

Modern Customer Experience: Engaging the Voice of “Smart Things”



KEY FEATURES

- Drive engagements through insights captured from smart connected things
- Self-solve events by leveraging device data into automated business processes
- Escalate engagements based on escalation diagnostic data
- Drive investment in new products and services and leverage data collection to reflect high-value services back to customers

KEY BENEFITS

- Alleviate customer effort
- Increase availability, retention and loyalty
- Improve efficiency across all service channels

The modern customer experience is undergoing a rapid and unprecedented transformation. Human adoption and interaction with smart, connected objects is growing exponentially, fueled by increasing investment in wireless and network bandwidth and compounded by the decreasing cost and size of sensors and processors. Now, all “smart things” have a voice via the data they deliver, forcing brands to decide how they will contextualize and engage a smart device throughout the customer journey.

Adapt to Changing Needs While Delivering Reliable Service

The Internet of Things (IoT) phenomenon is a technology shift brands can't afford to ignore. The efficiency and insight derived from smart things benefits both brand and customer, and applies equally across B2B and B2C models. Oracle Service Cloud excels at folding insights from smart things into engagement experiences.

Oracle understands the business value and opportunity of smart things, and we believe brands can quickly benefit by leveraging Oracle Service Cloud and Oracle IoT Cloud Service at the heart of their engagement model. Harness the power and opportunity of these products through:

- **Collection.** Smart things generate a large volume of data. Oracle IoT Cloud Service provides a secure, enterprise-grade platform for mission-critical smart device management, monitoring and high-volume data storage.
- **Analysis.** Real-time analysis of incoming data streams from smart devices must be filtered and contextualized. Oracle IoT Cloud Service provides event aggregation, filtering, and correlation, while Oracle Service Cloud uses this information to determine the optimal next action.
- **Engagement.** Determining the best engagement path can range from self-solving to agent-assisted and dispatching field service. Engagement conversations initiated at any level are tracked and available at each point during the service cycle.

Device Integration Flexibility

Oracle provides a suite of integrated products, from smart device management with IoT Cloud Service to engagement management in Oracle Service Cloud and field dispatch with Oracle Field Service Cloud.

Organizations that need to manage and maintain a large number of smart devices require robust management capabilities to discover and provision new equipment, monitor and manage services, and patch and update firmware and software. In addition, organizations need real-time analysis of incoming data streams to quickly identify events that must be pushed to Oracle Service Cloud for analysis.

Engaging the “Smart Thing”

Oracle understands the business value and opportunity of smart things. By leveraging Oracle Service Cloud and Oracle IoT Cloud Service, organizations can harness smart things at the heart of their engagement models.

RELATED PRODUCTS

Oracle Service Cloud Platform includes the following products:

- Oracle Service Cloud Connect PHP API Cloud Service
- Oracle Service Cloud Custom Objects Cloud Service
- Oracle Service Cloud Customer Experience Designer Cloud Service
- Oracle Service Cloud Knowledge Cloud Service
- Oracle Service Cloud Service Agent Experience Platform
- Oracle Service Cloud E-Business Suite Accelerator
- Oracle Service Cloud Siebel Accelerator
- Oracle IoT Cloud Service Accelerator

PaaS for SaaS includes the following products:

- Oracle IoT Cloud Service

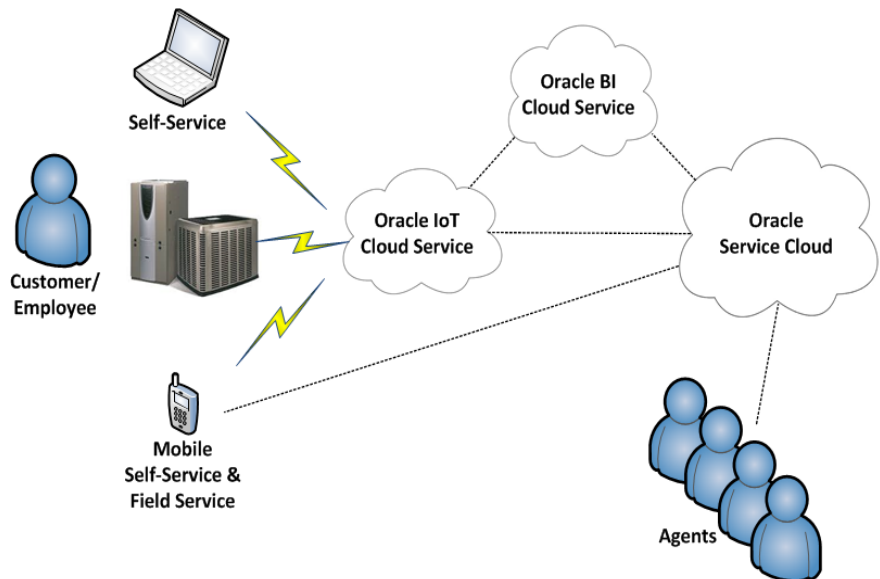


Figure 1. Engaging “Smart Things” Topology.

Oracle Service Cloud Platform





Oracle Service Cloud Platform is part of the market-leading Oracle Service Cloud, which offers an integrated approach to customer experience. With Oracle Service Cloud, you'll be able to provide a seamless customer experience in 33 languages across multiple touch points – from your knowledge foundation and contact center to your corporate website and social communities. Deliver exceptional customer experiences that put you head and shoulders above your competitors.

CONTACT US

For more information about Oracle Service Cloud visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.

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Hardware and Software, Engineered to Work Together

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