamless experience across all touchpoints.

KNOWLEDGE MANAGEMENT IS CHANGING.

81 percent of customers now use online help sources when making a purchase.³

Knowledge management—the process of capturing, distributing, and effectively using knowledge—underpins the delivery of that help. Companies have been interested in knowledge management for decades, but only now has the evolution of content management technology made the use of knowledge across a business possible.⁴

“At one point you went to a stockbroker who was supported by knowledge systems. Now you go to knowledge systems that are supported by stockbrokers. The two players have simply switched places.”

– Jeff Wartgow, Director,
Product Management,
Oracle Service Cloud

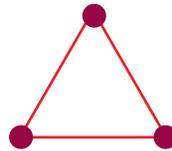
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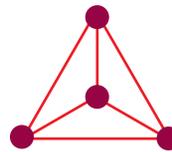
THE PAST: KNOWLEDGE TRAPPED IN SILOS

Employees in different areas of a business have access to varying types of knowledge. Information is stored in a variety of databases and systems that don't communicate with each other, which makes it difficult for both customers and agents to access.



THE PRESENT: AGENTS SUPPORTED BY KNOWLEDGE

The service agent has access to systems and databases that the customer can't access and uses those systems to advise the customer. For example, travel agents can check destination information, get travel details, find out about hotels, and more.



THE FUTURE: KNOWLEDGE-DRIVEN CUSTOMER EXPERIENCE

The customer is in the driver's seat, accessing a range of information sources, including those formerly only available to the service agent.

3. http://blogs.forrester.com/kate_leggett/16-03-03-your_customers_dont_want_to_call_you_for_support
4. <https://www.skyrme.com/kmbasics/evolution.htm>



BUSINESSES THAT FAIL TO DELIVER NEXT-GENERATION SERVICE **RISK LOSING** **CUSTOMERS TO** **COMPETITORS.**

“ [Customers] expect everything faster. And better and cheaper. And are more likely than ever to jump ship to get it. Getting and keeping them anchored means extracting insights from every experience. Every touchpoint. ”

– Accenture⁵

“ Brands now find themselves in an environment in which they must change in real time to flex and adapt to meet customers' wants and needs across a bewildering array of channels, some of which they have only limited control over. ”

– Fjord⁶

THE GOOD NEWS:

There are steps you can take to begin delivering exceptional customer service while coping with dynamic channels and platforms.

5. <https://www.accenture.com/us-en/advanced-customer-strategy-index>

6. <https://trends.fjordnet.com/trends/hourglass-brands>

2 UNLOCK TRIBAL KNOWLEDGE

CHALLENGE:

Both service agents and customers have a lot of unwritten knowledge that could help resolve customer issues, but nobody benefits if it stays unwritten.



SOLUTION:

- Identify the people who have the tribal knowledge
- Create communities or forums where this knowledge can be shared
- Put processes in place to keep the knowledge bank up to date



BENEFITS:

- Captures essential knowledge that might otherwise be lost
- Creates a dynamic bank of knowledge for both customers and service agents



3 AUTOMATE AND PREDICT DECISIONS



CHALLENGE:

Every customer experience is different, and old approaches to knowledge delivery can't compensate for that variety. Without automation, there is no way to deliver the experience customers expect.



SOLUTION:

- Build your customer experience solution on a platform that can grow as technologies expand
- Combine unified and tribal knowledge with analytics on actual customer actions to predict what customers will need next, and have it ready before they ask for it



BENEFITS:

- Integrates customer-facing and back-office systems
- Supports self-service
- Offers additional customer insights
- Scalability helps cope with new platforms, channels, and technologies





THE ULTIMATE FUTURE: EVERYTHING- AS-A-SERVICE

IoT, natural-language processing, augmented reality, and other technologies will continue to disrupt the customer experience landscape.⁷

These technologies will enable new ways to provide next-gen customer service.

- Knowledge never sleeps—this becomes a brand asset
- Customers can create their own personal, unique service experience
- Businesses can leverage multiple channels to create differentiated experiences for various customer groups
- Both experiences can evolve to handle new channels with the Oracle platform

Gartner⁸ predicts that by 2020, 85 percent of the customer relationship won't require human interaction. Are you ready?



7. <https://go.forrester.com/2017-predictions>

8. http://www.gartner.com/imagesrv/summits/docs/na/customer-360/C360_2011_brochure_FINAL.pdf

A hand is pointing at a laptop screen. In the background, there is a large, stylized arrow graphic pointing to the right. The scene is dimly lit, with a focus on the laptop and the hand. The overall tone is professional and forward-looking.

STOP WORRYING AND START PREPARING FOR THE FUTURE

LEARN HOW **ORACLE SERVICE CLOUD** CAN HELP YOU DELIVER NEXT-GENERATION CUSTOMER SERVICE: A PERSONALIZED, CONSISTENT CUSTOMER EXPERIENCE NO MATTER WHICH CHANNELS OR DEVICES CUSTOMERS USE.

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