

# Oracle Service Cloud

## Mobile Web Customer Service



Usage of mobile devices has become ubiquitous in both our personal, and our professional lives. As a result, expectations around mobile support have never been higher. Oracle Service Cloud has met those expectations for the support of customers, and the support of your call center staff that are not tethered to their work station. Through this combination of customer and agent mobile support, you can ensure your ability to provide service and support where and when it is needed most.

### KEY FEATURES

Mobile Web Customer Service enables customers to service themselves, or reach out to an agent easily from their mobile device

- Mobile Self Service
- Customer Portal
- Any Device
- Guided Assistance
- Real-Time Chat
- Email
- Intelligent Knowledge Base
- Mobile Surveys
- Mobile Attachments

### KEY BENEFITS

- Increase self-service by tying your mobile app strategy into an existing customer service infrastructure
- Deliver relevant, consistent answers for quick resolution over a rapidly growing number of mobile devices
- Increase customer satisfaction and loyalty by providing customer support over native mobile apps, mixed mode apps, and the mobile web
- Deliver on brand promise through exceptional web self-service and chat user experiences

### Mobile Web Customer Service

Today, customers are as likely to visit your website via a mobile device as they are on a PC, which means customer service options must be optimized for smartphones, game consoles, tablets, or GPS systems. Oracle Service Cloud Mobile Web Customer Service helps businesses create an exceptional mobile web experience solution every time, regardless of device or browser

Oracle Service Cloud Web Customer Service enables organizations to expose their brand to the web using out of box best practices, and pixel-perfect web pages. Using standard templates, widgets and customer elements, organizations provide their customers with branded, highly interactive online experiences. Customers can go to your web page to find out more about your products and services, investigate your knowledge base for answers to their questions, submit a question, or even cross over to an assisted channel and chat with an agent. In order to ensure an outstanding customer experience, you need to make sure that customers have access to the same level of service not only from their computer, but on their mobile device as well. Leveraging the capabilities and interaction patterns (such as touchscreens) of the latest mobile devices, Oracle Service Cloud Web Customer Service Mobile enables companies to streamline the delivery and maintenance of customer service sites across multiple device types. Functionality includes:

- **Mobile Self Service.** Provides mobile self-service, enabling customers to search for help, view answers, rate answers, and see related questions.
- **Customer Portal.** Customer Portal provides interactive customer support across multiple devices, from PCs to smartphones or any device that can access the mobile web.
- **Any Device.** Supports native mobile apps, mixed mode mobile apps, and the mobile web.
- **Guided Assistance.** Increases rate of customer self-service by providing an interactive mobile-optimized guide to lead customers to the appropriate answer or resolution.

- **Real-Time Chat.** Enhance the online experience by providing real-time, text-based communication between the agent and customer.
- **Email.** Allow customers to submit an email query from their smartphones
- **Intelligent Knowledge Base.** Knowledge base answers are presented to customers in the form of suggested solutions based on content analysis of the customer's inquiry
- **Mobile Surveys.** Increase your survey response rates with mobile-friendly surveys. Surveys can be automatically optimized for readability and touchscreen compatibility making them user-friendly on mobile devices.
- **Mobile Attachments.** Attach images when submitting a question from a mobile page.






Figure 1. Provide your customers with the same outstanding self service experience from any mobile device.

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

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