

Oracle Live Experience Cloud

Modernize Customer Experience with Digital Customer Engagement that is Proactive, Seamless & Meaningful

Today's empowered customers no longer buy products, they purchase experiences – witness Tesla, Apple, Nordstrom. They engage with brands that deliver what they need, when they need it, and where they need it – regardless of channel. Customer expectations are evolving fast; making it increasingly difficult to maintain service initiatives that can win their hearts and minds. A recent Oracle [survey “Modern Experience for Connected Consumers: Creating Digital Customer Engagement”](#) showed that as much as 77 percent of consumers feel that inefficient customer service experiences detract from their quality of life. It is time for enterprises to challenge how they engage with customers.

MODERNIZE CUSTOMER EXPERIENCE

Consumers are fed up with poor customer engagement experiences and outdated approaches to customer service, with 68 percent noting they would buy more from brands that put service back in customer service. Live Experience is a SaaS service that allows enterprises to modernize the customer experience journey from one that is frustrating, disjointed and time-consuming to one that is proactive, seamless and meaningful. Oracle Live Experience Cloud lets companies add widgets into selected parts of a customer journey, proactively asking them if they need help, and then allowing HD voice, HD video or screen sharing interactions to be established with an associate using a single click. On the other side, it is a browser-based associate portal that can be deployed standalone and used by associates remotely, as well as being integrated with or overlaid into existing systems via APIs.

In Oracle's survey, most consumers polled said that the ability to connect immediately to the relevant associate, interact via digital channels such as HD voice, video and/or screen sharing, and to receive contextual, personalized service, would increase convenience and improve their overall experience. When the Live Experience widget is initiated, in-application communications are intelligently established between the customer and an associate across various channels without losing the context of the journey, or data that resides inside the app, website or chatbot. The associate is presented with calls that display the holistic customer context – such as customer details, device, OS, location, path, or current page in the app and other CRM and third-party data – allowing the associate to be “informed” of the customer journey and to provide human touch assistance such as by seamlessly upgrading the channel from voice to video, or by incorporating visual and interactive tools like screen sharing and live annotation. The consumer survey also showed that brands that can quickly capitalize on this shift towards modern digital engagement can expect a 25 to 30 percent increase in loyalty from their customers.



ORACLE LIVE EXPERIENCE CLOUD

Oracle Live Experience Cloud enables enterprises to modernize customer experience with context-driven digital customer engagement that is proactive, seamless and contextual

- **Proactive engagement.** Follow the in-app customer journey and suggest digital engagement at key moments using the right channel
- **Seamless experience.** Use the customer journey context to connect customers with the right knowledge worker at the tap of a button
- **Meaningful assistance.** Progress each customer journey with high-touch customer service aided by advanced digital tools
- **Cloud agility.** Don't wait. Modernize today with a SaaS service that's 100% self-driven, flexible and guided by real-time insight

Click [here](#) to request a demo of Oracle Live Experience Cloud

PROACTIVE ENGAGEMENT

To build and sustain customer relationships, business leaders must understand and anticipate the most important customer shifts that are leading to demand for new services and experiences. To do this, enterprises must look through the eyes of the consumer. Imagine an example with retail banking: the customer logs in to a mobile app and look at various mortgage offers – at this point it is already known who the customer is and contextually what they need. Oracle Live Experience Cloud then allows the bank to proactively reach out to the customer with an offer to discuss the mortgage offer there and then with a loans officer, via an HD audio call with screen share – all directly within the browser or mobile app – leading to increased sales that may not have otherwise taken place.

Oracle Live Experience Cloud allows enterprises to design when the Live Experience widget appears to proactively prompt customer engagement at any stage of any customer journey. This can be achieved by considering the holistic customer **context** spanning in-app parameters such as device, location, where user is on the app and the steps/path they took to get there, as well as any combination of customer data, such as purchase history, account balance, lifetime value and so on. This enables proactive engagement at the right time, such as new user registration, VIP customer, product support, initiate digital process, explore premium offer or for timely interjection when customers are experiencing issues, such as stuck on purchase.

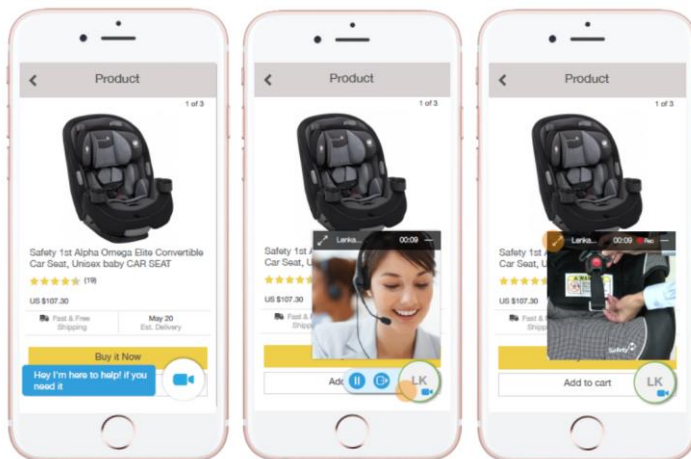
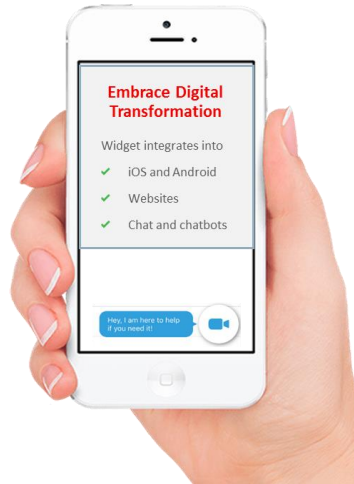


Figure 1: Customer engagements using any combination of voice, video and screen share

MODERN EXPERIENCES FOR CONNECTED CONSUMERS

The Oracle Communications consumer survey showed that

- 77% believe inefficient customer service experiences detract from their quality of life
- Brands that can quickly capitalize on digital customer engagement can expect a 25 to 30 percent increase in loyalty
- 75% perceive that modern engagement capabilities will enhance their experience
- 79% want their issues to be resolved in one interaction
- 76% will use a company that can minimize menu selections and get them to the right individual quickly
- 68% felt modern engagement capabilities expanded their options for interacting with brands, helping make engagements contextual
- 75% recognize the value and efficiency of voice and video chat

View the full report [here](#) (which is also broken down by industry segment [here](#) and by regions [here](#)).

SEAMLESS EXPERIENCE

Customers have ever-higher expectations for their banking, retail, insurance, healthcare or other type of industry experience, and technology can add real value and build a relationship in the process. Customers hate wasting time traversing IVR systems and speaking with scripted agents clueless on how to assist. For example, in Oracle's survey, 51% of those polled cited long wait times and 41% cited unresolved issues as the top reasons for an unsatisfactory experience. Looking through the eyes of the customer, imagine logging in to your home electronics app after recently purchasing a home theatre system and being asked "do you need help with the installation?" Then with a single tap, a support engineer is connected who is trained on that exact product. After sharing the phone's external camera, the engineer can quickly annotate your screen to show how to correctly connect the wires. Enterprises that reframe their business and follow the customer journey - such as the customer trail of pages visited through a website or app combined with customer data - will identify or progress opportunities, develop customer trust and nurture long-term loyalty by seamlessly connecting customers with the right line of business and knowledge worker – first-time.

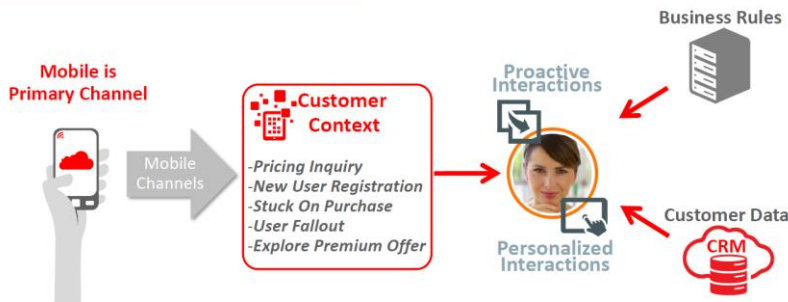


Figure 2: Holistic customer context is fundamental to routing and channel establishment decisions

MEANINGFUL ASSISTANCE

Consumers are used to video in their personal lives – FaceTime, WhatsApp and other similar services – they should also be able to engage with businesses using digital channels across web and mobile. The Oracle survey also showed that Millennials are naturally inclined to adopt new digital ways of communicating and view the traditional engagement channels that require a menu of options and constant repetition to be tedious and inefficient. At the same time, age doesn't matter: the research showed that consumers aged 35 and older



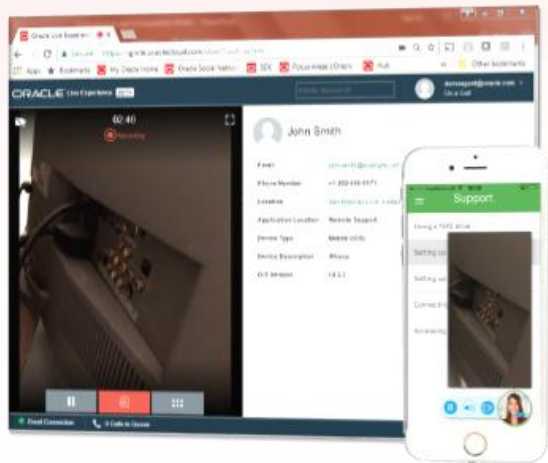
also see the value and efficiency that can be derived from modern digital engagement capabilities for interacting with companies. Consumers are becoming more comfortable interacting across a growing list of digital channels that can offer a more streamlined, personal and high-touch approach. Consumers recognize the value and efficiency of these new mediums in shortening time to resolutions, addressing problems, or adopting new services, such as by streamlining an insurance claims process by requesting to see the external camera of a customer to record footage of the accident aftermath. However, the efficiency and simplicity that can come from automated digital engagement channels did not mitigate consumers' desire for — and the perceived value of — human intuition. Customers instead indicated that blending automated technologies with emerging mechanisms for in-app brand interactions that

personalize interactions, including video, screen sharing, chat and other contextual voice communications, will deliver the degree of personal contact they are seeking.

KEY FEATURES AND BENEFITS

- **Mobile Engagement.** In-App experience to help improve customer satisfaction
- **Contextual Experience.** Engage customers using the right channel (voice, video, screen share, annotate) at the right time
- **Associate UI/Portal.** Assist customers and turn calls into meaningful engagements that increase sales opportunities
- **Contextual Routing.** Route calls to associates types based upon the call context
- **Integrated Recording.** All interactions and media types (voice, video, screen share) are recorded, tagged with metadata and stored in Oracle Cloud.
- **Integrated Analytics.** Optimize engagement and quickly update engagement rules to provide better customer experience
- **Configurability.** Configure and manage service, rules, agents with low TCO and low dependency on tech resources
- **Integration with Existing Infrastructure.** Easy integration into mobile / web app with as little as 4 lines of code. Easy integration with CRM and external systems using APIs.
- **SaaS Application.** Accelerate deployment and minimize upfront investments

Oracle Live Experience Cloud is a SaaS solution that also provides a browser-based UI/portal for associates with provisioned assistance capabilities. Associates are presented with calls that display the holistic customer **context** such as customer details, device, OS, location, path or current page in the app which can also be combined with other data from CRM.



Furthermore, enterprises can offer guided upgrade to live help from chatbot interaction, where the associate can also see the history of the conversation before even answering the call – preventing the customer from repeating information and avoiding unnecessary customer frustration. Oracle Live Experience Cloud also enables a smart and collaborative team experience with shared queues allowing the next available and appropriately skilled associate to answer the call. Associates can then provide human touch assistance by seamlessly upgrading

the channel, such as from voice to video, or by incorporating visual and interactive tools like screen sharing and live annotation. These provisioned assistance capabilities are extremely useful to provide troubleshooting, to upsell new offers or services or to streamline processes. For example, a support associate could advise on how to install a home theatre system by requesting to see the external video of the customer’s device or a customer could open a bank account using a digital process by showing identification to the associate using recorded video.

CLLOUD AGILITY

Oracle Live Experience Cloud can be quickly and easily integrated into existing mobile and web apps using **provided SDKs**. It allows businesses to capture, analyze, and mine for insights across all interaction modes. All interactions and media types (voice, video, screen share) are recorded, tagged with metadata and stored in Oracle Cloud. Recordings are 'real-time', meaning the entire interaction history is instantly searchable via a KPI dashboard providing aggregated insight information with the ability to search and playback individual interactions for detailed analysis. By harnessing engagement analytics that are holistic, instantaneous and easily accessible, businesses can better understand customers, patterns in behavior, and how external events affect customer engagement. Businesses get flexibility and agility to then improve proactive engagement by optimizing and/or adding other customer engagement scenarios into the service with simple provisioning and without needing to alter app or website code.

Summary of Key Features and Benefits

FEATURE	BENEFIT
In-App Engagement Channels for web and mobile	<ul style="list-style-type: none"> Contextual experiences via digital voice, video capabilities (one way, two way, see what I see), screen sharing, drawing/annotating Seamless transitions between channels and escalating to richer interaction modes Built-in mechanisms for maintaining customer privacy and control
FEATURE	BENEFIT

OVUM: IMPERATIVES FOR DIGITAL CUSTOMER ENGAGEMENT

Enterprises need to undergo a digital customer experience transformation that will unlock the true potential of enterprise-to-consumer interactions.

1. *Humanize digital transformation*
2. *Think and organize holistically – customer experience is a team pursuit*
3. *Consider cloud as mission critical for rapid adaptation and elasticity*
4. *Design processes from the customer-back to improve the customer experience*
5. *Design a mobile-first strategy*
6. *Develop an intelligent orchestration platform for dynamic CX delivery*
7. *Innovate continuously to augment the customer experience*
8. *Align measurement system and KPIs to foster the right behaviors*

MILA D'ANTONIO
TEN IMPERATIVES FOR DIGITAL CUSTOMER ENGAGEMENT
OVUM

Customer Context and Engagement Scenarios	<ul style="list-style-type: none"> • Capture customer app context to support action and decisions within the process • Proactively engage customers at key moments of their journey • Design personalized engagement scenarios based on context, history & business rules
Modern Associate Collaboration Tools	<ul style="list-style-type: none"> • Web based Desktop Experience for associates with shared inboxes, queues, and customer insight views for modern service teams • Ability to plug in associate tools into existing help desk or other applications in use today
Telephony-to-Digital Escalation	<ul style="list-style-type: none"> • Augment telephony-primed interactions with digital experiences • Add visual content to supplement voice communication
Intelligent Routing using Customer Context	<ul style="list-style-type: none"> • Routing for digital channels with flexible rules driven customer context • Distribution to individual associates or team queues for more effective collaboration • Complete self-service configuration of routing decisions based on customer history, associate skills, and priority assignment
Recording and Interaction Store Across All Channels	<ul style="list-style-type: none"> • Robust indexing and instant search across all interactions for each tenant • Recorded media synchronized across all channels • Controlled role based access to any historical interactions for playback and analysis
Insights and Analytics	<ul style="list-style-type: none"> • Insights on individual and overall service team performance, engagement success KPIs • Supervisor and administrator views • Integrated reporting and analytics
100% Self-Service Driven	<ul style="list-style-type: none"> • Get up and running in minutes via simple web app interfaces • Ability to customize and control any part of Live Experience without dependency on any external services
Encryption, Data Protection	<ul style="list-style-type: none"> • Industry standard encryption for all customer data and Bring Your Own Key capabilities ensuring complete data ownership
Optimized Real Time Communications Cloud Platform	<ul style="list-style-type: none"> • Elastic network, compute, and storage resources optimized at all layers for real time communication service • Built, operated, and supported by a single vendor
Fast Connect	<ul style="list-style-type: none"> • End to end connection quality, deterministic network path and network security

SUMMARY

Today, enterprises seeking to win the business and loyalty of modern customers must embrace digital transformation by creating an environment that makes it easy to engage with customers along any step of every customer journey. Oracle Live Experience Cloud enables enterprises to modernize customer experience with context-driven digital engagement that is proactive, seamless and meaningful:

- **Proactive engagement.** Follow the in-app customer journey and suggest digital engagement at key moments using the right channel
- **Seamless experience.** Use the customer journey context to connect customers with the right knowledge worker at the tap of a button
- **Meaningful assistance.** Progress each customer journey with high-touch customer service aided by advanced digital tools
- **Cloud agility.** Modernize today with a SaaS service that's 100% self-driven, flexible and guided by real-time insight and analytics

Don't wait. Request a live demo of Oracle Live Experience Cloud [here](#).

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