IT’S NEARLY IMPOSSIBLE FOR A BUSINESS TO IMPROVE THE customer experience without knowing where and why things go right or wrong. That’s why monitoring the customer journey and gathering actionable data at every stage is so critical.

Customers evaluate every interaction, from service and support to purchase—but unfortunately, businesses aren’t always effectively capturing and using this feedback, resulting in an incomplete picture of the customer and missed opportunities.

This brief outlines the key challenges around gathering actionable customer insight, the impact on customers, and how businesses are addressing these challenges with Oracle Service Cloud.

**CHALLENGES TO CAPTURING INSIGHT INTO THE CUSTOMER EXPERIENCE**

**Feedback is Not Measured Across All Channels**

Customers are facilitating interactions across a growing number of engagement platforms, including email, chat, social, and more. However, many businesses are not capturing feedback data from all channels. Collecting feedback on only a subset of customer interactions results in a disjointed view of the customer journey and missed opportunities to identify broken processes.

**Feedback Management is Disconnected**

Often in an organization you’ll see that marketing sends feedback surveys for the website, product development uses another tool to gather feedback on products and services, the contact center uses IVR to collect information after calls, and the digital team uses yet another tool for social channels. The business is then left with a variety of disparate solutions that provide different groups with limited views of the customer—and the tough and expensive task of consolidating and coordinating everything.

**Feedback is Not Collected Immediately**

When feedback is collected, it might not be done immediately after an interaction with a customer service touch point. That means businesses may lose the opportunity to flag at-risk customers and gauge the customer experience in a timely and accurate manner.

**Insight Doesn’t Lead to Timely Action**

Manually sifting through customer feedback is a daunting and time-consuming task. Often it takes a lot of time to gather data from multiple sources and analyze it to create actionable insights. In many cases, once a business does obtain insights, it is too late—they’ve already lost customers. Ideally, a business should follow up with an unsatisfied potential customer to repair the relationship, but if this happens days or weeks after an experience then it’s often too late.

**HOW THIS IMPACTS CUSTOMERS**

Customers are constantly evaluating you as a business, and each touch point is an opportunity to positively influence that process. When customers are unable to provide feedback on their experiences, they may feel that they don’t have a say in how their interactions should be designed. If a business actually asks...
customers what they think about the experience in each channel, or with each product, then they are more likely to feel appreciated and included in the design process.

HOW BUSINESSES ARE ADDRESSING THESE CHALLENGES

Measuring Feedback Across All Channels

Using the native feedback management module of the multichannel Oracle Service Cloud application, businesses collect feedback across all channels, including telephone, email, chat, web, SMS, mobile, and social. Administrators can go to one place to see data and insights from throughout the entire customer journey, allowing them to quickly pinpoint where they need to direct their efforts.

Consolidating All Feedback

Oracle Service Cloud consolidates a wide range of feedback mechanisms, whether short dynamic transactional surveys that are sent out after solving the customers problem, broadcasted surveys sent out to select targeted segments, polling widgets to embed surveys within communities or other high-traffic interactions points, or website link surveys to capture feedback from visitors on the website. The solution combines responses with profile information and other corporate knowledge, which provides a single, consolidated view of the customer.

Gathering Feedback in a Timely Manner

Businesses use the feedback module in Oracle Service Cloud to automatically fire off surveys after a customer problem is solved. Right after addressing an issue over the phone, chat, email, community or social channel, the customer is asked some questions about the experience so it will be top of mind. This ensures a higher response rate and a more accurate measurement of the experience.

Taking Immediate Action on Insights

Oracle Service Cloud Feedback synthesizes customer feedback into graphical, understandable trends for immediate follow-up. Businesses can make sure to close the feedback loop with automated workflows, turning alienated customers into loyal ones.

MANY COMPANIES ARE NOT CAPTURING CUSTOMER FEEDBACK ACROSS ALL CHANNELS.

Get more of what you need to capture the voice of your customer:

cloud.oracle.com/service