



Benefits of Web Self-Service

According to Forrester, web self-service now surpasses phone as the most widely used channel—with 76 percent of consumers visiting Help or Frequently Asked Questions (FAQs) on a company's website.ⁱ

This trend makes having a strong web self-service channel more important than ever as companies work to deliver a service experience that exceeds customer expectations. However, 67 percent of online customers say they've had unsatisfactory service in the past year.ⁱⁱ

The result: \$31B in lost sales annuallyⁱⁱⁱ—that could have been saved if the 55 percent of online consumers that abandoned their transactions had found the answers they needed.^{iv}

It's not just sales. Empowering consumers to serve themselves online increases customer satisfaction by as much as 80 percent,^v and dramatically reduces support costs. Why? Because the average total cost per phone incident is \$510 vs. only \$4 per web interaction!^{vi}

However, most companies are not doing enough to improve their online support. They haven't optimized their web content for mobile devices, or made their peer-to-peer communities an easily accessible and integrated part of the service experience. They're also not guiding customers to the online support options that best meet their needs.

The organizations that are engaging customers with a differentiated online experience are seeing staggering results: web self-service success rates of 74 percent (up 8 percent from two years ago).^{vii} This success translates into:

- 94% repurchase rates^{viii}
- 55% higher spend per transaction^{ix}
- 45% drop in inbound calls/emails^x

The companies achieving these superior metrics are investing in three main categories of technology:

1. ANTICIPATING CUSTOMER NEEDS IN ORDER TO GUIDE THEIR JOURNEY

Having a unified customer view with past history, current context and social profiles is key to anticipating needs and speeding resolution. Companies with this unified view can offer online help in a number of ways: via knowledge articles, step-by-step guides, a virtual assistant, live chat with an agent or a click-to-call invitation. The channel used depends on the inquiry type and the customer's behavior and value. Examples include:

- Proactive chat invitation—high-value customer having trouble checking out a shopping cart
- Virtual assistant—site visitor requesting an auto insurance quote
- Knowledge article or step-by-step guide—consumer needing help with returning an item

Big Fish has realized a 50% drop in support incidents, a 42% jump in agent productivity and 1,404% ROI with Oracle Service Cloud.

Big Fish, a mobile gaming company, uses customer insight to tailor self-service so users can quickly find answers to game play or technical issues. It utilizes special routing rules to ensure that new and valued customers receive expedited support. The result: a 50 percent drop in support incidents, a 42 percent jump in agent productivity and \$870K in immediate savings—resulting in 1,404 percent ROI.^{xi}

2. PROVIDING A DIFFERENTIATED ONLINE EXPERIENCE THAT IS MOBILE AND SOCIAL

Companies that make things easy for consumers by putting everything in one place online are coming out on top. As part of the web self-service experience, they provide social communities where customers can find valuable insights from their peers, provide feedback on these answers and help others. The best companies also incorporate search capabilities that recognize customer intent, use natural language processing and return relevant results from multiple sources—including customer-generated knowledge—which lowers customer effort and builds brand trust.

Brand leaders bring knowledge to where customers are, whether on their home or retail page or social channels like Facebook and Twitter. They ensure all sites are mobile-friendly and monitor them to identify and resolve issues quickly. Leaders also offer a seamless path to agent assistance via chat, click-to-call and virtual assistant.



Husqvarna achieved a 40% increase in self-service, a 23% drop in call volume and reduced support costs with integrated social and web self-service.

Husqvarna, an outdoor products manufacturer, features its “AnswerArmy” social community within its support site. Visitors can ask a question, browse by answer category, or do a search to receive information in the form of knowledge articles, social Q&A or how-to videos. Customers can also contribute answers—with top contributors receiving special recognition and benefits. The result: a 40 percent increase in self-service, a 23 percent drop in call volume and reduced support costs—all while creating raving fans and winning a Gartner Gold Award for Social Engagement!^{xii}

3. ENHANCING PROFITABILITY WITH OUTREACH, FEEDBACK AND ANALYTICS

Companies are notifying customers of relevant events—service alerts, knowledge updates and product offers—in their preferred channels. They’re also providing pathways to agent assistance for customers who want more help after receiving a message.

This kind of proactive outreach reduces support costs by deflecting inbound calls, and raises customer satisfaction and revenue with highly relevant offers and personalized assistance that increase upsell/cross-sell opportunities.

Customer feedback is another way organizations are forging profitable relationships. Sending post-incident surveys and enabling consumers to give feedback online helps companies identify and resolve issues and take advantage of new product opportunities. Analytics further enhance the customer experience (CX) by catching problems early—knowledge base gaps, product defects and pain points causing escalations. Predictive and cross-channel analytics allow better customer segmentation for designing personalized engagements throughout the customer journey.

TomTom, a maker of GPS navigation devices, sends feedback surveys after each contact to measure customer satisfaction and prioritize follow-up actions. The company also uses analytics to spot trends around contact reasons, channel volume and agent performance to find ways to drive continuous improvement. The result: 50 percent first contact resolution (FCR), higher customer satisfaction (CSAT) and reduced return material authorizations (RMAs).^{xiii}

Summary

Companies that invest in creating a differentiated online experience achieve, on average, 20 percent higher customer acquisition, 25 percent greater CSAT and retention and 30 percent more cost savings.

Why Oracle

Oracle delivers complete, out-of-the-box, cross-channel customer service in the cloud. To learn more about web customer service, please visit oracle.com/service.

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- v. Oracle customers, 2012-2014.
- vi. Ragsdale, John, *The State of Unassisted Support 2014*, TSIA, June 26, 2014.
- vii. Ibid.
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- xiv. Oracle Service Cloud, *Client Stats at Your Fingertips*, May 2013.

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