ORACLE DATA SHEET

Oracle Service Cloud Chat

Oracle Service Cloud Chat enables companies to provide a premium web experience that delivers proven results, including higher customer satisfaction, increased conversion, and improved efficiency. It provides a way to engage customers before they abandon their purchases and also assist website visitors who are having problems solving service issues on their own. Sessions can be initiated by customers or triggered proactively, based on company-defined rules. With Oracle Service Cloud Chat, agents can always guide your customers to the best answers and outcomes.

KEY FEATURES

- Agent, customer, or activity-driven chat
- Customizable chat link, icon, and consumer interface
- Multi-device chat—from PCs, Smartphone, tablets, and more
- Chat conferencing, transfer, and supervisor monitoring
- Access to Oracle Knowledge Cloud Service before, during, and after chat sessions

KEY BENEFITS

- Increase sales conversion rate and average order size
- Reduce shopping cart abandonment
- Achieve highest customer satisfaction compared to other channels
- Reduce call center costs and increase efficiency

Escalation to Assisted Service

Your customers already experience excellent around-the-clock Web self-service, but sometimes they need that extra bit of assistance. Make it easy for them. Offering chat is a surefire way to improve first-contact resolution rates, increase agent productivity, and drive customer satisfaction, Assisted Service can also increase revenue through cross-selling, up-selling, and providing guidance for online purchases.

Oracle Service Cloud Chat

Oracle Chat Cloud Services provides the following live-chat capabilities:

- **Real-Time Chat**. Enhances the online experience by providing real-time, text-based communication between agents and customers. Chat can be offered wherever a customer may need help.
- **Proactive Chat.** Chat invitations can be proactively initiated according to built-in rules, such as the length of time a customer has spent on a web page, chat agent availability, and estimated queue wait time. You can also create custom rules based on specific conditions or events such as the number of items in a shopping cart, clicking on a high-value product, or landing on a partner/distributor page.
- **Virtual Assistant -** Based on the context of a customer's question, Virtual Assistant has the ability to instantiate a chat session with an Agent for assisted service.
- **Mobile Chat.** In addition to chatting from PCs, customers can also chat from smart phones, tablets, and other Web-enabled devices. An API is also available for building custom mobile applications or for embedding chat within other Web-enabled applications.
- **Information Access While in Queue.** Oracle Service Cloud Chat can leverage the knowledgebase, enabling customers to search for answers while waiting for an agent. In addition, agents can leverage the knowledgebase to search for answers to push to customers.
- **Automatic Reconnection.** If a customer's internet connection is lost during a chat, Oracle Service Cloud Chat will automatically reconnect the customer to the same agent at exactly the point where the chat left off. If the agent is disconnected, the customer will be placed back in the queue without losing any session information.

ORACLE SERVICE CLOUD WEB CUSTOMER SERVICE

Oracle Service Cloud Web Customer Service is part of the market-leading Oracle Service Cloud, which 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 Web Customer Service includes Oracle Service Cloud Chat, and these other products:

- Oracle Service Cloud Co-Browse
- Virtual Assistant
- Oracle Service Cloud Customer Portal
- Oracle Service Cloud Web Customer Service is also seamlessly integrated with:
- Oracle Service Cloud Cross-Channel Contact Center

RELATED SERVICES

The following services support Oracle Main Product:

- Update Subscription Services
- Product Support Services
- Professional Services

- **Updates on Chat Wait Time.** Customers are kept informed of their real-time place in the queue, the average wait time for the queue, and their expected remaining wait time.
- **Feedback for Chat.** Surveys following chat sessions give customers the opportunity to provide immediate feedback, enabling organizations to improve customer satisfaction
- **File Attachments.** Customers can send file attachments to agents during chat sessions to provide additional information. Such attachments are automatically stored with the chat transcript in the customer's incident record. An agent can send a file to a customer by pushing a link to the knowledgebase article containing the file.
- **PCI Compliance.** Customers can send sensitive data such as Social Security or credit card numbers in an off-the-record format that will not be stored in the chat transcript.
- **Experience Routing.** Match best skilled agents using product, category, language, location and customer value. Simplify your queue management with fewer queues, rules and profiles.

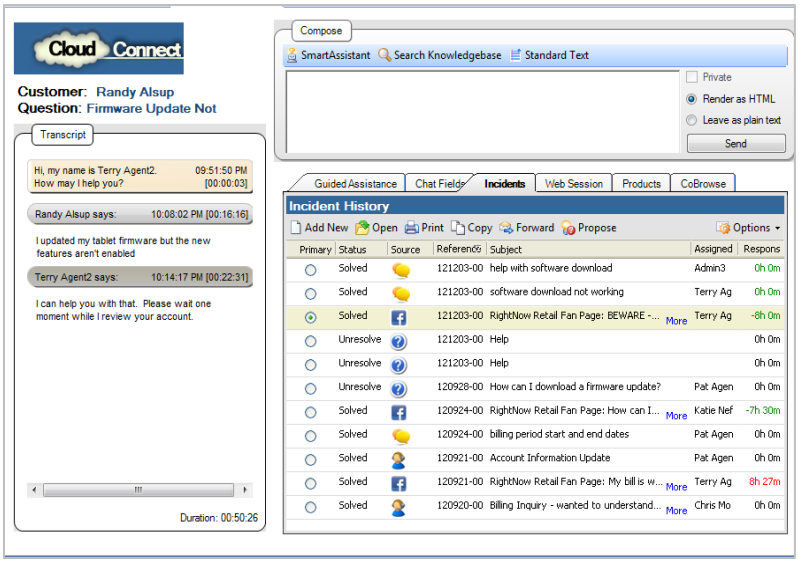

Figure 1. The above screen shot shows Oracle Service Cloud Chat seamlessly integrated into the Service Cloud Cross-Channel Contact Center.

Chat for Web Customer Service

Chat is a powerful component of Web Customer Service. This allows customers to easily off-ramp to assisted service with an agent at any time they need. Through Web Self Service, a customer can request a chat session at any time they need. Agents are also able to pro-actively reach out to customers based on specific rules.

- **Engagement Engine**. Engagement Engine is a powerful tool that allows you to intelligently engage with your online customers. With over 70 built-in rules and conditions, you can proactively and reactively manage entry points according to business need, monitor web sessions to target high value customers and dynamically insert content and trigger events. Engagement Engine provides dynamic delivery of chat assistance and offers based on online behaviors to personalize interactions and engage with customers at the moment of need across channels.

- **Chat ROI Reporting.** With Engagement Engine and Chat ROI Reporting, you can use prebuilt reports to track and measure your online conversion rates, average order value, and click-through rates. With this new level of insight you will have a clear understanding of where to make adjustments or changes to achieve your target goals such as increasing conversion rates and average order value.

Agent Productivity Tools

Oracle Service Cloud Chat provides the following tools to help organizations improve agent efficiency.

- **Multiple Chat Handling**. The Oracle Service Cloud Chat administrator configures how many chats an agent should take on, and can give agents the flexibility to adjust those values as necessary.
- **Queue Status.** Oracle Service Cloud Chat automatically displays real-time queue statistics, including color-coded critical warning levels for each chat session.
- **Customer History.** Agents can view a customer's complete history before providing an initial response.
- **Integrated Incident Management.** Oracle Service Cloud Chat enables agents to create incidents from chat sessions or add a chat to an existing incident.
- **Chat Transfer and Conference**. Agents can conference other agents in or transfer chats to other queues or agents, ensuring that customers receive service from the most-knowledgeable agent or agents. "Whisper" conference mode enables agents to engage in private dialogues while simultaneously chatting with customers.
- **Chat Push/Pull**. The Oracle Service Cloud Chat administrator can enable chats to be automatically "pushed" to an agent or have the agent "pull/request" the next chat.
- **Integrated Knowledgebase**. Agents have integrated access to an industry-leading multichannel knowledgebase. The SmartAssistant feature in Oracle Service Cloud Chat drives agent productivity, by suggesting answers based on chat questions and transcript content.
- **Guided Assistance**. Agents can assist customers by following troubleshooting guides that automatically post to the chat transcript. This ensures a consistent customer experience and improves agent productivity.
- **Standard Responses**. Standard response templates—accessible via a single keystroke or hotkey—enable agents to handle service and support inquiries more efficiently.
- **Integrated Co-Browsing**. Chat agents can also invite customers to co-browse so agents can assist with Website navigation, form completion, and assisted selling.
- **Page Peek**. Agents are provided with a rendering of the page this visitor was on when they engage in a live agent interaction. Rules-based controls are enabled through Engagement Engine and sensitive data such as account numbers or credit card numbers can be hidden or masked so they are not displayed to the agent.
- **Chat Transcript Scrolling**. This option allows an agent to control whether or not the transcript area scrolls to display new message posts as they arrive. Setting the scrolling preference can save an agent time in responding to requests, thus providing the customer with more efficient service.
- **Add-In Support for Chat**. Easily add functionality to the chat workspace to extend the application and increase agent productivity. Using workspace add-ins and ribbon add-ins within the chat workspace, you can Improve your customers' experience with consistent cross-channel business logic and data integration.

Opportunity Management

Oracle Service Cloud Chat's opportunity management capabilities include:.

- **One-click Opportunity Creation.** Agents can quickly create revenue opportunities and route newly discovered ones to the sales department.
- **Embedded Offer Advisor.** Presenting agents with timely and relevant cross- and up-sell offers during chat drives service center revenue.

Management Tools

Oracle Service Cloud Chat provides the following management tools:

- **Monitoring.** Public and "whisper" supervisory monitoring of individual chat sessions ensures quality interactions. In addition, supervisors can join sessions to contribute to positive customer experiences.
- **Reporting and Analytics.** Insightful real-time views and trend analysis enable business managers to gauge and improve the quality and responsiveness of service operations. Include predefined reports and the ability for business users to easily create custom reports.
- **Routing Rules.** Efficiently manage incoming volume by automatically assigning chats to the appropriate queue, based on product, category, and custom fields. In addition, integrations built on a routing and queuing API enable Oracle Service Cloud Chat to be integrated with third-party platforms that control the routing and queuing of chats.
- **Chat Availability Controls**. Enable an organization to control when chat links are available based on criteria such as chat availability, agent availability, and queue times. This additional control provides a more reliable service experience for users when agents are not available or queue times are long. Configurable feedback and messaging can be provided to customers to improve service quality by setting appropriate expectations for chat availability and wait times.

Administration

Oracle Service Cloud Chat administration features include the following:

- **Dynamic On-Demand Desktop.** Oracle Service Cloud Chat is fully integrated with Oracle Service Cloud Cross-Channel Contact Center to provide easy drag-and-drop administration. It also provides seamless integration across all communication channels, making it easy to deliver a consistently superior customer experience.
- **Customizable Chat User Interface.** With Oracle Service Cloud Chat, it's easy to customize the chat user interface to reflect your corporate brand. You can even use different branding themes for different product pages. An API is also available for building a completely custom user interface.
- **Security.** Oracle Service Cloud Chat enables you to provide staff members with specific permissions and access and approval levels.
- **Globalization.** Oracle Service Cloud Chat is built on a global platform that can be easily deployed in 33 languages and dialects.

CONTACT US

For more information about [insert product name], visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.

CONNECT WITH US

blogs.oracle.com/oracle

facebook.com/oracle

twitter.com/oracle

oracle.com

Hardware and Software, Engineered to Work Together

Copyright © 2014, Oracle and/or its affiliates. All rights reserved. This document is provided for information purposes only, and the contents hereof are subject to change without notice. This document is not warranted to be error-free, nor subject to any other warranties or conditions, whether expressed orally or implied in law, including implied warranties and conditions of merchantability or fitness for a particular purpose. We specifically disclaim any liability with respect to this document, and no contractual obligations are formed either directly or indirectly by this document. This document may not be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without our prior written permission.

Oracle and Java are registered trademarks of Oracle and/or its affiliates. Other names may be trademarks of their respective owners.

Intel and Intel Xeon are trademarks or registered trademarks of Intel Corporation. All SPARC trademarks are used under license and are trademarks or registered trademarks of SPARC International, Inc. AMD, Opteron, the AMD logo, and the AMD Opteron logo are trademarks or registered trademarks of Advanced Micro Devices. UNIX is a registered trademark of The Open Group. 0115

Oracle is committed to developing practices and products that help protect the environment