

Oracle Service Cloud Feedback



KEY FEATURES

Capture critical customer insights

- Multichannel customer feedback
- Response routing and action
- Emotion detection and topic monitoring
- Audience targeting and segmentation
- Easy-to-use survey designer

KEY BENEFITS

- Get short time to value with on-demand, cloud-based delivery
- Deliver a single view of the customer across all channels
- Create relevant, targeted surveys—easily and cost-effectively
- Provide faster follow-up by identifying and prioritizing feedback
- Increase personalization and relevance by merging dynamic content into surveys

Oracle Service Cloud Feedback is a fully integrated, multichannel enterprise feedback solution that enables you to capture, measure, and act on critical customer insight so that you can continuously improve the customer experience. Oracle Service Cloud Feedback makes it easy to listen to and act on customer feedback across Website, social media, and contact center touch points. The result: improved customer loyalty and retention.

Multichannel Enterprise Feedback Management

Many organizations collect customer feedback by using disparate and uncoordinated solutions. This can result in a variety of costly solutions that provide a small number of employees with a limited view of the customer.

With Oracle Service Cloud Feedback, you can consolidate companywide feedback processes into a single enterprise feedback solution that targets, designs, tests, delivers, captures, analyzes, routes, and acts on customer insight. The results are increased efficiency and reduced costs and complexity. Best of all, it means that your customers can communicate with you via the channels they prefer.

Taking the Pulse of Every Customer Interaction

Customers evaluate you at every interaction—from the purchase experience to key touchpoints such as service and support. This is why it's critical that you monitor the experience at every stage of the customer journey. Gathering feedback from customers immediately after interactions via short, dynamic surveys enables you to immediately flag at-risk customers and proactively solicit feedback based on customer and agent activities.

Conducting Timely and Relevant Surveys

Powerful survey management tools enable you to cost-effectively conduct relevant and targeted surveys, and with advanced multidimensional audience segmentation tools, you can identify target audiences on the fly, include or exclude other lists (for sophisticated segmentation), and employ pre-existing lists for faster survey creation.

Tapping into Unstructured and Unsolicited Feedback

Manually sifting through customer feedback is a daunting and time-consuming task. The patented technology within Oracle Service Cloud Feedback takes the pain out of this process, by automatically categorizing customer sentiment and clustering text responses into topics of interest. This makes it easy to quickly identify potentially unhappy customers and prioritize them for immediate follow-up.

Integrating Social Media Monitoring

Oracle Service Cloud Feedback can empower you to monitor conversations occurring on the social Web and act quickly to address concerns expressed there. Additionally you can also host your own customer community to maximize loyalty, improve service, and drive innovation.

Taking Action

A TARP Worldwide survey showed that 54 to 70 percent of customers who register complaints will make a purchase from a company again if their complaints are resolved. This number rises to 95 percent for customers who feel that the complaint was resolved quickly.

Oracle Service Cloud Feedback enables you to proactively sense and respond to customer feedback with automated business workflows, closing the feedback loop immediately to turn alienated customers into loyal ones. You can intelligently act on survey responses with sophisticated routing and workflow rules that enable you to create an opportunity, notification, incident, or lead; follow up with the contact; execute an external event; modify a record or a field; or add the recipient to a list. Survey results are available immediately and can be routed to a designated individual or department, depending on survey responses or other factors.

Moving from Metrics to Diagnostics

Organizations often can't tell what's driving their customer satisfaction scores or what they can do to improve them. Oracle Service Cloud helps you move beyond scores to a deeper understanding of your customers' evolving needs, enabling you to identify opportunities for improvement. Leveraging prebuilt survey reports and providing easily customizable reports and dashboards, Oracle Service Cloud Feedback intelligently synthesizes customer feedback into graphical, understandable trends for immediate follow-up. Feedback responses are combined with profile information and other corporate knowledge, providing a single, consolidated view of the customer.

Delivering Short Time to Value

Oracle Service Cloud Feedback is set up rapidly via the cloud to ensure short time to value and maximum flexibility for your business. Your feedback surveys can be up and running in minutes. It also gives you enterprise scalability, performance and security..

Capturing Multichannel Customer Feedback

Oracle technology enables you to capture real-time customer feedback from multiple channels, including Web, e-mail, phone, proxy, integrated voice response, SMS, and chat. This enables companies to gain a consolidated view of all customer feedback - regardless of the channel through which it is sent.

Targeted Feedback Capture Methodologies

Select from broadcast, transactional, polling widget, or Website link surveys to solicit the most-useful feedback for different business scenarios:

ORACLE SERVICE CLOUD EXPERIENCE

Oracle Service Cloud Feedback 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 Feedback and these other products:

- Oracle Service Cloud Analytics
- Oracle Service Cloud Outreach
- Oracle Service Cloud Sales
- Oracle Service Cloud Social Monitor

- **Broadcast surveys** capture feedback from selected audiences via targeted invitation.
- **Transactional surveys** capture feedback following an event, condition, process, or customer action.
- **Polling widgets** enable organizations to embed surveys within communities or other high-traffic interaction points.
- **Website link surveys** capture feedback from Website visitors.

Personalized Messaging

Oracle Service Cloud Feedback enables you to maximize survey relevance and impact with highly personalized content. You can leverage its single customer repository to merge dynamic content (from any customer database field) into mailings and surveys. Use conditional sections to show relevant content to the correct targeted audience. The results are higher response rates and more-effective surveys.

Audience Targeting and Segmentation

Take advantage of advanced, multidimensional audience segmentation to strategically identify and segment target audiences. With Oracle Service Cloud Feedback, you can create new segments, reuse segments created with Oracle Service Cloud Outreach, or use lists from external sources.

Emotion Detection and Topic Monitoring

Oracle Service Cloud Feedback employs patented artificial intelligence technology to measure how your customers feel about your business. Emotion detection tools automatically apply an "emotional" rating to customer survey responses that fit that description, and topic monitoring tools classify customer sentiment into categories so organizations can take immediate action.

Response Routing and Action

The routing and workflow rules within Oracle Service Cloud Feedback make it easy to take intelligent action based on completed surveys. They also close the feedback loop, by providing immediate follow-through.

Social Media Sharing and Links

Oracle Service Cloud Feedback makes it easy to include links in everything from outbound e-mails or surveys to a variety of social networks to encourage recipients to share or become fans or followers of your organization. (Currently supported social networks include Facebook, Twitter, LinkedIn, YouTube, and Flickr.) By taking advantage of the unprecedented reach afforded by social media, you can

- Spread the word to a new generation of customers who use social network sites
- Employ analytics to gain visibility into social influencers

Touch Management

Keep your best customers loyal by tightly managing customer touches: Use the recency and frequency analysis provided by Oracle Service Cloud Feedback to avoid over

communicating, and further engender customer goodwill by honoring global opt-in/opt-out and suppression lists.

Survey Question and Survey Invitation Designer

Use Oracle Service Cloud Feedback to compile attractive, relevant surveys that maximize customer responses. A full HTML message editor enables you to create engaging, attractive survey questions and invitation messages that will increase survey response rates.

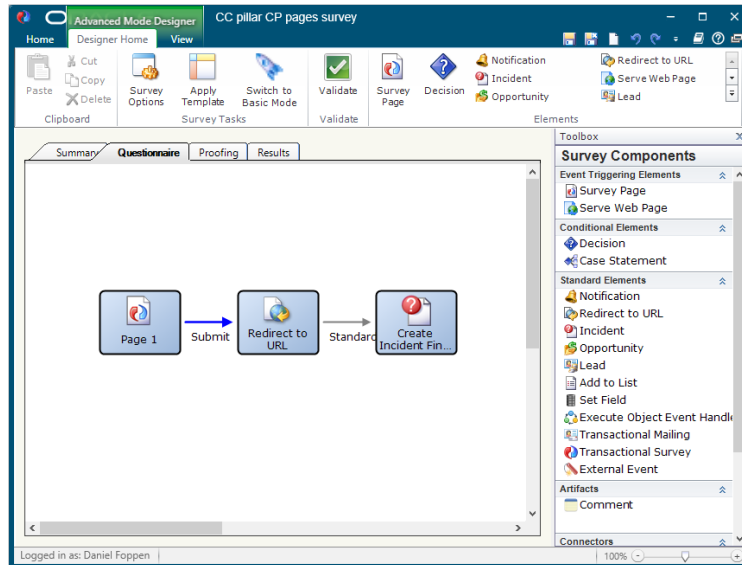


Figure1. Visual Feedback Designer

Proof Testing

Employ test cells to find the optimal message to drive the highest response rates, and quickly proof-test content for quality and accuracy, with Oracle Service Cloud Feedback.

Survey Launch and Delivery Management

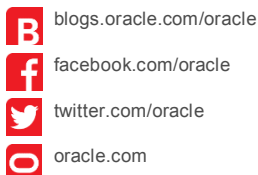
With Oracle Service Cloud Feedback, you can ensure that your surveys are being delivered to the right audience at the right time—whether immediately or in the future. You can also suspend, revise, and resume a survey or cancel it altogether.



CONTACT US

For more information about Oracle Service Cloud, visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.

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Hardware and Software, Engineered to Work Together

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