

HrOUG 2015, Applications

Creating Great Customer Experiences

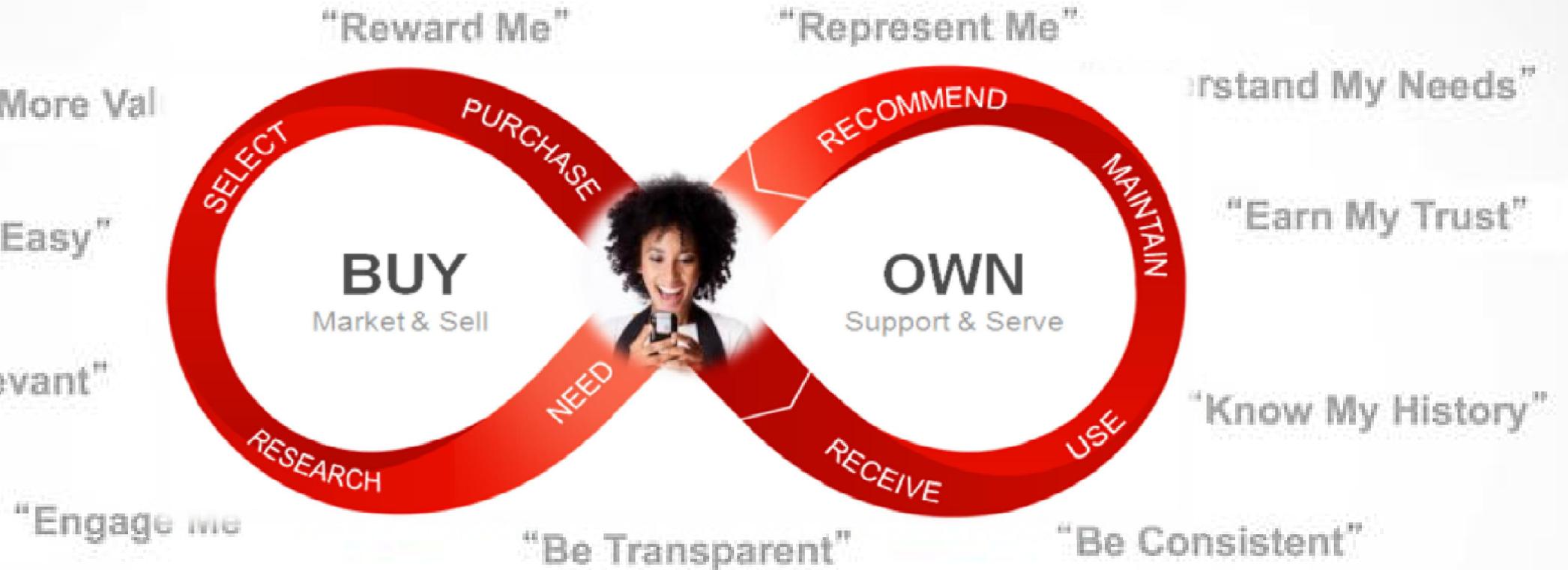
Boris Bajtl & Helena Librenjak, Siemens CVC

What is Customer Experience (Management)?

Customer experience is the sum of all experiences a customer has with a supplier of goods and/or services, over the duration of their relationship with that supplier.

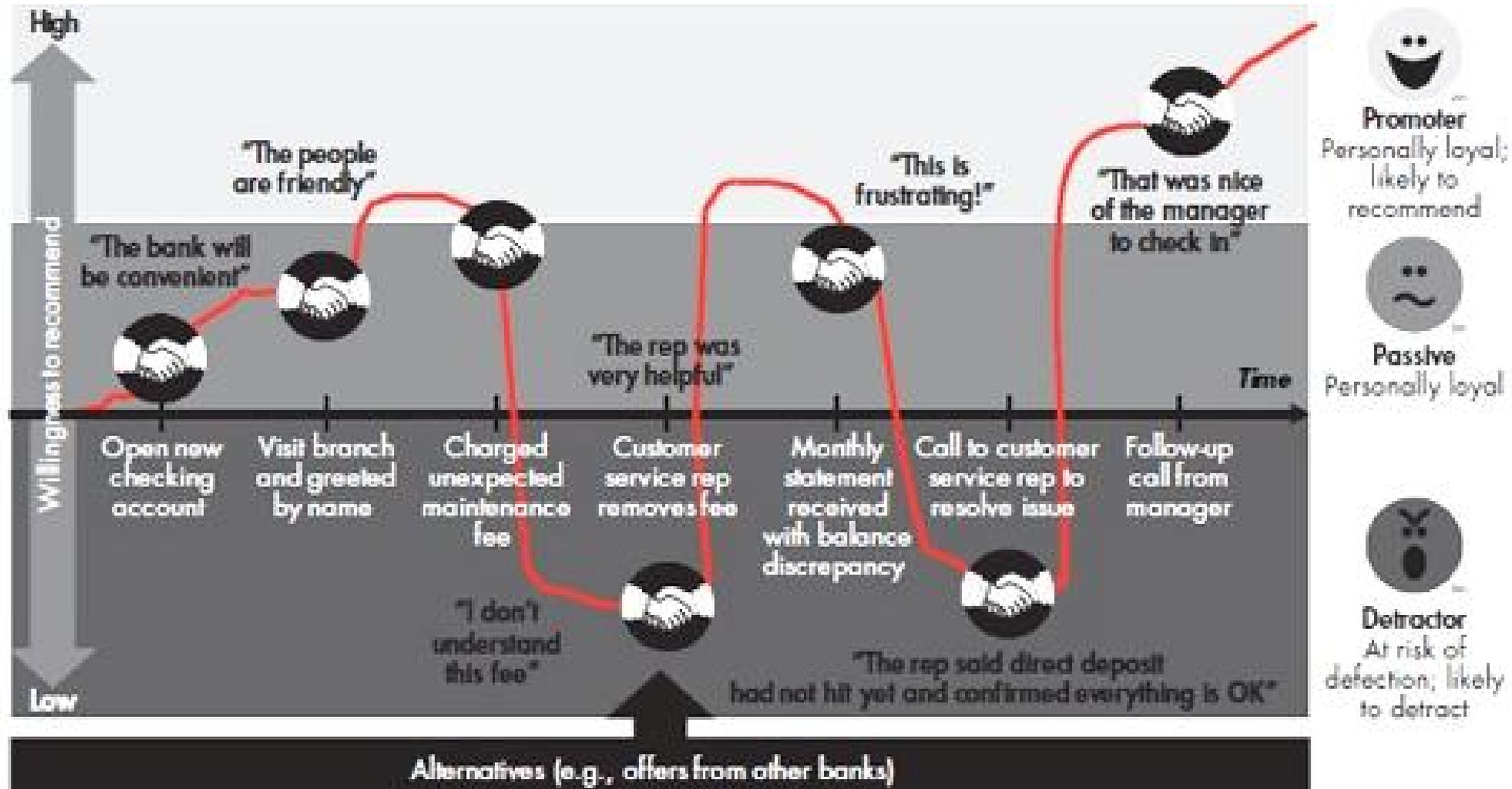


The Customer Experience Lifecycle



Deliver the Experiences That Customers Want

Retail Banking Customer Experience Example



How to measure it?

Customer Satisfaction KPI examples

1. Net Promoter Score (NPS)

The objective of this score is to segregate your Customers into three groups called the 'Promoters', 'Passives' and 'Detractors' based on the rating they offer your customer service.



2. Customer Advocacy (CA)

CA is based on a single question: “Do you think your company does what’s best for you, or only what’s best for its income statement?”

3. Forrester Customer Experience Index (CxPi)

Forrester defines customer experience into the three levels of the classic needs pyramid: basics, value creation, and, finally, surprising the customer.

Oracle Service Cloud (RightNow) CX

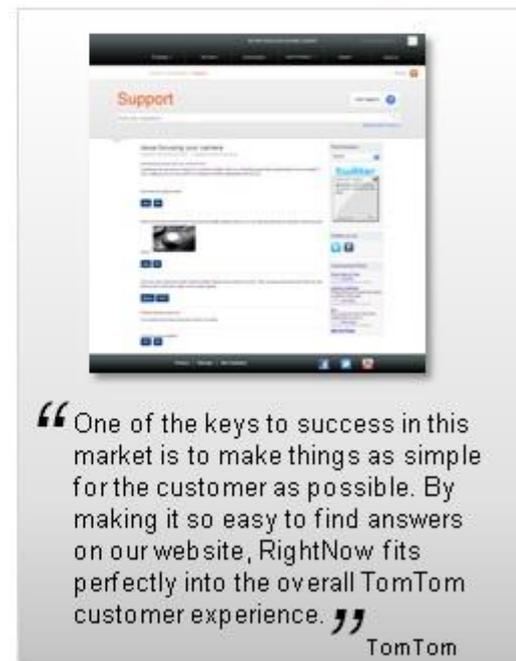


Give Customers Tools To Help Themselves

Oracle RightNow Guided Assistance

Enable customers to perform complex configuration and troubleshooting on their own with reports detailing guide's effectiveness. Increase self-service rates while improving the relevance of customer interactions.

Capability	Benefit
Guides are fully customizable and can be configured to support branding requirements	▶ Increase Accessibility of Service & Usability
Guided troubleshoot decision trees provide consistent handling of complex customer issues	▶ Improve Average Utilization Time
Multiple guides can be deployed in multiple locations throughout a website	▶ Improve Availability & Accessibility of Service
Guided Assistance selections can trigger escalation rules to satisfy business objectives	▶ Improve Resolution Rate & Decrease Escalation Rate
Link guides to other content and engagement channels, including Communities	▶ Improve Answer Relevancy & Relevance of Interaction





Engage Customers Online

Oracle RightNow Chat

Real-time chat sessions strengthen customer relationship by expanding multi-channel support and improving service quality. Agent productivity is improved by handling simultaneous sessions from a single unified desktop.

Capability	Benefit
Customer access from smart phone or the web	▶ Increase Accessibility of Service
Launch chat sessions based on Intent-driven criteria	▶ Improve Service level & Relevance of Interaction
Customer initiated chat or proactive company-defined rules and triggers	▶ Increase Customer Satisfaction
Handle multiple chats simultaneously with smart based routing	▶ Lower cost per resolution / cost per answer
Access to Oracle RightNow Knowledge Foundation before, during and after a chat session	▶ Increase Answer Utilization Rate



Empower Agents To For Service Quality

Oracle RightNow Dynamic Agent Desktop

Drives retention with fast, accurate, and consistent information across all channels. Your agent interactions are consolidated on a single agent desktop with unified enterprise systems.

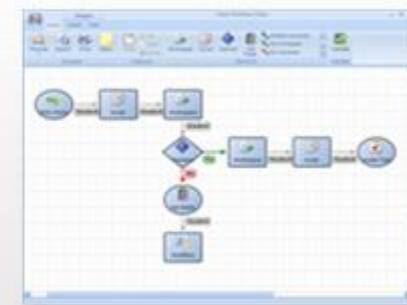
Capability		Benefit
Centralized management of all customer interaction channels	▶	Improve Customer Satisfaction & increase Resolution Rate across channels
Desktop Workflow automates business process for speed and accuracy	▶	Increase Contact Volume
Agent Scripting ensures that customers experience consistent interactions	▶	Increase Customer Satisfaction
Guided Assistance applies a repeatable and predictable approach to complex issue resolution	▶	Improve First Contact Resolution
Contextual Workspaces fits the tool to the task	▶	Reduce Average Handle Time

Don't Leave Customer Interaction To Chance

Oracle RightNow Agent Desktop Scripting & Workflow

Streamline customer interactions and automating tasks behind the scenes to increase agent efficiency while providing a more effective customer experience.

Capability		Benefit
Guide agents through one or many business processes, while automating tasks in the background	▶	Reduce Average Handle Time & decrease Error Rate
Ensure tasks are assigned after customer interactions	▶	Reduce After Call Work
Enables quicker agent ramp-up	▶	Reduce New Hire Training Costs
Provides the agent with the right tools at the right time in the context of the interaction	▶	Reduce Average Talk Time
Trigger cross-sell/up-sell scripts to be launched at the end of an incident interaction	▶	Increase Average Order Value



“18% boost in agent productivity”

Myspace

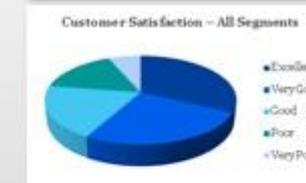
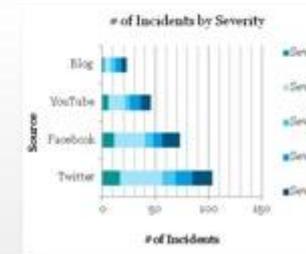


Measure And Refine For Optimal Performance

Oracle RightNow Engage Analytics

Oracle RightNow Analytics captures, organizes, presents and disseminates real-time actionable knowledge with speed, ease and flexibility to improve insights and reduce cost of operations.

Capability	Benefit
Pre-built reports and dashboards; extensive library of customizable charts & charting options	▶ Decrease Costs of Development
Create customized role-based reports with intuitive drag-&-drop graphical report design tool	▶ Improve Agent Satisfaction
Identify customers based upon previous interactions across channel including web, social contact center and mobile	▶ Increase Insights
Oracle RightNow Analytics training to help you extract key information related to all CX components	▶ Decrease New Hire Training Costs & Improve Agent Satisfaction
Uncover underlying causes of performance or trends by drilling down, in, or across to additional levels of analytic detail	▶ Improve Insights & Agent Effectiveness



“Contact center analytics help optimize allocation of development dollars.”

Sony Online Entertainment

Case study – finance industry

Challenge – key requirements

1. regular **Project satisfaction surveys**, split on project phases, with ability to create overall satisfaction upon completion of all phases
2. implementation of **own surveying methodologies** and KPI metrics
3. **matrix** of the examinees and questions
4. robust analytic capabilities, predefined reports and configurable reporting
5. reusability
6. freedom to initiate satisfaction survey timely to catch relevant information
7. yearly trends
8. different data export format
9. automatic reminders
10. response rate status
11. possibility to extended to other communication channels (integration with call center, web ...)

Oracle Right Now Customer Feedback modul

Right Now in a role of surveying tool:

- Standalone
- Integrated with call center

Type of customer satisfaction surveys:

- **Broadcast** – Direct mailing
 - Create your own surveys, define list of recipients and send e-mail with link to survey
- **Transactional**
 - capture feedback following an event, condition, process, or customer action (claim - Design agent workspaces to accept phone surveys as a result of recent claim or recent marketing campaign)
- **Polling widget** - enable organizations to embed surveys within communities or other high-traffic interaction points
- **Website link surveys** - capture feedback from Website visitors

Types of surveys

The screenshot shows the Oracle Service Cloud interface for creating a survey. The main content area is titled "Prvi koraci" (First steps) and contains the following text: "Odaberite način poziva koji želite koristiti za tu anketu." (Choose the calling method you want to use for this survey.)

- Ciljana anketa** (Targeted Survey): Poruka e-pošte poslana je primateljima s pozivnicom da pristupe anketi. (Email message sent to recipients with an invitation to take the survey.)
- Transakcijska anketa** (Transactional Survey): Poruka e-pošte poslana je kontaktu slijedom akcije pravila ili marketinške kampanje. Taj će se način pozivanja, na primjer, koristiti za slanje ankete nakon zatvaranja incidenta. (Email message sent to contact as part of a rule action or marketing campaign. This calling method, for example, will be used to send the survey after closing an incident.)
- Veza s web-stranicom** (Web Page Link): Anketa se oslanja na zaseban mehanizam isporuke pozivnica, npr. vezu s anketom postavljenu na web-stranici. (The survey relies on a separate invitation delivery mechanism, e.g., a link to the survey on the web page.)
- Anketa** (Survey): Ova se anketa koristi s widgetom ankete korisničkog portala koji se može postaviti bilo gdje na web-lokaciju. Krajnji će korisnik vidjeti anketu sa samo jednim pitanjem koju će poslati rezultatima pitanja ili... (This survey is used with a survey widget on the user portal that can be placed anywhere on the web location. The end user will see the survey with only one question that they will send the results of the question or...)

The interface also shows a sidebar with "Nedavne stavke" (Recent items) and "Navigacija" (Navigation) sections. The "Navigacija" section includes "Ankete" (Surveys) with sub-items "Eksplorer anketa" (Survey Explorer) and "Eksplorer pitanja" (Question Explorer). The bottom status bar indicates the user is logged in as "damir.puskaric" and the zoom level is 100%.

Matrix questions

Anketno pitanje

Tekst uođda: 1. Please evaluate the pre-project phase where all prerequisites for the project start were defined. Please fill in only if you participate in this phase.

Vrsta pitanja: Matrica

Matrica

Prikaži kao: Izborni gumb

Odabiri retka odgovaratelja

Odgovaratelj mora odgovoriti na ovo pitanje

Dodaj pitanje

Tekst pitanja (Redak)	Akcija
Kick off meeting (Was initiation/kick off presentation detailed e	Uređivanje , Ukloni
Conference calls (Was their frequency satisfying; did they cove	Uređivanje , Ukloni
Division of responsibility among originating organization, proje	Uređivanje , Ukloni
Project Manager's understanding of your needs	Uređivanje , Ukloni
Project Manager's effort to focus all project related processes o	Uređivanje , Ukloni

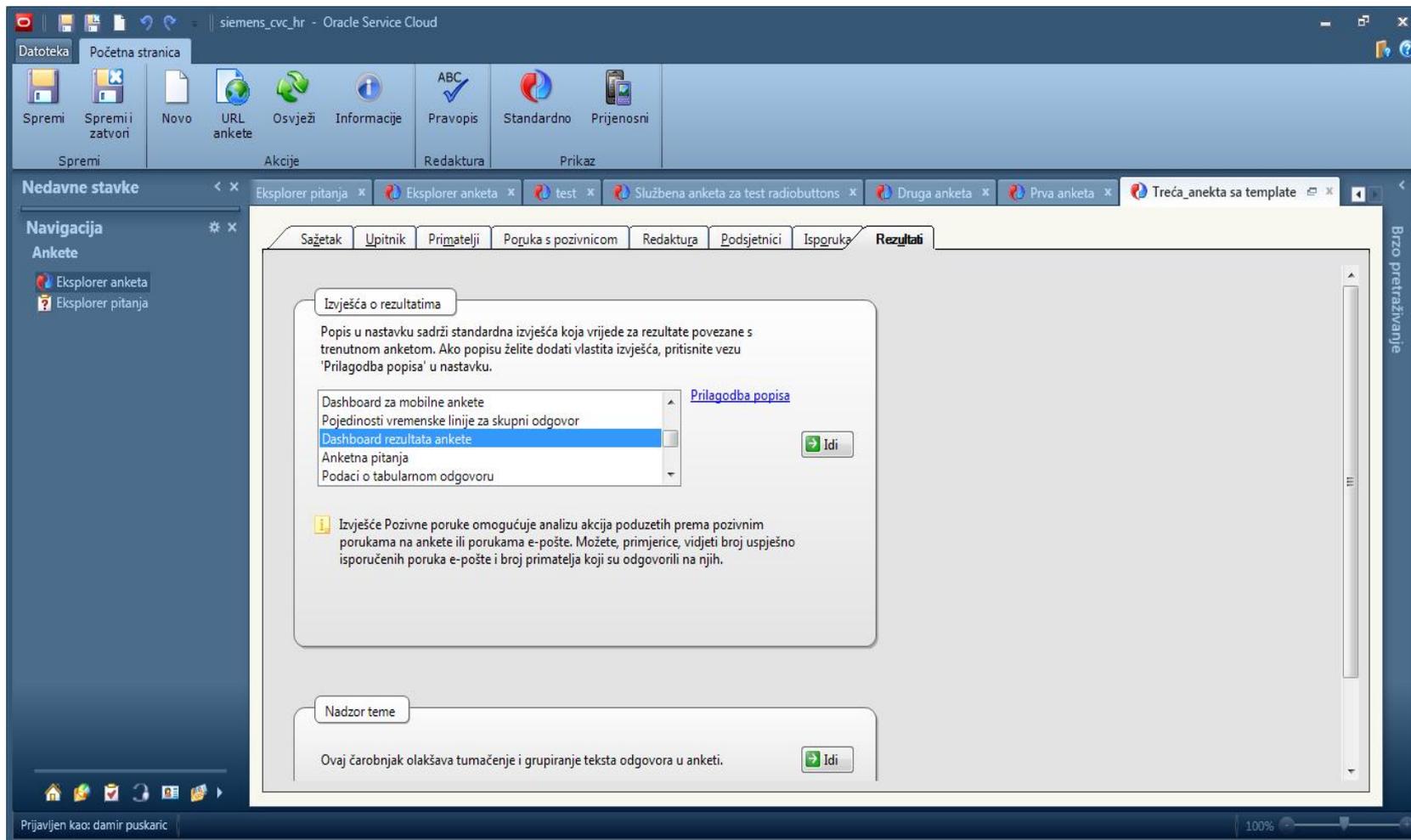
Nasumični reci Priđilno rangiranje

Primjer

	Izbor 1	Izbor 2
Pitanje 1		
Pitanje 2		

Dodaj gđabir

Tekst izbora (Stupac)	Rezultat	Akcija
1 Not satisfied at all	1	Uređivanje , Ukloni
2 Poorly satisfied	2	Uređivanje , Ukloni
3 Neither satisfied nor dissatisfied	3	Uređivanje , Ukloni
4 Fairly satisfied	4	Uređivanje , Ukloni
5 Completely satisfied	5	Uređivanje , Ukloni
Not applicable	0	Uređivanje , Ukloni



Report on survey answers per contact

Odgovori na anketu prema kontaktu

Adresa e-pošte	Datum stvaranja	1. Satisfaction level		2. Improve needed		3. Improve suggestions	He/she listen you carefully and actively	He/she's capable reliable ad
		No	Yes	No	Yes			
damir.puskaric@siemens.com	11/14/2014 02:12 PM	Fairly satisfied	✓			test	3 - Neither satisfied nor dissatisfied	4 - Fairly satisfied
davor.pucevic@siemens.com	11/17/2014 07:50 AM	Fairly satisfied		✓		dali ti prolazi čičžd	2 - Poorly satisfied	3 - Neither satisfied n
ivica.mrcela@siemens.com	11/14/2014 04:14 PM	Fairly satisfied	✓				4 - Fairly satisfied	4 - Fairly satisfied
mario.glavinic@siemens.com	11/14/2014 02:12 PM	Poorly satisfied		✓		Dizajn ankete je loš :-)	1 - Not satisfied at all	4 - Fairly satisfied

Broj zapisa: 4

Analytic capabilities

- **Prebuilt survey reports**
- **Customizable survey reports**- Easily prepare customized role-based analytic reports with an intuitive drag-and-drop graphical report design tool.
- **Customizable dashboards** - Quickly organize reports into meaningful role-based customized dashboards with the drag-and-drop graphical dashboard design tool
- **Scheduled reporting** - Ensure that key personnel have consistent access to the latest information, by automatically scheduling report execution and delivery.
- **Robust data drilling**. Uncover underlying causes of performance trends by drilling down, in, or across to additional levels of analytic detail. You can drill from reports to dashboards, drill across to reports referencing related data sets, build destination reports once and reuse them, and build conditional report links for more-efficient report development, better reporting performance, and extended insight for better decision-making.
- **Data tool bar** – fine tune reports without IT or analyst support – users can change sort ordering, displayed fields, slicing, filtering, roll-ups, cross-tabs, and more.
- **Automatic categorization** of customer sentiment and clustering text responses into topics of interest for easier identification of unhappy customers
- Combine survey reports with corporate knowledge and profile information for **consolidated view of the customer**

“CUSTOMER EXPERIENCE
is the next competitive
BATTLEGROUND
IT'S WHERE BUSINESSES
ARE **WON OR LOST**”

- TOM KNIGHTON -

Contact



Siemens Convergence Creators

Boris Bajtl

Business Developer

Martina Divalta 18, HR-31000 Osijek

Phone: +385 (91) 3234 947

E-mail: boris.bajtl@siemens.com

Helena Librenjak

Solution Manager

Put Brodarice 6, HR-21000 Split

Phone: +385 (99) 311 7570

E-mail: helena.librenjak@siemens.com