HOW WELL AN ORGANIZATION IS ABLE TO MANAGE and implement the service delivery process has a direct effect on retention of existing customers, and can have a significant impact on acquiring new business. Yet, complex service operations and technology often prevent them from being able to respond quickly.

Contact center infrastructures have grown increasingly complicated with broader scopes, bigger budgets, longer commitments, and more global teams than in the past. Add in rising consumer expectations, burdensome internal processes, and underlying technology layers, and any business will face a tremendous challenge orchestrating a coherent service strategy.

Managing the underlying technology systems becomes the foundational element to meeting customer expectations while maintaining scalability and cost control. This brief outlines the key challenges around managing complex contact centers and how Oracle Service Cloud customers are staying ahead of them.

CHALLENGES TO STREAMLINING SERVICE OPERATIONS

Complex Service Operations
Technology leaders within contact centers are often responsible for managing a technical footprint that has to accommodate multiple locations, thousands of agents, 24/7 operations in different time zones and countries, and a multitude of different queues according to expertise, service level, and more. While ideally, they’d manage all of this through one platform with real-time analytics, they’re often dealing with many different systems that are cobbled together, making a seamless delivery of customer service extremely challenging.

Outdated Legacy Systems
The old adage, “if it isn’t broken, don’t fix it” just doesn’t apply anymore; companies sticking to this model are rapidly losing market share to new and more innovative organizations. Legacy systems have an expiration date—especially the heavy, on-premise, perpetually licensed ones. Yet, because they’re a mission-critical part of service operations, they can’t simply be replaced.

High Total Cost of Ownership
Outdated legacy systems are a major hindrance to innovation within a company, bringing about the greatest risk to moving forward with the new ideas, products, and services that customers are expecting, but more importantly, the total cost of ownership in maintaining these systems is excessive. It could take a small army to configure, integrate, and maintain the different systems and requests for improvements—not to mention the cost of annual software maintenance and service fees.

Lack of Agility
There are plenty of stories about businesses that have failed to quickly respond in situations like PR disasters, product recalls, or service blunders, and have suffered significant loss of brand loyalty as a result. If you look at how complex service operations and technologies can be, it’s understandable that for these organizations it’s difficult to react quickly, change the channel mix, and enable their service teams.

HOW BUSINESSES ARE ADDRESSING THESE CHALLENGES

Incrementally Transitioning to the Cloud
These businesses gradually replace legacy infrastructure with
Oracle Service Cloud. Often, it’s deployed on top of legacy core systems to offer agents a modern, unified, cloud-based multichannel agent desktop while keeping core customer data in underlying platforms. This way, they can protect investments in core systems while benefiting from the agility of Oracle Service Cloud.

Managing Complex Service Operations in One Platform
Successful Oracle Service Cloud customers manage as much as possible via one platform. All the configuration of queues, profiles, countries, languages, interfaces, brands, SLAs, opening hours, and business rules are configured in a single administration interface. Previous standalone channels are consolidated into a single multichannel service platform.

Letting Users Own Their Service Platform
Oracle Service Cloud’s design paradigm is “configure, not code.” Businesses that use it have a system that’s highly configurable by administrators, reducing the dependency on expensive system integrators. Businesses that were relying on technical experts and consultants, have empowered business users to manage and own the entire service operation—meaning the total cost of ownership falls significantly.

Responding Quickly
Because Oracle Service Cloud is highly configurable, businesses can use it to react quickly. When emergencies such as product recalls or PR disasters happen, administrators can change routing rules, and add a new queues and new knowledge to prevent flooding the contact center. When new products or service are released, agents can be notified and trained within hours. When processes and policies change, administrators can quickly adjust workflows and rules to ensure compliance and consistency.

Get more of what you need to manage and streamline your technology: cloud.oracle.com/service