

# Oracle Service Cloud Analytics



Oracle Service Cloud provides actionable insight, empowering organizations to make better and quicker decisions. Fully integrated across all Oracle Service Cloud products, Oracle Service Cloud Analytics delivers full visibility across all customer touch points, spanning customer service, sales, marketing, and feedback functions. It also provides visibility across all interaction channels by capturing, organizing, presenting, and disseminating real-time actionable knowledge with speed and flexibility. The result: a better customer experience, improved understanding of customer interactions, increased operational efficiency, and superior business performance.

## KEY FEATURES

Powerful integrated analytics tool for delivery of real-time actionable insights.

- Prebuilt role-based analytics
- Custom analytics design centers
- Advanced analytic capabilities

## KEY BENEFITS

- Deliver enhanced customer experience
- Measure customer service effectiveness and agent productivity across channels
- Evaluate marketing campaign effectiveness
- Provide real-time visibility into current sales performance
- Facilitate more-accurate sales forecasts

## Prebuilt Role-Based Analytics

Companies can immediately acquire insight into organizational performance with an extensive library of prebuilt role-based analytic dashboards and reports for each Oracle Service Cloud application. You can configure any prebuilt report or dashboard to suit your business needs. By taking advantage of the following Oracle Service Cloud Analytics capabilities, you can provide your employees with real-time insight, enabling them to make smarter, timelier decisions that can have a direct impact on business performance.

- **Customer service and support analytics.** Gauge the quality of customer experiences and measure customer satisfaction with deep, prebuilt service and support analytics.
- **Marketing analytics.** Gain deeper insight into the effectiveness of marketing campaigns, and determine how those campaigns are driving leads, reaching customers, and ultimately driving sales.
- **Customer feedback analytics.** Increase customer advocacy and improve your products, services, and processes with prebuilt customer feedback analytics.

## Custom Analytics Design Tools

With Oracle Service Cloud Analytics, you can use custom analytics design tools to create custom analyses targeted to your organization's unique needs. You can create role-based reports and dashboards, create ad-hoc reports from scratch or modify prebuilt reports. The tools enable you to create:

- **Custom reports.** Easily prepare customized role-based analytic reports with an intuitive drag-and-drop graphical report design tool.
- **Custom dashboards.** Quickly organize reports into meaningful role-based customized dashboards, add charts, calculations and conditional formatting as well as roll-ups to highlight important data.

**ORACLE SERVICE CLOUD EXPERIENCE**

Oracle Service Cloud Analytics is part of the market-leading Oracle Service Cloud that offers an integrated approach to customer experience. With Oracle Service Cloud, you'll be able to provide a seamless customer experience in 33 languages across multiple touch points - from your knowledge foundation and contact center to your corporate Website and social communities. Deliver exceptional customer experiences that put you head and shoulders above your competitors.

**RELATED PRODUCTS**

Oracle Service Cloud includes Oracle Service Cloud Analytics and these other products:

- Oracle Service Cloud Feedback
- Oracle Service Cloud Knowledge
- Oracle Service Cloud Outreach
- Oracle Service Cloud Dynamic Agent Desktop
- Oracle Service Cloud Chat

**Advanced Analytic Capabilities**

Oracle Service Cloud Analytics you can also leverage the advanced analytic capabilities and features to rapidly understand and intelligently act on critical organizational insight for improved decision-making.

Scheduled reporting. Ensure that key personnel have consistent access to the latest information, by automatically scheduling report execution and delivery.

- **Exception-based alerts.** Proactively identify problems or exception conditions with rule-based alerts for immediate action and resolution.
- **Historical trending.** Exploit historical and comparative knowledge to generate more-accurate prediction models.
- **Robust data drilling.** Uncover underlying causes of performance trends by drilling down, in, or across to additional levels of analytic detail. You can drill from reports to dashboards, drill across to reports referencing related data sets, build destination reports once and reuse them, and build conditional report links for more-efficient report development, better reporting performance, and extended insight for better decision-making.
- **Advanced charting.** An extensive library of customizable charts and charting options presents the right information in the most understandable and effective manner.
- **Customized output.** You can easily view, print, forward, publish, or export analyses to third-party applications. Exportable formats include delimited, HTML, image, Microsoft Excel delimited, Microsoft Excel formatted, PDF, and XML.
- **Data tool bar.** Enable end users to fine-tune reports without IT or analyst support. Users can change sort ordering, displayed fields, slicing, filtering, roll-ups, cross-tabs, and more.
- **Oracle BI connector:** Consolidate Service Cloud incident data into the cross-source BI application for advanced analytical reporting across cloud properties and Oracle Transactional Business Intelligence Enterprise data.
- **Accessible:** Easily access in a variety of formats including mobile apps, web, and MS Office.
- **Distributing Reports:** Easily forward reports to key stakeholders via email. After you open a report or dashboard, you can print it, forward it to an email address, or export the data to be used in an external application. Additionally, you can schedule reports and dashboards to be published or emailed at specified times, or when specified data conditions are met.
- **Configurable Search Dialog Windows:** Provide the ability to quickly and easily resize filter boxes so scrolling is minimized. In addition, individual filters can now be reordered so that commonly used items can be moved to the top.

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**Hardware and Software, Engineered to Work Together**

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