

Oracle Live Help On Demand and Oracle Recommendations On Demand for the Communications Industry

To effectively compete in the rapidly changing worldwide market, communications companies need to deliver stellar cross-channel experiences that satisfy customer demands across sales and service interactions.

Benefits at a Glance

Oracle Live Help On Demand and Oracle Recommendations On Demand help organizations maximize sales and reduce costs by improving customer engagement. Leading communications companies use these Oracle solutions to

- Improve subscriber experience and satisfaction
- Increase average revenue per user
- Improve operational efficiency and cost to serve

Most communication service providers today are looking to further differentiate themselves by providing the outstanding customer experiences that convert more prospects into customers, customers into repeat buyers, and repeat buyers into brand advocates. This includes maximizing average revenue per user (ARPU) and reducing customer churn while reducing costs. One way organizations can meet these challenges is by delivering engaging, productive sales and service customer experiences across every channel—Web, contact center, physical store, and mobile device. Organizations can also take advantage of capabilities that improve customer engagement, optimize transactions, and are easy to add to existing infrastructures. The Oracle Live Help On Demand and Oracle Recommendations On Demand solutions help organizations accomplish these goals.

On-Demand Commerce and Service Optimization Solutions

Customers increasingly use the digital channel to interact with their communications provider. As digital channels become more important for service—and increasingly, sales—it becomes critical for communications providers to fully optimize each customer interaction to maximize both customer satisfaction and sales efficiency. Employing the software-as-a-service (SaaS) delivery model, the Oracle Live Help On Demand and Oracle Recommendations On Demand solutions enable communication service providers to improve customer service over the Web while also increasing customer acquisition rates and growing ARPU.

- **The Oracle Live Help On Demand solution** allows executives to intelligently and proactively manage targeted “click-to-chat” and “click-to-call” customer-agent interactions in digital channels. This allows the business to balance available resources with individual customer value and customer behavior in order to most effectively achieve business goals, which can range from increasing customer satisfaction to achieving problem resolution or meeting sales targets.
- **The Oracle Recommendations On Demand solution** helps visitors find the products they want in each unique shopping session by tracking statistical relationships across the online store, product catalog, and shopper behavior. These relationships form the basis of recommendations that are relevant to each shopper’s current needs. With more-relevant, targeted recommendations, marketers can turn more browsers into buyers.

Optimize Agent Resources

- Optimize channel use with dynamic rules that engage online customers via the lowest-cost channel.
- Extend profitable service directly to mobile devices.
- Reduce customer handling time and increase agent efficiency via a feature-rich chat and e-mail agent response console and integrated “smart response” FAQ solution.
- Increase first-contact resolution by encouraging online customers to use Web self-service.

Minimize Implementation Time and Cost

- Speed time to implementation via platform-neutral, on-demand solutions that can be added to your existing Website.
- Leverage the industry's only interaction-based pricing model for live help.

Benefits to the Communications Industry

Oracle Live Help On Demand and Oracle Recommendations On Demand solutions enable communications companies to capture incremental revenue through the Website channel.

Optimize your marketing ROI. The ability to identify referring URLs, monitor active streams, and offer live help at the appropriate time allows you to detect and engage high-value leads. With Oracle Live Help On Demand and Oracle Recommendations On Demand solutions, you can also dynamically capture leads from customers who fail to complete online sales processes.

Engage prospects and reduce abandonment. Using Oracle Live Help On Demand and Oracle Recommendations On Demand solutions, you can detect and engage prospective customers at critical points when they're selecting products and services. Proactive rules that manage chat and call interactions help deliver incremental sales because agents can identify “at risk” browser behaviors and respond appropriately. The solutions route the hottest Web leads to call center agents and match demand to agent availability in order to maximize agent productivity. In addition, you can easily escalate between channels and departments to resolve sales inquiries on the spot. Giving call center agents a 360-degree view of each prospect and providing cobrowsing tools that allow them to interact with customers live online improves assisted-sales performance and ultimately allows you to close more sales.

Increase ARPU. The Oracle Live Help On Demand and Oracle Recommendations On Demand solutions provide automated and assisted cross-selling and up-selling so you can capture more revenue from your Website. The solutions do this by recommending the most-relevant products, plans, and accessories from the online catalog; recommending the most-relevant product cross-sells to agents during service opportunities; and integrating click-to-chat, click-to-call, and e-mail response with existing CRM data.

Reduce churn. Dynamic business rules in the Oracle Live Help On Demand and Oracle Recommendations On Demand solutions identify self-service cancellations in progress and so agents can proactively offer live help. Cancellation e-mails can be routed to the top of the service queue with keyword-level tracking, and then escalated to click-to-chat or click-to-call. Detecting and recovering cancellations before they occur reduces the number of lost customers.

Increase agility and profitability. Real-time customer intelligence in the Oracle Live Help On Demand and Oracle Recommendations On Demand solutions allows you to tie survey feedback to online behavior to detect and resolve Website issues. You can measure live customer satisfaction through Web-based scoring and charting, as well as detect customer trends by mining chat and e-mail transcripts and click-to-call recordings. With automated recommendation, you reduce the time spent on manual cross-sells and up-sells.

CONTACT US

For more information on the Oracle Live Help On Demand and Oracle Recommendations On Demand solutions for the communications industry, visit oracle.com/us/products/applications/atg/index.html or call +1.800.ORACLE1 to speak to an Oracle representative.