Benefits of Web Self-Service

According to Forrester, 72% of customers prefer using a company's Website to answer their questions. But only 52.4% find the information they need online.[i]

Customers want to solve their issues quickly and easily on the Web. When they can, they are likely to buy more, with 88% saying they will increase their spending.[ii]

Empowering consumers to serve themselves online not only increases customer satisfaction, but reduces support costs by more than 50x—the average support call costs $5.50 versus $.10 for a Web interaction.[iii]

However, most companies are not doing enough to improve their Web and social support sites, or to guide customers to the self-service options that best fit their needs. This is a costly mistake: 89% of customers will take away their business after one bad experience.[iv]

Organizations that are investing in transforming their knowledge and Web self-service tools are doing much better, achieving customer Web self-service success rates of 65.6%. This translates into:

- a 94% intent to repurchase
- an average $22 million saved on unnecessary channel escalations[v]

The companies achieving these results are investing in three capabilities:

1. Understanding the customer's needs and guiding their personal journey

Investing in data management will help develop a 360-degree view of the customer. With this unified profile, it is possible to deliver personalized, relevant Web content, and guide customers to the best, fastest resolution based on their needs and value. Additionally, organizations can anticipate customers' current and downstream needs and address them on first contact. Companies do this by designing their sites around "event clusters" and offering "next best steps".

Big Fish Games uses its 360-degree customer view to personalize service. Its automated SmartAssistant uses information from the customer's Web session (including keywords searched) to offer relevant answers. However, if the site visitor is a new or high-value customer, they are immediately routed to an agent. Using this approach Big Fish Games has increased customer satisfaction to 94%, achieved a Web self-service rate of 96.4% and saved $870,000.

2. Empowering the customer with collaborative self-service, knowledge, and social tools

Empowering consumers with collaborative self-service tools enables them to quickly and easily resolve issues while contributing to crowd-sourced wisdom. Knowledge tools facilitate the customer's journey with personalized, natural language and keyword searches finding the best answer across multiple sources.

Social collaboration tools enrich the customer's experience by enabling information sharing on Facebook and in social communities. Chat, co-browse, and click-to-call features reassure customers that help is available when needed, with agents informed of their history.

Drugstore.com offers Web self-service on Facebook and Twitter, where customers can interact with each other and receive support. Customers searching and shopping online can chat with an agent to find products, resolve issues, and learn about promotions. With this strategy, drugstore.com has increased chat conversion rates to 30%, raised order sizes by 20%, and saved $350,000 through call deflection.

3. Adapting support processes to meet the customer's rising expectations and changing behaviors

To meet customer expectations of personalized, consistent self-service across mobile, social, and Web touchpoints, companies are using analytics, outbound communications and feedback.

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- Analytics and social monitoring help identify support issues and knowledge gaps early before they affect too many customers.

- Outbound communications further anticipate customer needs by notifying them of relevant events—service alerts, knowledge updates, product offers—in their channel of choice. Optimizing content for mobile devices leads to a 60% increase in customer satisfaction.[vi]

- Feedback builds consumer input into the process so companies can continually improve their customer service and products.

HauteLook uses feedback management, analytics and reporting tools to capture real-time customer feedback through all channels, helping it respond to its members and guide its business decisions. The customer insight provided by a 20% survey completion rate enables HauteLook to establish best practices, improve processes, and circumvent problems before they occur.

Summary

Companies that invest in transforming their knowledge and Web self-service tools achieve higher customer retention and save millions on support costs.

Why Oracle?

Oracle offers the most comprehensive knowledge management and customer service solutions across the entire customer lifecycle. To learn more about web self-service, **visit oracle.com/rightnow**

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[i] Ragsdale, John, The State of Unassisted Support: 2012, TSIA Technology Insight, July 1, 2012.

[ii] Dixon, Matthew, Freeman, Karen, Toman, Nicholas, Stop Trying to Delight Your Customers, Harvard Business Review, July-August 2010.

[iii] Self-Service That Really Serves, CRM Media, April 2009

[iv] Harris Interactive, 2011.

[v] Leggett, Kate, Navigate the Future of Customer Service, Forrester, January 30, 2012

[vi] BearingPoint survey and Forrester interview, July 2011.

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