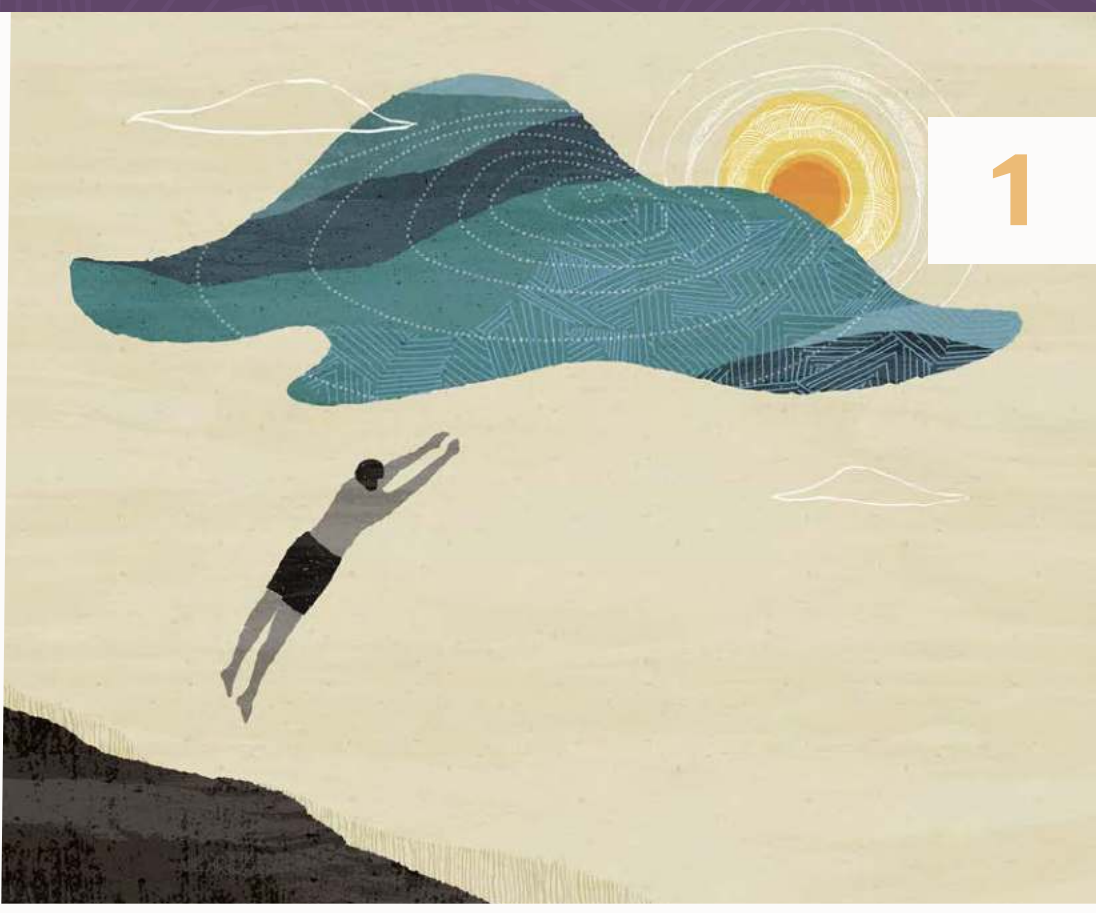**ORACLE**
Customer Experience
Cloud

6 Ways to Meet Your Customers' Digital Expectations with Intelligent Customer Service

1

Give contact center employees contextual knowledge experiences, regardless of where they work

49%

of remote employees prefer to continue working from home post-pandemic.[1]

Give customers access to **24/7 self-service** tools for instant gratification

81%

of customers prefer to take care of service matters themselves before engaging a live agent.[2]

2

3

Drive compelling interactions with rich media support

71%

of consumers prefer visual guidance methods for complicated service questions.[3]

Provide **personalized service and advice** in every interaction

79%

of Gen Z and 75% of Millennials say that personalized experiences are important to them.[4]

4

5

Don't make your customers wait in line or on hold, and use digital assistants to **service immediate needs**

69%

of consumers who own digital assistants use them at least once a day.[5]

Scale and **automate simple service requests** with digital conversational interfaces, and let agents handle the rest

87%

of firms using voice assistant and chatbot technology will realize significant business value within one year of deployment.[6]

6

Learn more about meeting your customers' digital expectations with intelligent customer service

Learn More

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