



of manufacturers think they provide better service than their competitors but 21% of them are just getting started with modern customer service initiatives.¹

These findings are among many insights gleaned from a recent study of 415 customer service executives cosponsored by Forbes and Oracle.

Why the Gap?

Challenges

Manufacturers are behind their peers from other industries in providing modern customer service. For example, they:¹



Lack employee support for adding new support channels or making changes to existing channels



Are ineffective in providing customers with web self-service and real-time online support tools such as chat (60%)



Lag behind in offering customers and agents easy access to knowledge base answers

Did you know:

Great products and competitive prices are no longer enough, customers demand personalized, responsive customer service and support.

They increasingly want access via digital channels, including online forums to share product/service ideas.

Despite rising input costs (labor, etc.), manufacturers invest in service because it drives 10.7% higher margins than products.²

Modern Manufacturers

For modern manufacturers:¹



Service is a key component of their marketing message and brand

Customer interactions present an opportunity to learn about customer needs for new product offerings

Service is used to produce more value with less effort, and customer effort score is used as an indicator of success

Data is consolidated across channels to get one customer view

Manufacturers are making progress toward modern customer service but need to invest in these missing pieces to drive service revenue and innovation:¹

- Integrated online channels while maintaining one customer view and consistent service across touchpoints
- Knowledge base for customers and agents that captures the experience of senior employees, many of whom are nearing retirement
- Feedback and social tools to harness customers' product ideas

Hear what Oracle Service Cloud customers have to say:

“ One of the main goals we have with the Oracle Service Cloud is to give our customers a consistent experience. Having that one view of the customer is key for us. Already we have seen a lot of benefits with improved customer handling.”

— Julia Neary, Customer Experience Manager, Pella Corporation

“ Oracle Service Cloud has given us the ability to provide great customer experience across multiple brands, multiple customer channels, and across contact centers. In fact, it's been so successful for us that the company has decided to utilize the solution globally.”

— Jim McGuinness, Manager Strategic Programs and Customer Support, D+M Group



Learn how manufacturers use Oracle Service Cloud to deliver quality service and drive innovation by calling 1.800.633.0738 or visiting oracle.com/service.