Smarter Service: The Contact Center of the Future

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THE CONTACT CENTER OF THE FUTURE

Today's consumers expect better. They expect better service, better products and better communication with retailers. But to have a single, seamless conversation with every customer across multiple channels, retailers can no longer rely on outdated contact centers.

Inflexible contact center systems don't allow retailers to respond quickly and effectively to customer demands. And in a hyper-competitive market, if you can't respond effectively, customers will simply choose another retailer. Without a single view of the customer across all channels – including social media – retailers risk alienating customers and driving them to other brands.

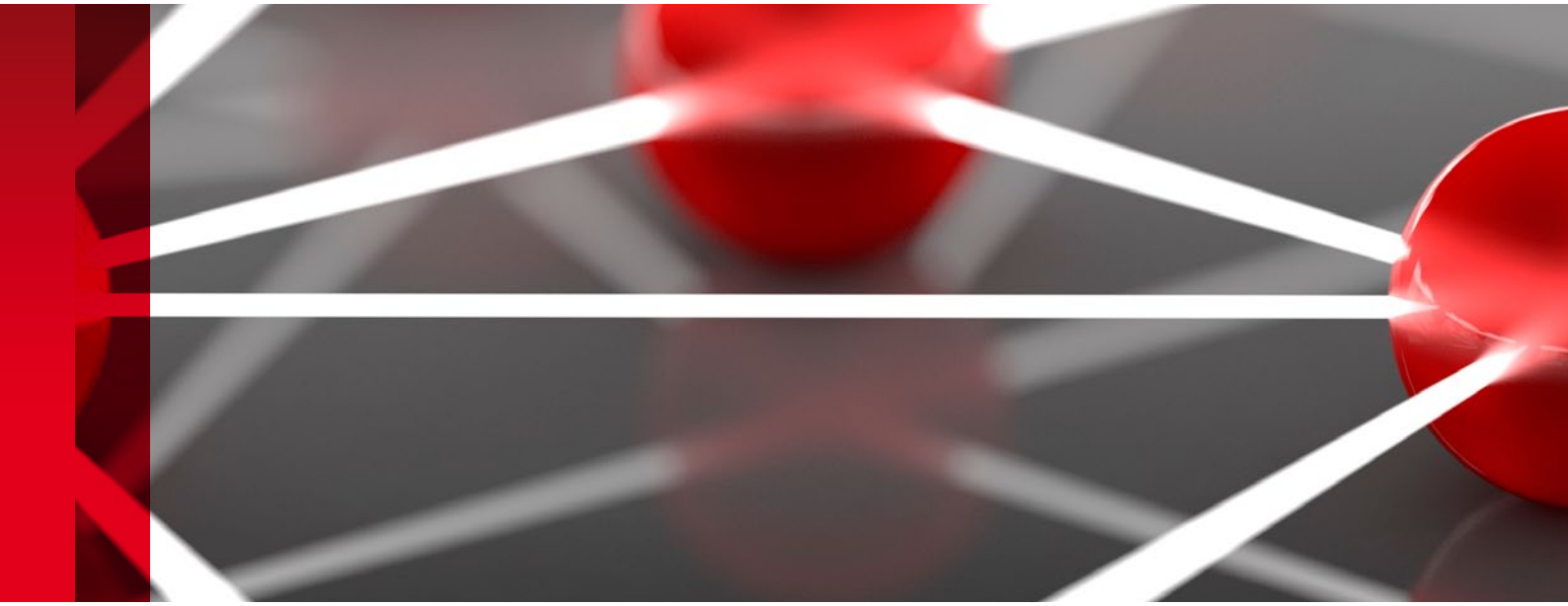
Traditional contact centers often don't have the agility to adapt quickly to the changing retail landscape. With complex IT updates, expensive and time-consuming systems upgrades, and a lack of integration with other enterprise systems, legacy contact centers can put retailers in danger of losing customer loyalty – and vital revenue.

> "The challenge that companies face in the retail market is that customer expectations are going up, up, up. We don't have the same branding opportunities as a bricks-and-mortar store so, for us, every customer service touchpoint is vital. Our brand IS our customer experience. RightNow has a more intuitive, smarter contact center solution and it ensures that we don't miss a step."
>
> Ron Kelly, Vice President of Customer Care and Pharmacy Services, drugstore.com, Inc

To meet these challenges, many retailers are deploying Software-as-a-Service (SaaS) contact center systems – cloud-based platforms that eliminate the problems of IT complexity and inflexibility that are slowing other retailers down.

An agile, SaaS-based contact center doesn't just address problems; it can also be used to create new opportunities. Contact centers remain a key communication channel for most retailers and, with an efficient, flexible system in place, they can be used as a resource to reach out to customers for feedback, not just to respond to incoming calls, helping drive continuous service improvements.

This eBook is a short introduction to the challenges facing traditional contact centers and the benefits of deploying the contact center of the future. You'll find links to further resources on the final page.



OUT WITH THE OLD

Let's look at one shopper's journey and see how a traditional contact center can create more problems than it solves – and how the integrated contact center of the future can solve those problems and boost revenue.

Mary is looking for a new high-definition television for her family. She begins by researching products online. She Googles "HD TV" and receives more than 6 million results. She clicks on a link near the top of the page and finds herself on Retailer 1's Website. She looks at several products, sees a TV she likes, and places an order. But when Mary's husband gets home he wants to buy a different TV, so she calls Retailer 1's contact center to change the order. Unfortunately, the contact center doesn't have her order information, so the agent can't help her. A frustrated Mary returns to the Website, cancels the order, Tweets about it, and posts her dissatisfaction on Facebook.

Retailer 1 has lost the sale because it doesn't have cross-channel visibility of customer data, and potentially it has lost even more revenue because Mary shared her poor experience online. But Retailer 1 doesn't know this, because it doesn't track social media conversations either.

"RightNow helps our organization capture valuable insight and deliver a seamless experience no matter how a member chooses to engage with our brand. Using RightNow, agents also have the right information at the right time to give members confidence and positive interactions, whether solving an order issue or making a big purchase online."

Chris Purpura, Director of Member Care, HauteLook

IN WITH THE NEW

The next day, while waiting in the carpool line at school, Mary uses her smartphone to access the Internet and search "HD TVs". She finds Retailer 2, which has the TV her husband wants; it's in stock and available for immediate shipment to Mary's home. Mary places the order on her smartphone, then picks up her children and heads home.

The next day Mary decides that she would like to surprise her husband with some accessories for the new TV, but she isn't sure what to purchase. She calls Retailer 2's contact center and the agent immediately locates the recent order, along with other historical shopping information. With that information in hand, the contact center agent suggests the best products and completes a successful upsell in less than 5 minutes. Before Mary hangs up the phone she has received an email confirmation, along with a coupon for a discount on a future purchase. Mary is so pleased with the excellent customer service that she Tweets about it and posts favorable comments on Facebook.

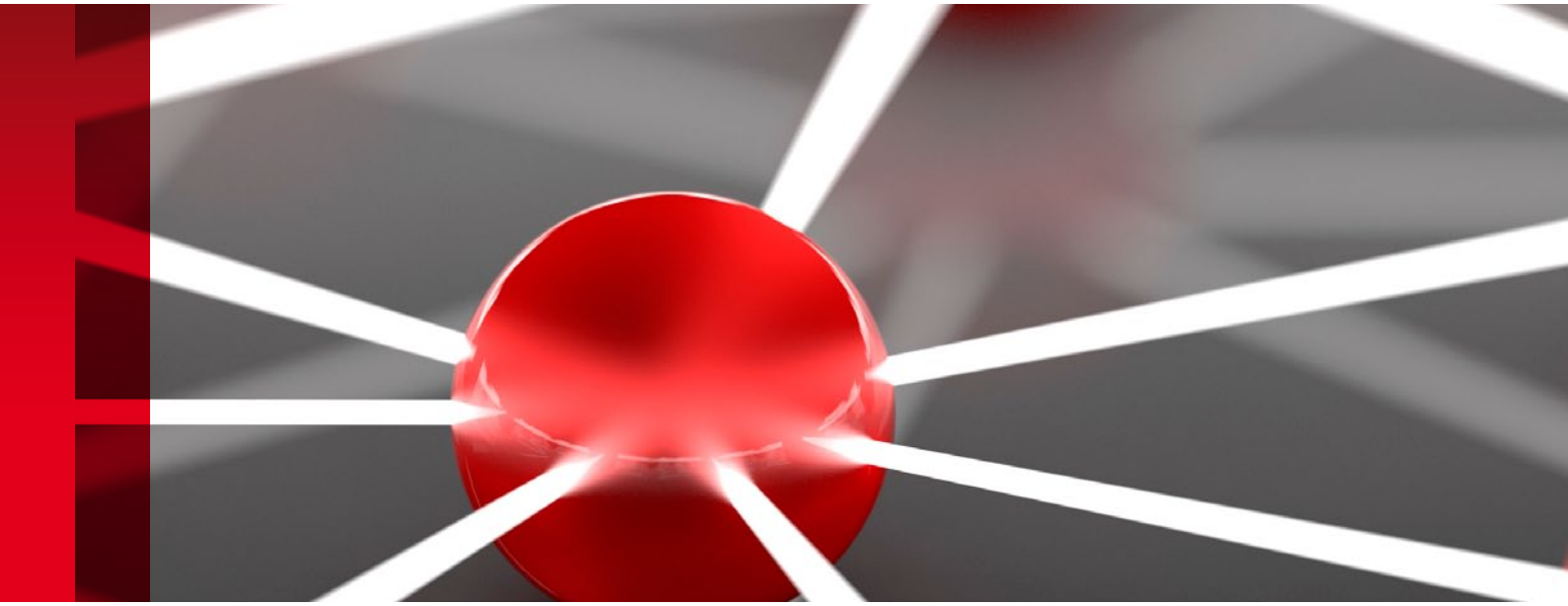
With a completely integrated contact center solution in place, Retailer 2 has succeeded in delighting Mary, has cemented her long-term loyalty and may have acquired some new customers through Twitter and Facebook.

Real-World ResultsDrugstore.Com provides superior customer experiences with Oracle RightNow contact center solutions

- **30%** conversion on chat sessions with 20% increase in basket size
- **30%** email volume reduction, **67%** reduction in email handling times
- **16%** reduction in call handling times
- **Savings of over US$350k** per year from call deflection
- **Multi-channel care:** Web self-service, email, phone, mobile, and social

"Chatting with advisors, customers don't feel as if there is any sort of 'Hard Sell' yet we are still able to keep them keyed into what is going on in our Web stores. It has become a wonderful way for us to present products, advertise promotions, and resolve customer issues when they arise. All of these conversations help to further our relationship with the customer in a unique and relaxed atmosphere."

Lisa Larson,
Director of Customer Care, drugstore.com

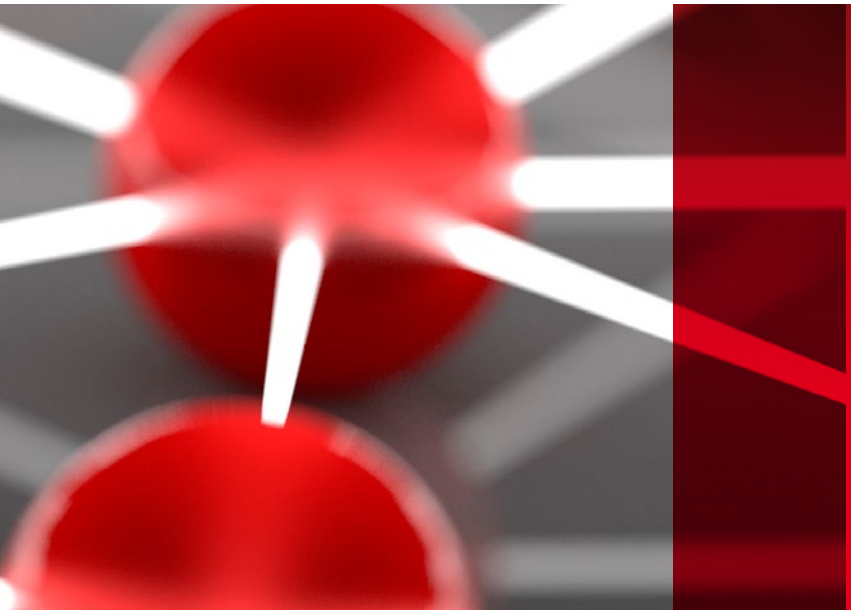


THE LOWEST TCO
WITH CLOUD-BASED CONTACT CENTER SOLUTIONS

While Retailer 1 was dragging its feet, completely unaware of the advantages of cross-channel customer engagement, it was also unaware that it was spending extra money on outdated systems that don't work in a multichannel environment. The truth is that the integrated, cloud-based contact center provides better customer service at a substantially reduced cost.

Hosted contact center operations offer a number of immediate cost benefits, including:

- Rapid deployment for a faster return on investment
- Minimal capital outlay making it easier to do more with less
- Complete flexibility to add or remove functionality on an agent-by-agent basis
- Total scalability to increase or decrease the number of agents supported
- Advanced functionality with access to the latest technologies
- Reduce IT management costs with fewer staff required to support systems



"Companies saved up to 77% of the TCO and not less than 36% using Hosted versus Premise in the first year of use."

Frost & Sullivan

A recent study by industry analysts Frost & Sullivan assessed 12 contact centers with between 50 and 500 agents, to measure the cost savings of hosted contact center systems against on-premise systems. "Hosted contact center services delivered significantly lower TCO than premise-based systems. Depending upon the center configuration, **companies saved up to 77% of the TCO and not less than 36%** using Hosted versus Premise in the first year of use," the report reveals.

REAL-WORLD RESULTS

HauteLook:

- **13.5%** of chat sessions converted into new sales
- **20%** completion rate on member surveys
- Ability to scale headcount without increasing IT infrastructure costs

ORACLE RIGHTNOW SOLUTIONS DELIVER

A COMPLETE CLOUD SERVICE PLATFORM

The success of the SaaS-based contact center is supported by a cloud platform that analyzes and disseminates customer information from every channel into a single view of each customer.

Oracle RightNow CX Cloud Service combines Web, social and contact center experiences for an integrated, multichannel cloud-based service solution, enabling organizations to:

- Increase revenue with higher conversion rates and more upsell and cross-sell opportunities
- Build trust and strengthen customer relationships with personalized service
- Reduce the cost and effort of providing great customer experiences
- Gain complete reliability with RightNow's proven enterprise service platform
- Provide unmatched security for mission-critical customer experience delivery

"With RightNow, we have been able to deliver exceptional multichannel experiences that have dramatically grown our business. We have seen an increase in levels of service without corresponding cost increases. These key differentiators will help us continue to offer members the most enhanced experience possible."

Jason Faria,
Senior Manager of Customer Service, Ideeli

Oracle RightNow Web Experience provides a rich online customer experience solution for researching, purchasing, or resolving issues from any device, helping increase conversion rates and reduce service costs.

Oracle RightNow Social Experience enables the extension of consistent customer experiences to the places where consumers are learning, sharing, and buying across the social Web.

Oracle RightNow Contact Center Experience delivers integrated end-to-end management of the customer journey by unifying customer knowledge, allowing agents to deliver exceptional experiences consistently across every channel.

It enables retailers to:

- Reduce operational expenses by automating more customer transactions
- Gain actionable customer insight by gathering, organizing and accessing information from multiple sources
- Deliver a seamless customer experience by providing agents with all relevant previous exchanges, regardless of channel or department
- Engage customers proactively with a tailored and timely service

ORACLE

RIGHTNOW CX
CLOUD SERVICE

FIND OUT MORE
(866) 630-7669

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