Oracle Service Cloud Video Chat Data Sheet

Oracle Video Chat offers its users the ability to deliver optimal customer and agent experiences while bolstering customer satisfaction through close real-time engagement. As a key solution within Oracle Service Cloud, Video Chat enhances personalization and precision in problem resolution. The solution works to improve CSAT and NPS for businesses leading towards higher revenue growth across web and mobile channels. Find out how your business can leverage, deploy and use Oracle Video Chat.

PRODUCT DEFINITIONS

In this brief, the distinct features of Oracle Video Chat will be defined as:

1. **Chat-to-Video Escalation**: At any point during a chat conversation with a customer, an agent will have the ability to escalate the chat conversion into a video chat. The customer can either accept or decline that invitation; with the acceptance initiating a bidirectional video chat between the agent and the customer.

2. **Bi-directional Video**: This is the default mode for Video Chat, which is otherwise configurable by the administrator. Bidirectional video chat implies 2-way video streaming between the agent and the customer.

3. **Unidirectional Video (Agent)**: This configurable option results in one-way video only where in only the customer can see the agent, and the customer’s video is disabled for privacy.

KEY BENEFITS

- Improve customer satisfaction due to improved agent effort.
- Reduce agent handle time.
- Personalized and precise service to each customer based on their needs.
- Increase first-call resolution rates.
- Improve upsell and cross-sell opportunities based on a closer relationship with the end customer.
- Reduce potential site abandonment due to immediate access to a skilled agent.
- Improve CSAT and NPS score, and CEM metrics.
- Improve conversion rates, moving interested prospects into buyers based on their professed needs.
4. **Unidirectional Video (Customer)**: This configurable option results in no video streaming from the contact center side, and only the agent can see the customer.

5. **Voice Call**: This configurable option results in a bidirectional audio call with video completely disabled. This option can also be compared to an instant web callback both in terms of experience and effectiveness.

6. **Mobility**: End users on mobile and chat can also select to continue that same conversation on a video chat while still on mobile. This is supported for Android Chrome users today, and will extend to iOS Safari and Native Apps on the roadmap.

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**DEPLOYMENT – TECHNICAL OVERVIEW**

There are three simple steps to deployment of Oracle Video Chat:

1. **Provisioning** – the configuration and deployment of the system’s current video resources and functionality.

2. **Administration** – the management of tasks needed to control video chat functions.

3. **Video escalation** to improve the customer experience.

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**KEY FEATURES**

- Chat-to-Video Escalation as either requested by the operator or the customer
- Bidirectional Video
- Unidirectional Video
- Voice Call
- Mobility support

**RELATED SERVICES**

- Oracle Service Cloud
- Oracle Engagement Cloud
- Live Experience Cloud

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Image 1: Using bi-directional video chat, call center agents are often able to come to a faster resolution with the customer than without video.
Step 1: Provision

- Chat is a prerequisite channel for adding video chat. An add-on order for video chat seats is to be placed and processed to add video chat capability to your Oracle Service Cloud deployment.

Step 2: Administration

- The administrator has the ability to either enable or disable video chat for the entire company.
  - If enabled, the administrator can further configure video streaming flow for the company to bidirectional, unidirectional or voice call only.
- The administrator can then enable specific agents to provide video based customer service based on their specific skill-set.

Step 3: Video escalation to improve customer experience

- Chat agents will be able to escalate chats to video chats to better engage with the customer.
- Customer can now experience video chat both on web and mobile devices (Android Chrome).

CONCLUSION

Video Chat offers your business the ability to converse with your customer in a more personalized format and with closer real-time collaboration. Video chats often lead to faster resolution time and a reduction in customer callbacks. Access more details in how Oracle Video Chat can support your business by reviewing this whitepaper.

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