

Oracle Service Cloud Experience Routing



When customers today need help, they most often start with a company's website, often escalating from self-service channels into an assisted channel directly from the Web. This presents both a challenge and an opportunity for companies needing a smart way to route these customers to the right agent at the right time. With Oracle Service Cloud Experience Routing, companies can utilize insights gained from customers' online interactions to better handle routing and prioritization.

Simplify your queues and profiles in order to streamline the process of routing your customers to the right agent at the right time.

KEY FEATURES

- Easily Managed Skill Definitions
- Skill Modeling Based on Oracle Service Cloud Product/Category Hierarchy
- Advanced Skills-Based Routing
- Enhanced Queue Prioritization

KEY BENEFITS

- **Improve Customer Satisfaction** by ensuring the most qualified resources address each interaction
- **Simplify Queue Administration** by moving skills to agent profiles
- **Improve Agent Utilization** by easily assigning new skills to individual agents as they are trained
- **Better Prioritize Customers** with easy-to-set-up VIP queues

Simplify a Complex Skills-Based Routing System Before it Becomes Unmanageable

Traditional skills-based routing strategies rely on the set-up of queues and profiles to capture ever-growing combinations of support topics aligned with agents trained to address them. This type of system works well for a small group of products or for a contact center just getting started using live chat to support customers. But as product lines grow, new agents come on board, and the business expands to support other regions and languages, maintaining a growing list of queues and profiles quickly becomes unmanageable.

Oracle Service Cloud Experience Routing addresses this major business challenge by using the same *product* and *category* structure to handle chat routing as is used to organize Incidents, Answers, and Community Self Service. Now, as products and categories are created, agent skills can be automatically defined and aligned to specific profiles. It's easy to support new products and languages over time, as top-level skills can be defined to cover all underlying products in any product hierarchy. There's no need to define new skills when a new product is added to a product family, as agents can be set up to automatically inherit underlying products. It's easier to on board new agents by updating their skills as they get up-to-speed. Experience Routing will automatically tailor chat assignments to each agent's unique skill set as it evolves over time.

A Modern Skill Model for a Modern Workflow

The shared product and category taxonomy of Experience Routing ensures seamless interoperability with Customer Portal, Chat request forms and Incidents. For example, when customers visit the support site and conduct a search, the product/category selection from that search would be used to drive skills-based routing if the customer later initiates a chat session. And an incident would be automatically created utilizing the

RELATED PRODUCTS

Oracle Service Cloud Experience Routing provides advanced routing capabilities within the Oracle Service Cloud solution. Related products include:

- Oracle Service Cloud Chat
- Oracle Service Cloud Co-browse
- Oracle Service Cloud Customer Portal
- Oracle Service Cloud Cross Channel Contact Center
- Oracle Service Cloud Dynamic Agent Desktop
- Oracle Service Cloud Knowledge Management

same product/category data. If a customer requests a chat interaction before searching for answers, the product/category selected within the chat session would be used to route the customer to the ideal agent, and could at the same time be used to suggest relevant answers from the knowledgebase.

VIP Routing Made Easy – Finally!

By simplifying queues and profiles, companies can start to use them in new ways to represent what's really important to the business. Experience Routing makes it easy to set up queue prioritization with sophisticated overflow handling techniques, so companies can set up well-functioning VIP queues and prevent chats from waiting too long by using automatic skill relaxation. VIP queues are an important way to reward high-value customers with enhanced service, creating a differentiated service experience that drives continued loyalty. With Experience Routing, it's never been easier to get the right customers to the right agents at the right time.

Experience Routing Product Features





The following features are available for Experience Routing:

- **Product and Category Based Skills:** create any number of agent skills defined as product- and category-based combinations. Using the standard Oracle Service Cloud product/category hierarchy enables you to define a small and manageable set of top-level skills that encompass any number of lower-level product-categories combinations.
- **Language Based Skills:** In addition to product and category skills, agents can be assigned language skills as another routing factor.
- **Agent Profiles:** Easily define skill-sets for staff accounts belonging to a specific profile. Agents will inherit all skills from their assigned profiles, but any skills from the profile can be overridden to account for an individual agent's skills and experience.
- **Skill Scorekeeping:** At the individual agent level, each skill can be defined on an aptitude scale, which is especially helpful as new agents move through training and gain experience, and for agents with specializations.
- **Queue Prioritization:** Sets the chat priority for each profile, so different queues are prioritized for different teams of agents.
- **Queue Overflow:** Expands the pool of eligible agents to include secondary support teams when a specific amount of time passes. Profiles are defined with both primary and overflow responsibilities to easily manage the overflow process.
- **Skill Relaxation:** The routing system will automatically lower skill score requirements as time passes, so customers reach the best possible agent as quickly as possible.
- **Agent Utilization Routing:** distributes chats evenly amongst agents to improve chat response times and enhance agent productivity
- **Standard Reports:** Measure queue performance and agent interactions by skill, analyze overflow activity, gain insight into skill requirement trends and patterns, and understand skill coverage and queue/profile configuration.

**CONTACT US**

For more information about Experience Routing, 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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