

ORACLE SERVICE ANALYTICS

KEY FEATURES AND BENEFITS

FOR BUSINESS USERS

- Increase customer satisfaction and retention rates, while decreasing costs
- Maximize customer value by increasing cross-sell and up-sell rates
- Monitor channel usage, costs
- Reduce CSR turnover and increase CSR productivity and effectiveness
- Understand customer profitability and propensity to buy

FOR IT

- Accelerate deployment with reduced cost and risk
- Quickly adapt to changing business needs by leveraging, not replacing, existing technology investments

In today's increasingly competitive marketplace, a company's customer service center can become an important source of competitive advantage. Indeed, companies with top-performing service centers typically have more satisfied customers, lower operating costs, and higher revenue per customer. To achieve these results, however, organizations must rigorously track and analyze key service center metrics—for example, service request aging, service request resolution, service activities per employee—and take the appropriate actions to maintain performance levels. Oracle Service Analytics provides organizations with powerful insight that enables them to analyze all aspects of service center performance. The solution provides best-practice metrics, alerts, and key performance indicators (KPIs), enabling companies to take targeted action to improve employee productivity, reduce costs, and increase customer satisfaction.



The Right Information – Right Now

Enterprises depend on information to optimize performance. However, most organizations are hampered by information that is incomplete, out of date, or otherwise inadequate for answering critical business questions. Additionally, organizations often struggle to deliver the right information to the right person at the right time.

Oracle Service Analytics, part of the Oracle BI Applications family, is designed to help organizations leverage the power of timely, reliable information to optimize service center performance and improve the quality of customer service.

More effectively managing service center performance requires integrating data from across the company's value chain—from financial, supply chain, human resources, and CRM systems. Oracle Service Analytics is the only solution that unlocks valuable information hidden in CRM systems to provide service center professionals with timely and comprehensive insight that enables them to take action. With Oracle Service Analytics, service center professionals can view the entire customer relationship; spot potential issues; and identify opportunities to cross-sell, up-sell, and improve customer satisfaction.

Solving Customer Problems

Picture this: Using Oracle Service Analytics in combination with Oracle Contact Center Telephony Analytics, a service center manager notices an increase in call volume and customer complaints over the past several days. Viewing the call types and disposition reports, the manager also notices increased call volumes in the morning about lost, missing, or late deliveries. A look at the deliveries to those customers reveals that many orders are backlogged—that is, they are not scheduled to ship as committed. The manager drills into his Oracle Service Analytics dashboard and sees that the product supplier has been late on many deliveries. Upon further investigation, the manager discovers that his company recently changed payment terms with the supplier from 30 days to 90 days and the relationship with that supplier has suffered. The manager can now take action. He adds a “late order” option to the service center's IVR menu with a message informing callers about problems related to orders from the supplier. He also places a notice about the problems on the company's self-service Web portal.

This scenario demonstrates how Oracle Service Analytics can help service center managers gain better control of the many factors that affect customer satisfaction. Through the benefit of powerful analytic information, the service center manager was able to take rapid action to prevent customer defections. The scenario also demonstrates the ways in which Oracle Service Analytics enables managers to take advantage of lower-cost options—in this case, IVR—to address simple inquiries, thereby freeing customer service representatives (CSRs) to focus on higher-value calls.

Insight Where and When You Need It

To compete effectively in today's marketplace, companies need to deliver timely information to all roles—ranging from executives and managers to front-line employees. Oracle Service Analytics provides key metrics, alerts, and reports, enabling service center professionals to take action based on facts rather than intuition. Oracle Service Analytics proactively delivers insight to CSRs while they are engaged with a customer, ensuring they always have the latest information they need to make informed decisions. Analytic insight can even be delivered directly to their customer relationship management systems so CSRs don't have to change

screens when working with a customer. With cross-value chain insight, CSRs have a complete view of the customer's account, helping them resolve issues quicker and increase cross-selling rates. With Oracle Service Analytics, companies can achieve higher effectiveness and maximize the value of their customer relationships.

Oracle Service Analytics Benefits

Increase Customer Satisfaction and Retention

To maintain high levels of customer satisfaction and retention, organizations must be able to quickly and effectively handle open service requests and understand the factors that prompted those requests. Oracle Service Analytics enables service center managers to track top KPIs for service initiatives, including service request aging, service request resolution, and service activities per employee. By understanding the key reasons behind operating trends, managers and CSRs are able to improve service, increase customer satisfaction, and drive higher profitability.

Improve CSR Effectiveness and Reduce Turnover

In combination with Oracle Contact Center Telephony Analytics, Oracle Service Analytics provides supervisors with complete insight into how their CSRs are performing. Metrics such as CSR transfer rates, revenue per CSR, average handle time, and time spent by a CSR on after-call work help supervisors identify high-performing CSRs as well as those in need of additional training. Oracle Service Analytics also integrates workforce management information—generally not available in call center reports—enabling management to determine how factors such as tenure, education, compensation, and training impact CSR turnover and performance.

Improve CSR Performance

Oracle Service Analytics provides service center agents with information and alerts that help them maximize the value of each customer. Through the use of cross-value chain insight, each CSR can more effectively cross-sell and up-sell more products and services, provide real-time information on order status, tailor service based on the customer's value to the company, and ultimately achieve higher levels of customer satisfaction and loyalty.

Maximize Productivity and Resource Utilization

Oracle Service Analytics enables management to evaluate performance at the individual CSR and site level, comparing results to both internal targets and external benchmarks. Metrics such as cost to serve, average resolution time, and contact profitability help management determine how individual CSRs and service centers are performing. At sales-focused service centers, Oracle Service Analytics provides CSRs with visibility into existing customer relationships, helping them generate more revenue via cross-selling and up-selling. At service-oriented sites, the Oracle application closely monitors key processes, allowing supervisors to quickly resolve open service requests and better manage service volumes.

ABOUT ORACLE BI APPLICATIONS

Oracle BI Applications provide complete, real-time, and enterprisewide insight for all users, enabling fact-based actions and intelligent interaction. Tailored for more than 20 different industries and designed for rapid deployment at a low cost of ownership, Oracle BI Applications are prebuilt solutions that start with the customer, embrace any existing corporate data source, and are seamlessly integrated with Oracle's transactional solutions to increase effectiveness across the entire customer life cycle. All Oracle BI Applications are powered by Oracle BI Enterprise Edition, a high-performance, highly scalable, and highly reliable next generation business intelligence platform that can be used to extend existing analytic solutions to meet any enterprise business intelligence need. Additional information about Oracle BI Applications is available at <http://www.oracle.com/goto/obia>

Oracle BI Applications include:

- Oracle Financial Analytics
- Oracle HR Analytics
- Oracle Procurement and Spend Analytics
- Oracle Supply Chain and Order Management Analytics
- Oracle Sales Analytics
- Oracle Marketing Analytics
- Oracle Service Analytics
- Oracle Contact Center Analytics

Faster Implementation, Lower Risk and Better Business Results

Providing actionable insight to the service center requires a powerful analytic solution. However, the business intelligence solutions that are often deployed to fill this need are costly, take a long time to implement, and are difficult to modify when business requirements change. In contrast, Oracle Service Analytics is a prebuilt solution designed for fast deployment at a lower cost, lower risk, and with better business results. Oracle Service Analytics includes prebuilt data models, more than 300 metrics, and best practices based on Oracle's experience with thousands of service center implementations. Oracle's robust enterprise analytics platform enables users to easily customize and extend the application without the need for programming. The intuitive, Web-based user interface enables rapid end user adoption and requires very little training.

Summary

Oracle Service Analytics provides service center managers with new levels of insight by unlocking the information value hidden in systems across the enterprise. With Oracle Service Analytics, service center professionals have access to actionable information that drives greater customer satisfaction, lower costs, and increased revenue. Additionally, Oracle Service Analytics is built on a robust analytic platform that integrates easily with Web servers, CRM, and email applications. Taken together, these rich capabilities make Oracle the leader in service center analytics for the most demanding organizations.

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