## ORACLE Advertising and CX

# What to consider when buying a service solution

A company is defined by the experience it delivers, and every touchpoint matters. Find out how to transform your service organization from a cost center to a profit center with digital technology, agent empowerment, and connected service.



### 1. Digital-first service

Digital self-service has become the go-to approach for customers to find answers and resolve issues. By creating exceptional digital-first experiences, you'll not only cut service costs, you'll also create happier and more loyal customers.



#### 2. Agent empowerment

Want your customers to receive faster, more accurate service? Empower your agents with intuitive, guided support and unified applications so they can truly focus on the customer and deliver personalized interactions every time.



#### 3. Connected service

Tap into all your customer data. When customer service data is connected to all your business applications, your agents will have the information they need to serve customers better and increase revenue through cross-sell and upsell opportunities.



