

A photograph of call center agents wearing headsets, with a man in the foreground and others blurred in the background. The image has a blue and purple gradient overlay on the left and right sides.

BUILD A NEXT- GENERATION CONTACT CENTER

**6 Ways to Empower Agents and
Master First Contact Resolution**

ORACLE®



IS YOUR OUTDATED CONTACT CENTER KEEPING YOU UP AT NIGHT?

The pressure is on for businesses to deliver fantastic customer service and improve first contact resolution, all with reduced budgets and resources.

Yet, 42 percent of service agents are unable to efficiently resolve customer issues at the first engagement*, leading to high operating costs and low grades for service organizations.

That statistic is enough to cause insomnia among business and service executives striving to increase revenue and customer loyalty, many without the tools and technology required for success.



To improve first contact resolution—and get everyone's sleep patterns on track—businesses must look at the key challenges plaguing today's contact centers:

- INABILITY TO RECOGNIZE CUSTOMERS within and/or across siloed channels
- HIGH AGENT TURNOVER raises service costs and lowers quality
- DISCONNECTED CHANNELS AND DATA make it hard to provide consistent, personalized experiences
- CUSTOMER FEEDBACK comes from disparate sources and is not accurately consolidated
- LIMITED ACCESS to the KPIs needed to measure efficiency and quality
- LACK OF AGILITY to respond quickly to shifting markets, preferences, products, and services
- NO UNIFIED VIEW of customer interactions, including broadcasted messages and automated notifications

NOW, FOR THE GOOD NEWS

Rest easy: There's a clear path to performance when it comes to delivering the seamless, omnichannel experiences that today's customers expect. We've outlined six ways to empower service teams to master first contact resolution, control costs, and retain customers.

ONBOARD AND RETAIN AGENTS EFFECTIVELY

FROM // High churn and low agent performance in your contact center

Training agents takes **time and requires investment**

Not having the right tools can lead to inconsistent answers, **agent attrition and customer frustration**

Supervisors **lack insight into agents' skill levels**



TO // Skilled and experienced agents providing quality customer service

Give new hires the easiest cases and offer **different desktops for different experience levels**

Reduce training time with **prescriptive agent scripts** and provide **contextual knowledge**

Monitor and track performance of new hires with **out-of-the-box reporting and analytics**

LEARN HOW TO TRANSFORM IN ORDER TO:

Increase Agent Retention

Improve NPS

Achieve Significant Training Cost Savings

2 DELIVER CONSISTENT SERVICE EXPERIENCES

FROM // Inconsistent customer experiences leading to distrust and abandonment

Channels are not integrated and point solutions are not connected

Unable to recognize customers within and/or across channels to provide a personalized experience

Incapable of routing the interaction to the agent most suited for the customer

Lacking a single source of truth for your agents



TO // Resolving problems while reducing costs and customer churn

Have a single, multichannel service platform including all channels with no need to integrate them

Improve customer recognition using one system of record, with all channels natively integrated

Enable agents with a **unified desktop across all channels**

Provide a single knowledge base where answers are automatically presented to agents no matter the channel

LEARN HOW TO TRANSFORM IN ORDER TO:

Build Loyalty

Improve NPS

Decrease Customer Churn

3 CAPTURE THE VOICE OF THE CUSTOMER

FROM // Disparate solutions do not allow for feedback to be consolidated, measured, or actionable



TO // Measuring and consolidating feedback across all channels and making the insight actionable

Feedback is **not measured across all channels**

Disparate and uncoordinated solutions across multiple divisions deliver **disconnected feedback**

Feedback is **not collected immediately after an interaction** with a customer service touch point

It takes **time to gather data from multiple sources** and analyze customer feedback before insight is created

Collect feedback across all channels using the **Feedback Management Module**

Consolidate a range of feedback mechanisms, including short transactional surveys, polling widgets, and web surveys

Automatically send surveys when the customer's problem is solved

Take action with the Feedback tool to **synthesize customer data** into graphical, understandable trends for immediate follow-up

LEARN HOW TO TRANSFORM IN ORDER TO:

Capture Customer Feedback

Make Insight Actionable

Boost Business Growth

4 MONITOR SERVICE OPERATIONS

FROM // Managing multiple sources and formats of data inhibits accurate operational measurement

Access to KPI data is incomplete for measuring efficiency and quality

Unable to **measure the same metric across multiple channels**

Consolidating **data across solutions is time-consuming**

Dependent on a third party to generate insightful analytics

TO // Accurately and easily obtain data on key KPIs to improve service operations

Use **best practice reporting to offer robust filtered data to measure** and understand any trend over time

Accurately obtain insight across all channels to drive a smarter service strategy

Access pre-built reports at scheduled intervals or on the fly

Leverage analytics that are **built for business users** to ensure flexibility and agility

LEARN HOW TO TRANSFORM IN ORDER TO:

Obtain Accurate Insight

Monitor Your Service Teams

Optimize Service Operations

STREAMLINE TECHNOLOGY FOR AGILITY

FROM // Complex multivendor technology systems with high maintenance costs

Managing a technology footprint with **different systems cobbled together** with various levels of interaction is hard

Outdated legacy systems hinder innovation

High total cost of ownership in maintaining legacy systems

Lack of agility to respond to changing markets and services, product recalls, or PR disasters



TO // A single consolidated and configurable platform that reduces costs and increases customer value

Incrementally transition to the cloud to protect legacy investments while benefiting from new innovation

Manage complex service **operations on one platform**

Leverage a highly configurable platform reducing the dependency on expensive system integrators

Adjust the service strategy and its processes, channels, and knowledge in real time in order to respond to events

LEARN HOW TO TRANSFORM IN ORDER TO:

Become More Agile

Lower Total Cost of Ownership

Reduce Operational Costs

PROACTIVELY KEEP CUSTOMERS INFORMED

FROM // Siloed applications do not support a broadcast service to keep customers informed



TO // Providing a personalized, proactive, and measurable experience across multiple channels

Keeping customers informed is **not** considered as important as other challenges

Systems do not support event-triggered communications

No means to segment or personalize messages to customers

Lack of audit trail of all communications sent to customers

Implement automatic, event-triggered customer notifications based on a wide range of rules

Offer an integrated solution that provides **relevant communications based on knowledge of your customer**

Use advanced, multidimensional segmentation messages to target specific audiences and personalize

Gain visibility into all interactions with the customer, including broadcasted messages and automated, event-based notifications

LEARN HOW TO TRANSFORM IN ORDER TO:

Increase Brand Loyalty

Improve NPS

Reduce Operational Costs

BOOKER SOFTWARE BUILDS A NEXT-GEN CONTACT CENTER FOR IMPROVED CUSTOMER EXPERIENCE

THE CHALLENGE

Booker Software, provides cloud-based management systems for service-based health, wellness and beauty businesses such as spas and salons, faced a big challenge. The New York City-based, 270-person company has grown since its start in 2007, and now processes over one million appointments each month across 70 countries. However, they had two call centers—one for sales, one for support—that used disparate systems, which resulted in inconsistent customer experiences, no single source of customer data, and no visibility for sales and customer experience to see trends or identify opportunities.



THE TEAM: LED BY BRIAN RABOIN, VP OF CUSTOMER EXPERIENCE

Brian Raboin joined Booker as the VP of Customer Experience in 2015, and soon realized that having two contact centers was problematic. Although it had worked for years, Raboin felt it didn't provide a consistent experience for customers when they contacted the company. Raboin also realized the disparate systems they used not only made it challenging for the agents, but negatively affected the customer service they provided. "While we were data rich, we were insight poor because we weren't able to take the various data points we were getting and correlate them back to the business activities," Raboin explained.

The Booker team started developing the plan to build their next generation contact center. They decided to implement Oracle Service Cloud for the support and onboarding teams, but didn't have a planned solution to replace the systems used by the sales team. At Booker, the sales team handles around 5,000 inbound/outbound calls a month.

"We knew the top priority was that our new contact center system to integrate with Oracle Service Cloud," said Raboin. "In addition, we wanted it to be an omnichannel solution, so our customers could reach us via voice, email, or chat. In Spring 2016, I attended the Modern CX Conference and was introduced to someone from Five9 at the Oracle booth. I was familiar with Five9, because I had implemented their phone systems in the past, but knowing that Five9 could be integrated with Oracle Service Cloud was a big plus for me."

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GOAL #1: DELIVERING MODERN CUSTOMER SERVICE IN THE CLOUD

Originally, Booker was on separate systems for case management, knowledge, and training. “We knew we needed to get to a unified system and one that provided the right insights,” explained Raboin. “We implemented Oracle Service Cloud and were thrilled to see benefits almost immediately. Once that was done, it was time to implement Five9 and benefit from that integration.”

The Five9 Adapter for Oracle Service Cloud enables agents to access the softphone telephony, email, and chat toolbar, with all interaction controls managed from within the Oracle Service Cloud desktop. “One of the biggest benefits we see from integrating Five9 with Oracle Service Cloud is flow of data. We now have correlated data which provides customer insights and enables us to respond in a

proactive manner,” Raboin says. “The flip side is we can provide other channels for customers to use before they try our phones. While we’ll always have phones and live agents, the integration of Five9 and Oracle Service Cloud allows us to provide other channels for customers to try first to get their questions answered.”



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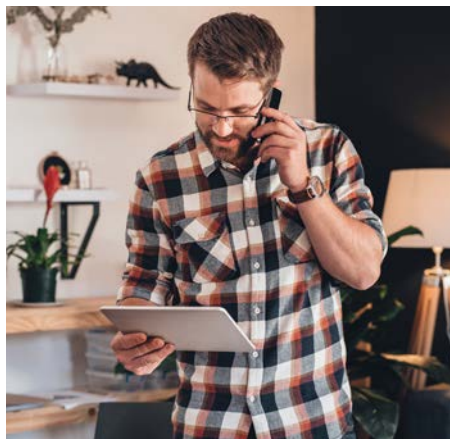
— Raboin

GOAL #2: **DELIVERING CONSISTENT SERVICE EXPERIENCES**

One of the biggest challenges Booker struggled with prior to implementing Oracle Service Cloud and Five9 was delivering a consistent service experience. There were two call centers, many disparate systems, and additional bolt-on tools and resources which were not connected. Agents were unable to recognize customers when they called in and unable to provide a personalized experience.

"I started my career at McDonalds and one key thing I learned there was that customers like consistency," explains Raboin. "Customers want to know what

to expect when they contact a company. The combination of Five9 and Oracle Service Cloud allowed us to build that consistent experience for customers."



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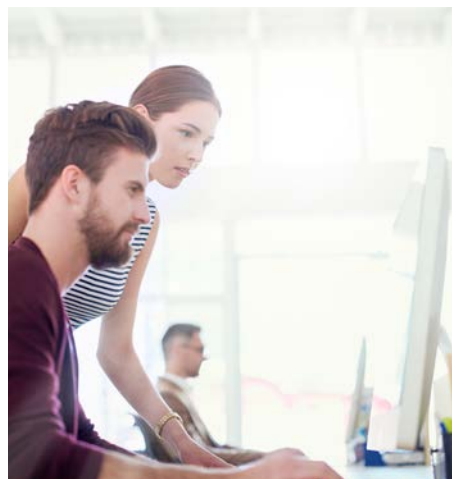
GOAL #3: STREAMLINING TECHNOLOGY FOR AGILITY

A big challenge for any company is managing disparate systems and tools. Having multi-vendor solutions made it challenging for Booker to manage their business and even more challenging when it came to responding to technology updates, adding new services, or responding to changes.

“Before Oracle Service Cloud there were so many disparate systems and bolt-on tools that it could take weeks for changes to be implemented. Now with a single consolidated and configurable platform we are much more agile and able to respond to changes in a timely manner,” says Raboin.

More importantly, they are able to see trends in call center data and make adjustments to increase customer satisfaction. Recently they noticed they had high call volumes on the fourth of every month. They analyzed the data and then started listening to calls. They realized that a majority of their customers would set

membership payment up for the first of the month, and if it the payments didn't go through, the system would try to recharge the payments every day and eventually time out on the fourth of the month. The customer's software would stop working on the fourth and the customer would call Booker. Booker discovered this information in the call trend reports and their next step is to put proactive monitoring in place to prevent this from happening going forward.



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NEXT STEPS: CREATING CUSTOMER SERVICE EXCELLENCE FOR THE FUTURE

With Five9 and Oracle Service Cloud, Booker can take providing exceptional customer experience one step further. “Based on our research, 75 percent of customers that call Booker have a question on how to use a feature in the product,” says Raboin. “We are planning to implement web-to-call. The process will be that customers will first searching for their question in ‘Ask a Question’ on the web, which is the Oracle Service Cloud. If the customers can’t find the answer, then they can click ‘please call me’ which will give them priority level of service at the top of the call queue, which is the Five9 solution.”

“FIVE9 AND ORACLE SERVICE CLOUD HAVE ENABLED US TO DELIVER CONSISTENT CUSTOMER SERVICE AND STREAMLINE TECHNOLOGY FOR AGILITY,” CONCLUDES RABOIN.

STOP COUNTING SHEEP AND START COUNTING LOYAL CUSTOMERS

Learn more about how Oracle Service Cloud and Five9 customers provide next-generation customer experience. Listen to the podcast **INNOVATORS IN CUSTOMER EXPERIENCE** to prepare your contact center for the future.

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