Oracle Service Cloud
Cross-Channel Contact Center

Oracle Service Cloud Cross Channel Customer Service enables organizations to provide quick and consistent, pro-active and re-active assisted service across multiple channels.

Complexity is increasing and it's a lot harder to resolve your customers' problems. Think of the complexity of the products and services people use, the long distribution chains in which they are delivered and the growing number of channels in which you need to interact with your customers. Oracle Service Cloud Cross-Channel Contact Center can help your organization increase efficiency while reducing operating expenses by allowing customers to resolve simple issues through self-service while directing the more complex issues to contact center agents.

KEY FEATURES

- Role Based User Interfaces
- Case Management
- Telephony Control
- Customer Engagement
- Social Engagement
- Guided Resolution
- Integrated Knowledge
- Analytics

KEY BENEFITS

- Unified Applications In Single Desktop
- Seamless Experience Across all Channels
- Fast and Effective Resolution
- Personalized and Effective Engagements
- Proactive Social Customer Service
- Stay Connected Everywhere
- Single Platform, Highly Configurable

Role Based User Interfaces

- **Unified Desktop**. Unify all systems and interaction channels in a single highly productive agent desktop application. Embed the multi-channel toolbar directly into the agent desktop. This flexible desktop design allows for the extension of the agent desktop through the use of custom objects. This allows for the easy integration of multiple applications into a single user interface which enhances agent productivity, and reduces time to productivity for new agents.
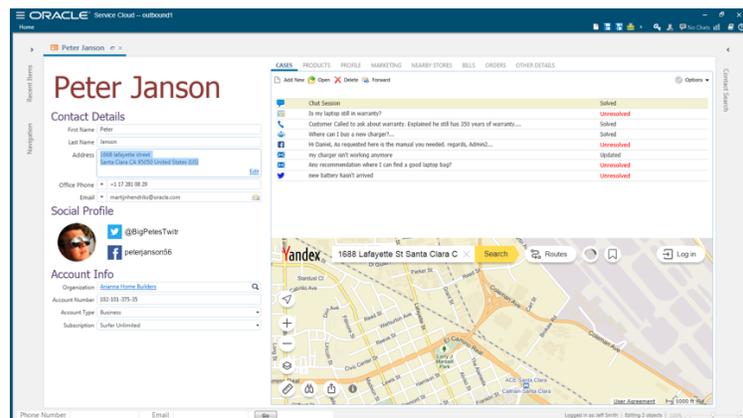

Figure 1. Unified Agent Desktop

- **Browser Desktop**: Using an intuitive browser based interface, users have easy access to contact center data, including enhanced workspaces and workspace rules, Knowledge Foundation or Advanced, analytics, and additional Browser Control support.

- Understand needs: Infuse insight into each customer engagement
- Solve problems: Manage interactions across all channels
- Delight customers: Tailor experiences to customers' needs

Case Management

Manage the timely resolution of customer inquiries across all your channels. Case Management includes a complete solution for managing support incidents and related customer profiles across all of your channels, along with advanced rule and queue management to automate your business process, and flexible analytics to gain high visibility into your performance.

- **Service Level Agreements**. Ensure that you are always meeting your service obligations through the use of service level agreements. SLAs can be associated to an organization or an asset. When creating an incident, an SLA can be associated, which will provide visibility to the agent of the service commitment, and valuable analytical information to management on organizational efficiency. Automatic calculation of the resolution date/time commitments provides both agents and management with visibility into SLA compliance conformity.

- **Collaboration**. Provides a means for agents to collaborate with subject matter experts within the service organization, and automatically pass contextual information. Additionally, agents can also collaborate directly with subject matter experts outside of the service organization allowing non-users of Agent Desktop to log into Collaboration Service via a web browser or supported mobile device.

- **Agent Productivity Tools**. Decrease the time agents spend typing using standard text and hot key for frequently used messaged. Enable agents to preview, link, or paste knowledge answers into a customer reply with a single click.

- **Message Templates**. Personalize communications to enhance your brand when sending automated system notifications and emails. Through the use of message templates, you can ensure that the professionalism of your brand is represented in all content that is sent out to your customers.

- **Intelligent Queuing and Routing**. Guarantee that your customer inquiries are always getting to the right person, the first time. Automate updates, responses, escalations and assignments. Balance workloads using standard assignment and round-robin queuing. For chat requests, utilize Experience Routing to match the best skilled agents using product, category, language, location, and customer value.

- **Multi-Channel Support.** Manage all customer interaction channels from a unified, consistent interface. Share context across channels to accelerate resolution, and provide a seamless customer experience when crossing from a self service channel to an assisted channel. Oracle Service Cloud is the only solution on the market that provides cross-channel support out of box, without the need for 3rd party partner technology.
    - Live Chat. Provided rules-based control for conditional channel invitations based on visitor behavior and volume. Define engagement rules to target high value visitors, and proactively engage through live agent channels.
    - Co-Browse. Empower live agents to collaborate with customer via voice or chat with support for most browsers. Deliver remote support, reboot, file transfers and co-edit documents or web forms in real time.

- **Incident Archiving and Purging**: Improve database management through enhanced incident archiving and purging capabilities. Customers can define custom thresholds for purging incidents.

Integrated Telephony and Universal Queuing

Optimize your customer experience and your organization efficiency through the use of integrated ACD telephony systems. Oracle Service cloud provides the framework to enable integration to both cloud and on-premise ACD through published APIs. This allows organizations to use a single agent desktop to manage all channel interactions,

- Web Customer Service
- Knowledge Management
- Policy Automation

auto-authenticate and log agent status. Routing rules, queues, reporting and agent administration are easy and transparent. Oracle Service Cloud has a comprehensive alliance network, encompassing all of the major suppliers in this area.

Customer Engagement

The key to outstanding customer experience in service is not just the ability to react when a customer contacts you for assistance, but also the ability to proactively reach out to them with relevant communications.

- **Outreach Mailings**. Oracle Service Cloud provides the ability to develop proactive, relevant communications based on the complete customer history. Not only can you provide customers with personalized time-critical messages based on rules and events, but you can also provide agents with knowledge of these campaigns so they have a complete and accurate view during their next interaction with that customer.
- **Customer Feedback**. The voice of the customer is one of the most valuable tools available to a service organization. Create and publish surveys using a variety of question types and flexible design options. Listen, monitor and act on customer feedback across web, social and contact center touch points. Utilize this information to identify unhappy customers, and prioritize for follow-up. Automate follow-ups for immediate action such as creating incidents for agents or departments.

Social Engagement

Expand your reach and proactively monitor and engage customers directly in social media, to quickly resolve incidents and minimize social content that hurts your brand.

- **Social Monitor.** Enables you to constantly watch for online comments that might indicate a potential issue and risk to your brand.
- **Social Profile.** Allows you to apply filters and sentiment analysis to quickly identify positive and negative comments from consumers
- **Social Community.** Create your own social communities where customers can share insight and knowledge. Mine community knowledge to curate and improve company knowledge.

Guided Resolution

Dynamically guide agents through dialogues to consistently capture critical information and resolve issues faster.

- **Guided Assistant.** Guide agents through a series of questions and answers to diagnose issues. Reduce agent training time and ensure consistent troubleshooting and resolution.
- **Scripting and Interaction Workflow.** Create scripts to guide agents through interactions and complex business processes. Deliver personalized experiences with scripts that change based on the customer or interaction.
- **Contextual Workspaces.** Dynamically present information agents need in context with customer interactions. Dynamically change workspaces based on agent roles, customer information, or ay field changes.
- **Policy Automation.** Enables organizations in all industries to effectively meet government and organizational policy obligations while maintaining full compliance with laws and regulations. Empowers business users to collect, model, analyze, update and deploy policies across multiple channels.

Integrated Knowledge

Oracle Service Cloud Knowledge Management enables organizations to deliver actionable information to customers and agents to facilitate effective service resolutions, by empowering organizations to easily create knowledge content in any language, find answers anywhere and capture insights to continually improve knowledge.

• **Integrated Knowledge.** Drastically improve resolution times with more accurate answers. Continuously improve knowledge in the organization by streamlining the creation and approval of new answers. Deploy knowledge where needed across multiple channels including web, social and the agent desktop.

• **SmartAssistant.** Leverage SmartAssistant to recommend the best knowledge answers based on the customer question. SmartAssistant can be utilized by customers through the customer portal, or by agents within the agent desktop. Using SmartAssistant, your can reduce inbound cross-channel escalations by up to 30%.

Analytics

Analytics are the key to an organization's ability to track and manage performance, efficiency, customer satisfaction, and a number of other KPIs that are critical to customer excellence and operational efficiency.

• **Pre-Built Reports.** Oracle Service Cloud offers over 500 best practice and role-based reports out of box. Organizations can schedule reports for delivery to individuals and teams on a regular basis. Reports access can also be restricted based on both role and profile.
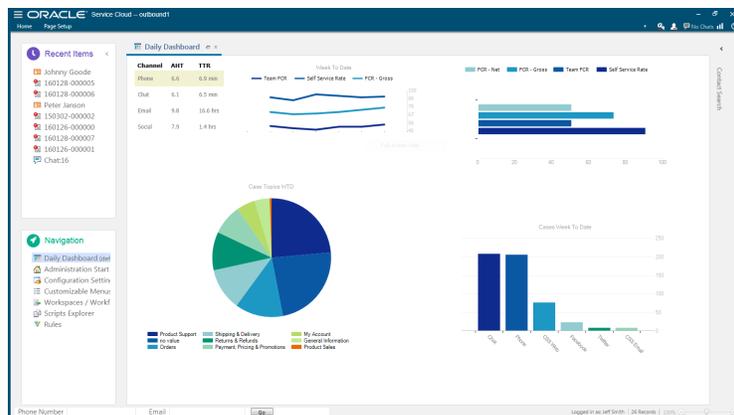

Figure 2. Dashboard with Pre-Built Reports.

• **Ad-Hoc Reporting.** Create ad-hoc reports from scratch or modify existing pre-built reports. Leverage a drag-and-drop report builder to create custom reports easily.