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Oracle Customer Experience
EMPOWERING PEOPLE. POWERING BRANDS.
The Age of the Customer –
Why Customer Experience is Important
Johannes Baumgartner
Partner Programs and Technology Adoption Office ECEMEA
Rovinj, 16 10 2014
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Agenda

1. „The Cloud" and SaaS ... A strong trend
2. CX Trends Globally
3. Full Spectrum of CX
4. Customers, References
5. Q & A

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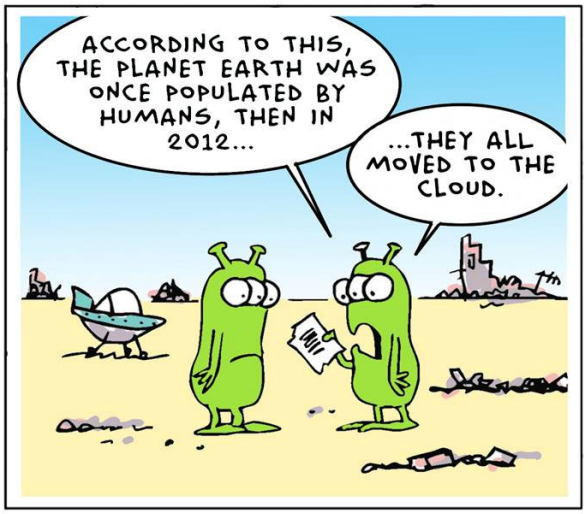
Trend in the Market



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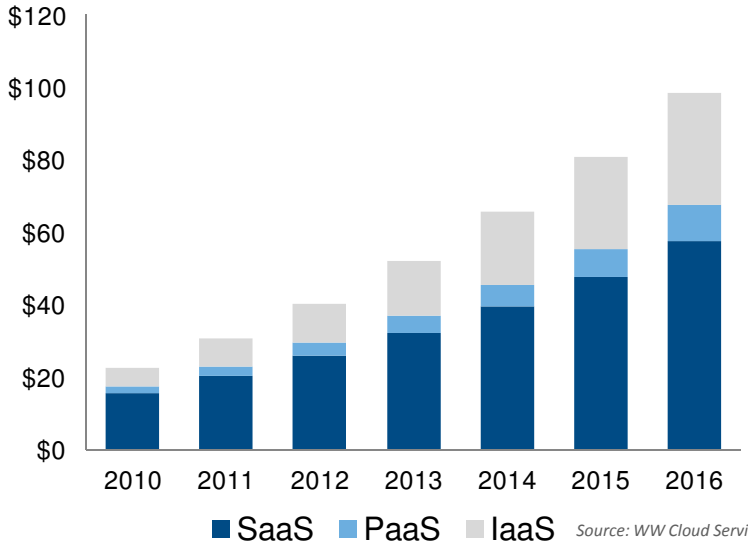
Why Cloud?



Source: WW Cloud Services Forecast, IDC, August 2012

2012 WW applications revenue 5% growth, SaaS apps 29%.

IDC June 2013

2011 – 2016 WW applications SaaS revenue CAGR 20,7%

IDC Aug 2012

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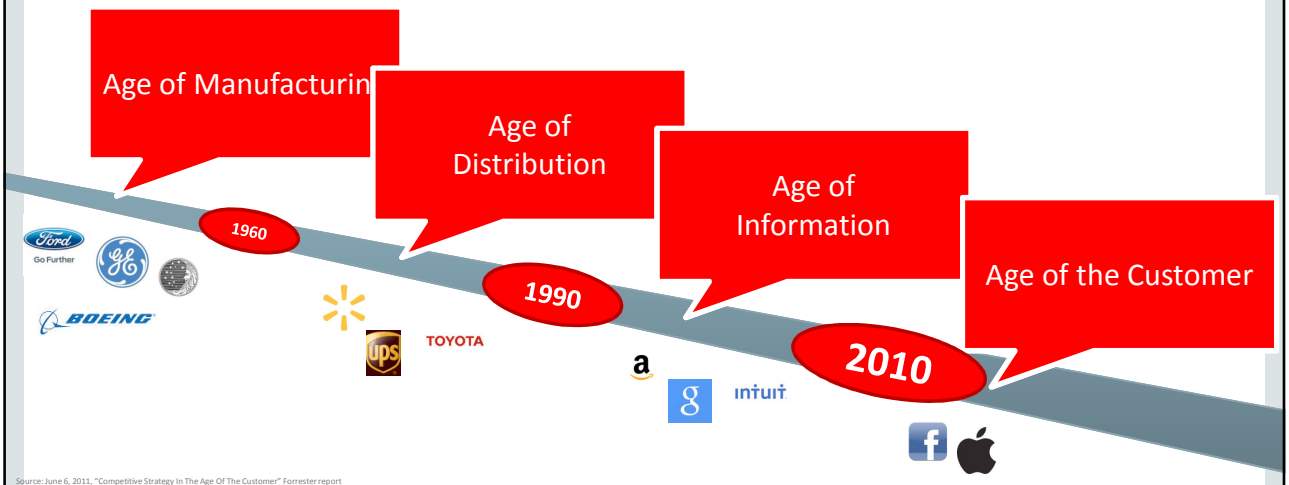
What is really happening ?



Source: June 6, 2011, "Competitive Strategy In The Age Of The Customer" Forrester report

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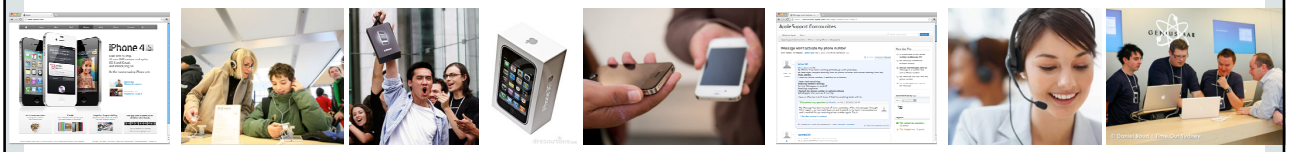
Terminology

Customer Experience

Customer Experience is the sum of all interactions a customer has with a supplier of goods or services, over the duration of their relationship with that supplier.

"CX" is our abbreviation for the customer experience.



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WHY CUSTOMER EXPERIENCE MATTERS CSAT

In its simplest form, CSAT is expressed as a percentage between 0 and 100, with 100% representing complete customer satisfaction. There can be a large variance between the CSAT scores of companies in a given industry, or at the same company over time. Many companies that boast high customer satisfaction are those with CSAT scores in the upper 80's or 90's,

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The Power of Brand

Customer Experience Builds Brands

Source: Forbes, 22nd October 2012

Rank	Brand	Brand Value ($Bil)	Consumer Perception Rank	Brand Revenue ($Bil)
1	Apple	87	11	108
2	Microsoft	55	1	74
3	Coca-Cola	50	29	23
4	IBM	48	20	107
5	Google	38	7	37
6	Intel	32	6	54
7	McDonald's	37	85	86
8	General Electric	34	49	125
9	BMW	26	5	74
10	Cisco	26	15	46

Methodology:
Global Survey of Brands by Landos Assiciates and Penn Schoen Berland: 130 Brands measured across 12 attriibutes (combined Brand value and consumer survey)

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Some Facts …

What makes consumer fall in love with a brand?

73% Friendly employees & customer service representatives

55% Easy access to information & support

36% Personalized experiences like knowing what customers have bought in the past and service issues they've raised as well as sending them timely, useful updates

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Some Facts …

Brands Benefit when Consumers are Happy

86% Of (UK) customers are willing to pay extra for a better customer experience *

20% …. Are willing to pay 20% more!

#1 … reason to recommend a company: Outstanding Service

*Source: Harris Interactive Customer Experience Impact (CEI) Survey, September 2011

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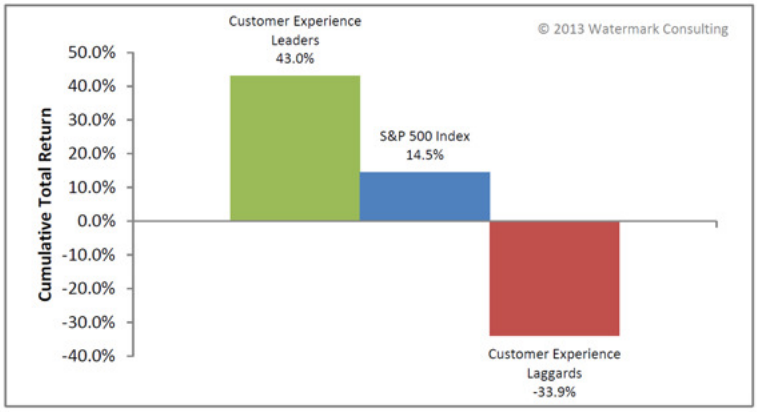
… that is why Boards Love Customer Experience

Customer Experience Leaders Outperform the Market

6-Year Stock Performance of Customer Experience Leaders vs. Laggards vs. S&P 500 (2007-2012)



Watermark defines Customer Experience Leaders and Laggards as the top ten and bottom ten rated public companies in Forrester Research's 2007-2013 Customer Experience Index studies. Comparison is based on performance of equally-weighted, annually readjusted stock portfolios of Customer Experience Leaders and Laggards relative to the S&P 500 Index.

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Some Facts …

The word spreads fast:
Scorned Consumers Tell Facebook and Twitter Followers

>29% Posted negative comment on a social networking site like Facebook or Twitter after a poor customer experience

79% of consumers who shared complaints about poor customer experience online had their complaints ignored

21% who did get responses to complaints, more than 50% had positive reactions and 22% posted a positive comment about the organization to their feeds

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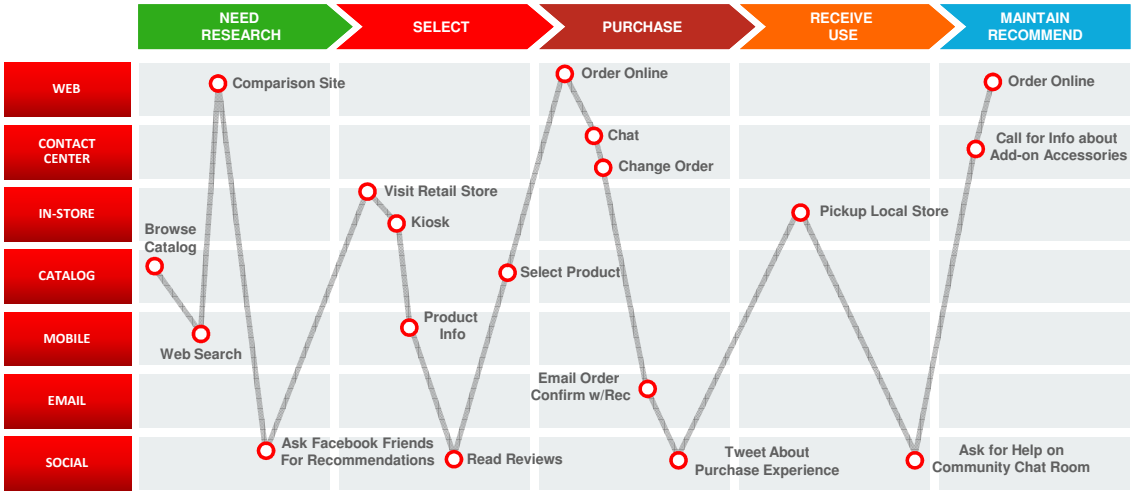
Today's Customer Journeys are Complex



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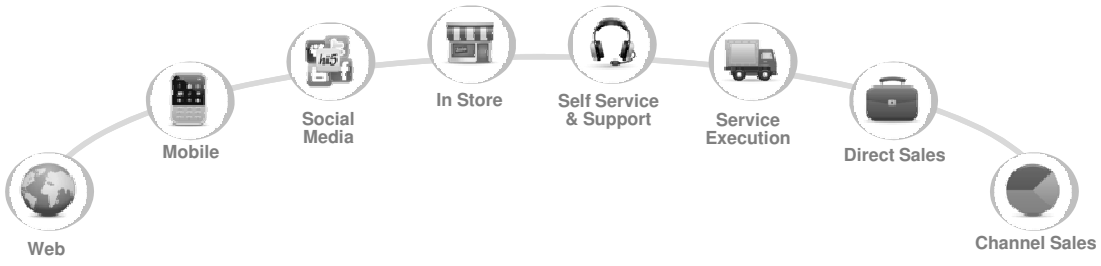
A x-Channel Challenge

Customers Expect to do Business in more Ways than ever before



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The Result: A Broken Customer Experience

Marketers Lean Heavily on Fragmented Tools

Pass Fragmentation Onto Customer

78% of customers don't receive consistent experience across channels.
— Accenture

Bombarded, Customers Don't Convert or They Leave

94% of customers have discontinued communication with a company because of irrelevant messages.
— Blue Research

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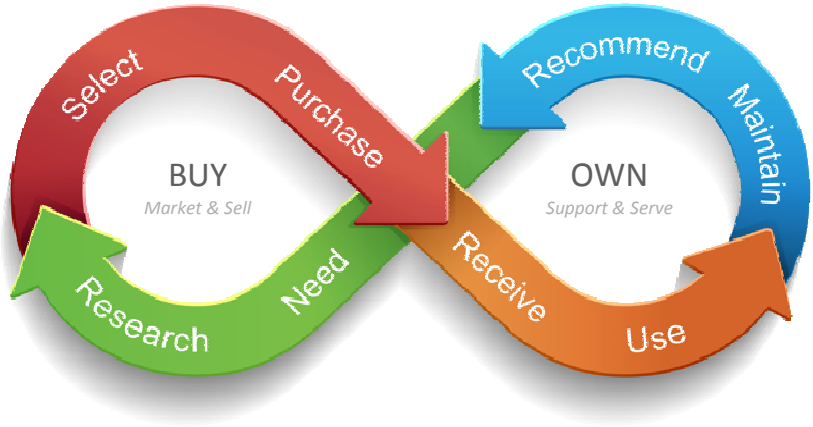
The Goal: Aligning Brand Promise and Reality



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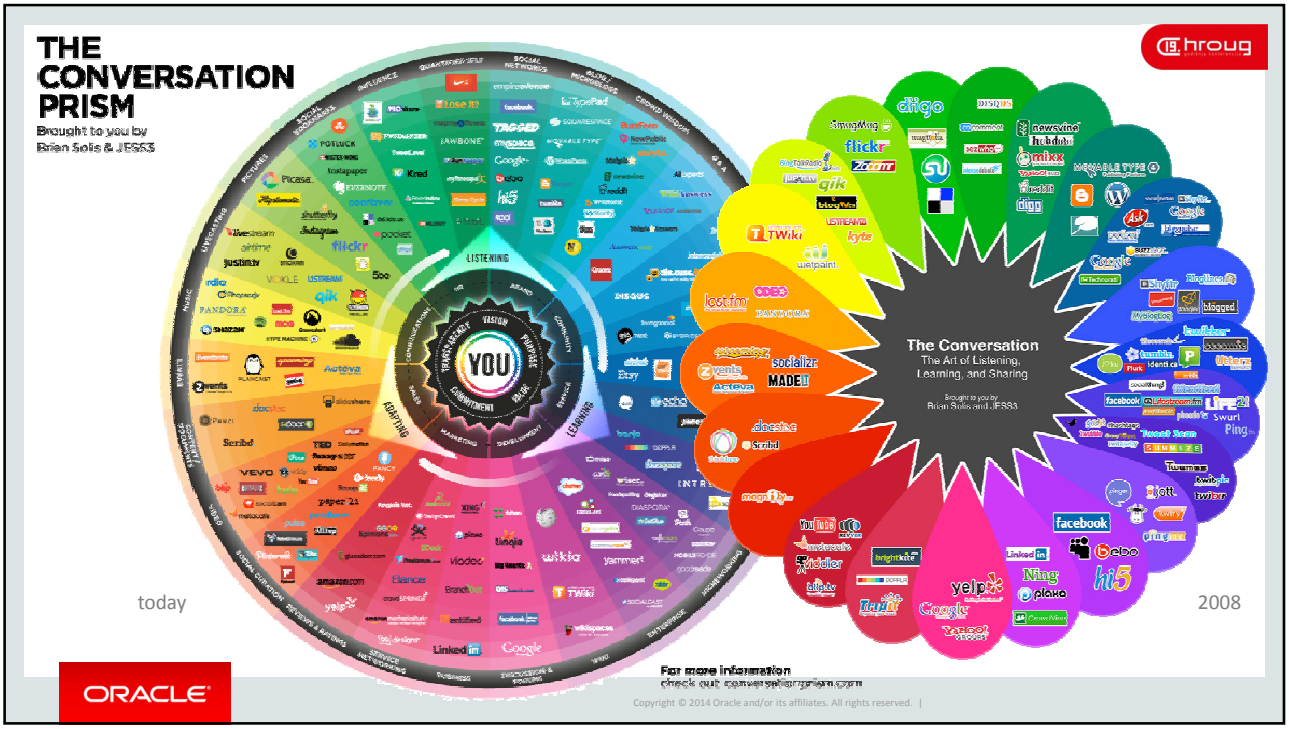
THE CONVERSATION PRISM
Brought to you by Brian Solis & JESS3
YOU
The Conversation
The Art of Listening, Learning, and Sharing
today
2008
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1.300.000.000
1.060.000.000 Mobile Devices

72%
of online adults are social network users
#1
online activity is social media

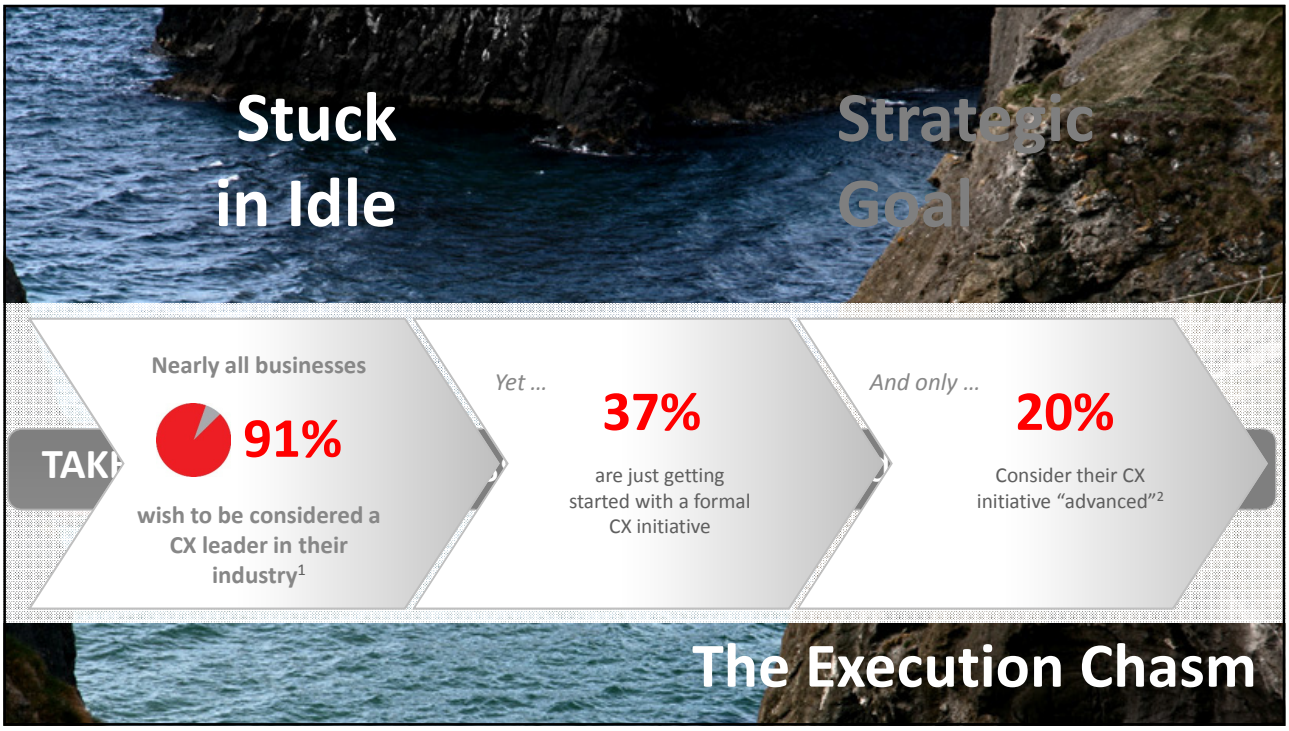
160

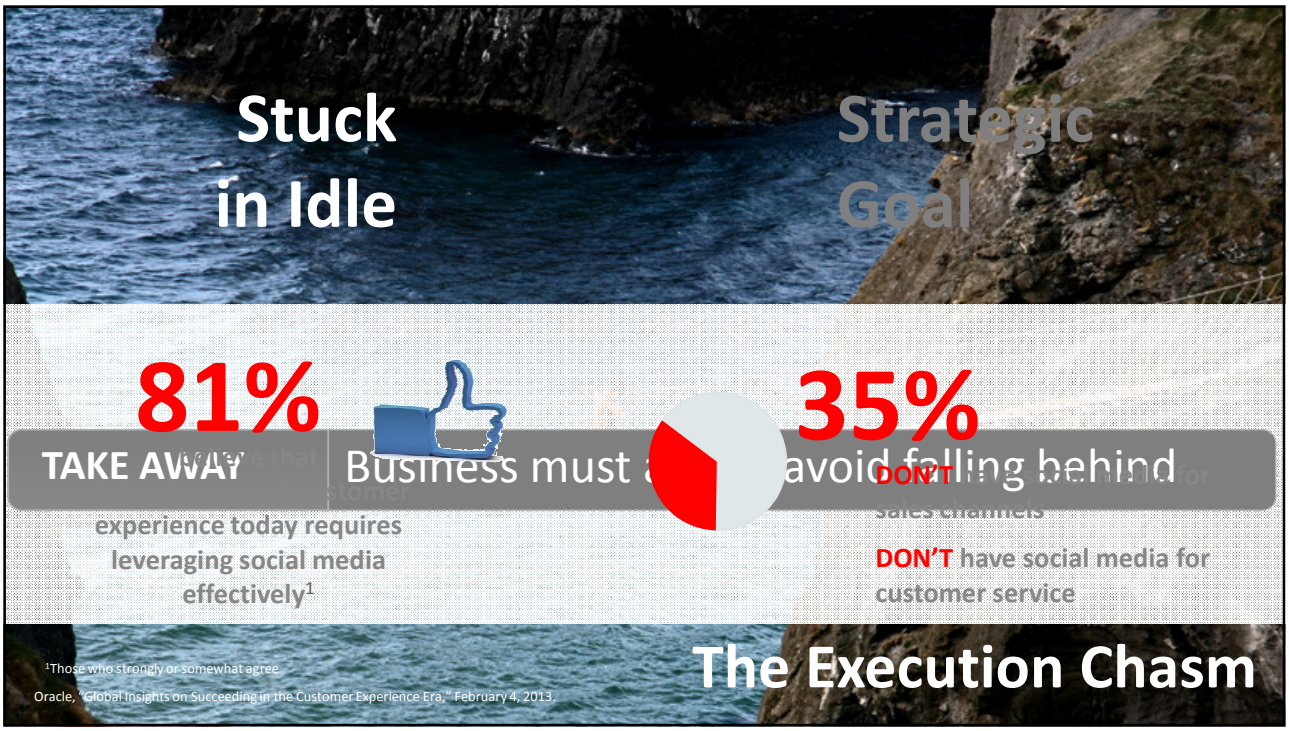
mobile devices

Per 100 people in Europe

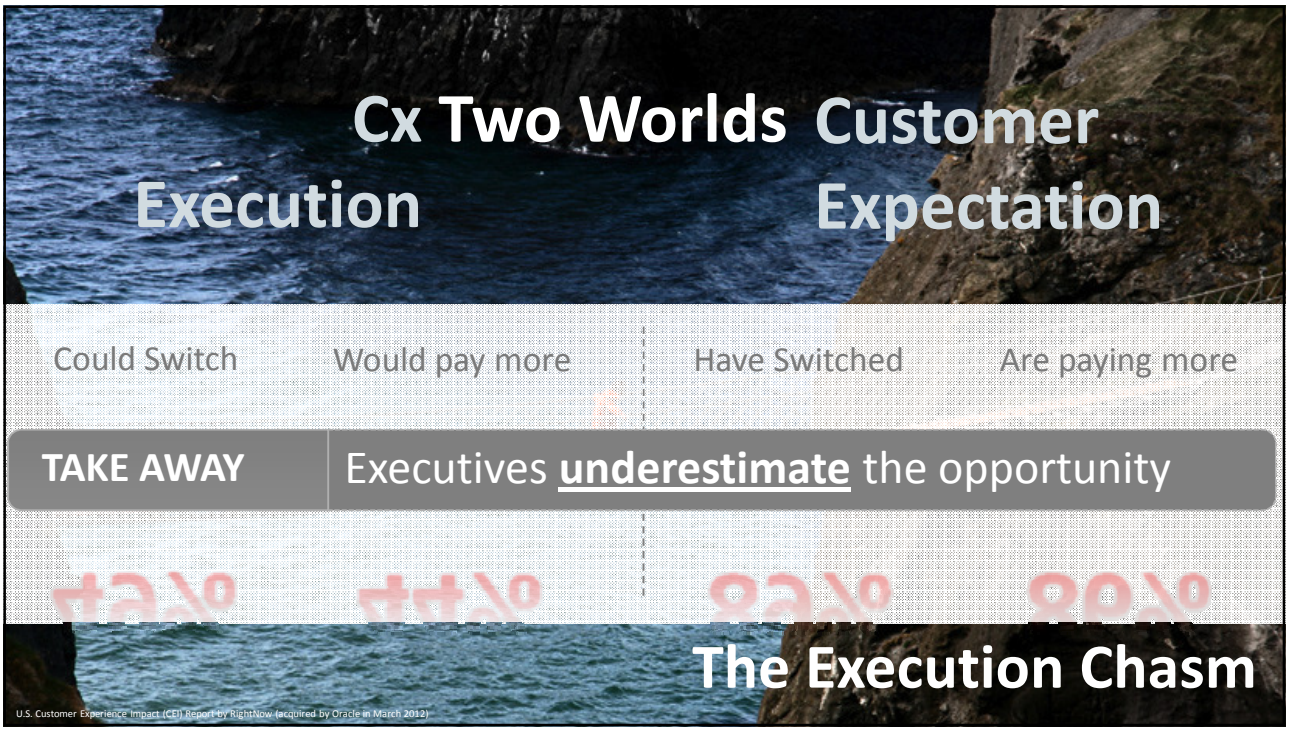
Actually making a call is

Stuck in Idle
Strategic Goal
Potential Revenue Loss
Top Priority
Business Critical
TAKE AWAY
CX Can Make or Break a Business
The Execution Chasm


Stuck in Idle
Strategic Goal
Nearly all businesses
91%
wish to be considered a CX leader in their industry[1]
Yet …
37%
are just getting started with a formal CX initiative
And only …
20%
Consider their CX initiative "advanced"[2]
The Execution Chasm


Stuck
in Idle
Strategic
Goal
81%
35%
TAKE AWAY
Business must a
avoid falling behind
experience today requires
leveraging social media
effectively[1]
DON'T
DON'T have social media for
customer service
[1]Those who strongly or somewhat agree
Oracle, "Global Insights on Succeeding in the Customer Experience Era," February 4, 2013.
The Execution Chasm

Cx
Execution
Customer
Expectation
The Execution Chasm


Cx Two Worlds
Execution
Customer
Expectation
Could Switch
Would pay more
Have Switched
Are paying more
TAKE AWAY
Executives underestimate the opportunity
The Execution Chasm
U.S. Customer Experience Impact (CEI) Report by RightNow (acquired by Oracle in March 2012)

New Approaches to Cx
People • Processes • Technology
The Execution Chasm

A Methodology Workshop
First steps across the chasm

Introduction	Journey Mapping	Results
60 minutes	120 minutes	30 minutes

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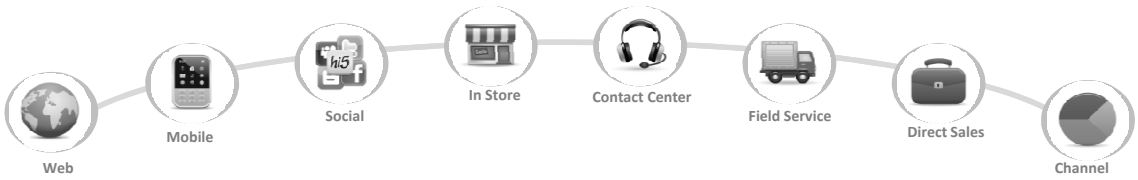
Oracle Cloud: Customer Experience



CONTENT Oracle Sites & Endeca

SOCIAL Oracle Social Cloud

MARKETING Oracle Marketing Cloud

COMMERCE Oracle Commerce Cloud

CPQ Oracle Configure-Price-Quote Cloud

SALES Oracle Sales Cloud

SERVICE Oracle Service Cloud

Integrated Customer Experience Foundation

Social Network | Mobile | Analytic KPIs & Dashboards | Predictive Analytics | Integrations

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Only Oracle CX connects every engagement your customer has with your brand

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CX Positioning

Target Market Segments

- Consumer Electronics/Hardware
- Entertainment/Gaming
- Financial Services – Banking & Insurance
- Government
- Higher Education
- Media
- Non-Profit
- Retail
- Software/Services
- Telco
- Travel/Hospitality
- Utilities

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Nikon

« Having one single platform for all features of social and service was a must. »

SWISS POST

« They'll be using Social Marketing to manage their Social Properties from a central platform, integrated with the Oracle Eloqua. »

New Zealand Post

« They especially loved the easy, seamless and unified experience and were excited to utilize the integration with RightNow where they are able to escalate and manage incidents. »

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Leveraging Deep Industry Experience

High Tech	Yahoo!, Ubisoft, Omniture, Real, Ricoh, Western Digital, Iomega, Logitech, Argus, myspace, napster, Concur, Activision, Toshiba, SOE
Retail and Consumer Goods	overstock.com, Lands' End, HunterDouglas, ShopNBC, Nutrisystem, Black & Decker, 3M, Jacuzzi, Bausch & Lomb, THULE, photobox, comet, drugstore.com, Cabela's, tinyprints, Canon, Remington, Nikon
Telecom	BRESNAN, tiscali, Telkom, eltel, Proxim, T-Mobile, belgacom, SIEMENS, APPTIX, WestconGroup, NuComm, vodafone, yes OPTUS, TDS, Sprint, kpn
Travel and Hospitality	ORBITZ, AAA, CLICK TRAVEL, KLM, Travelocity, Thomas Cook, Hertz, AIR CANADA, Hawaiian Airlines, AIR NEW ZEALAND, AIRFRANCE, enterprise, BRITISH AIRWAYS, spirit
Financial and Insurance	CERIDIAN, Navy Federal Credit Union, VPI PET Insurance, Allstate, PayPal, ABN·AMRO, Prudential, WorldPay, JACKSON HEWITT, TD Bank, selectHealth, experian, ING, REUTERS, ELLIE MAE
Government and Education	U.S. ARMY, NASA, UCLA, U.S. Census Bureau, United States Postal Service, HIGHER ONE, USH University of South Florida, USDA, DeVry University, The University of Melbourne

* Customer Information and Logos Provided by RightNow

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"Proof Positive" Results Time After Time

- 30% decrease in contact center costs — Jackson Hewitt Tax Service
- CSAT increased to 95% — Nikon
- 7X increase in conversion rates — telecom
- Reduced agent response times 50+% — U.S. Army
- Improved cross channel consistency — Texas Tech University
- Sales leads up 50% — ABN·AMRO
- 99% self-service rate — Medicare
- 7x increase in Net Promoter Score — overstock.com
- Increased shopping cart size by 25% — BEAUTY.COM THE WORLD OF BEAUTY ONLINE

* Customer Information and Logos Provided by RightNow

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… some Live RightNow Examples

- BT — http://www.bt.com/help/home/
- ACME DIRECT — http://www.facebook.com/johannes.baumgartner.752#!/pages/ACME-Direct-AT/532636003453737
- KLM Royal Dutch Airlines — http://www.klm.com/travel/at_en/index.htm
- Nikon — http://www.nikon.com/products/index.htm
- T-Mobile — http://faq.t-mobile.at/
- ING DiBa — https://www.ing-diba.at/
- Answer Army / Husqvarna — http://answerarmy.com/groups/0be1325d34/summary
- upc — http://www.upc-cablecom.ch/en/b2c/support.htm

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Things to consider ….

- An E-Commerce project will shape and influence the Customer Service strategy
  - Natural extension to any E-Commerce engagement
- Behind each Commerce project there will be a Transformation Program
  - Business Transformation
  - Business Process Optimisation
  - Change Management
- Oracle CX-projects actively support “pilot deployments”
  - Near 100% conversion rate
  - Delivering tangible value to the Client within 30 days
  - Supported by Client Success Managers to ensure business objectives are achieved

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More Information

The RightNow page on Oracle University

RightNow landing page

RightNow videos

Solution Briefs:

Solution brief: Customer Experience (PDF)	iBook version
Solution brief: Customer Experience for Service (PDF)	iBook version
Solution brief: Customer Experience for Commerce (PDF)	iBook version
Solution brief: Customer Experience for Marketing (PDF)	iBook version
Solution brief: Customer Experience for Sales (PDF)	iBook version

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