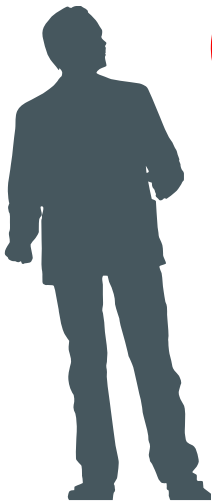


# B2B Companies Offer the Most Channels but Cannot Maintain the Conversation When Customers Cross Them

ORACLE<sup>®</sup>  
SERVICE CLOUD



84%

of B2B companies claim to be making significant progress in modern customer service, better progress than their peers.

However, only 34% have an integrated customer view across channels.

These findings are among many insights gleaned from a recent study of 415 customer service executives cosponsored by Forbes and Oracle.<sup>1</sup>

## Why the Gap?

### Challenges

Many B2B companies struggle to deliver the experience their customers expect. For example:



Only 11% enable seamless customer service conversations across channels



Nearly 67% of agents have to look in 3+ systems for a complete customer view



Are ranked the lowest in terms of available online support options like web and mobile

### Did you know:

*Bring your own device (BYOD) is not the only thing employees are taking to work. They are bringing higher customer service expectations too. As a result, B2B firms must deliver the same kind of seamless, personalized service that their B2C counterparts do, despite the added complexity of contract entitlements, custom offerings & diverse assets.*

## Modern B2B Companies

For modern B2B Companies:<sup>1</sup>



Customer service is strategic to maintaining competitive position and market share

Multi-channel service engagement and 24/7 support are a best practice

Standard operating procedures and success metrics ensure service quality and consistency

B2B companies are making progress toward modern customer service but need to invest in these missing pieces to drive more value:<sup>1</sup>

- Consolidated customer view across channels and departments
- Integrated channels to provide seamless, personalized service
- Online self-service options, including mobile, social, web, chat and text

*Hear what Oracle Service Cloud customers have to say:*

“ For us, Oracle Service Cloud is truly full service. It has all the functionality that I think is necessary to be able to support a customer in this day and age.

*Joshua Turner, Director of Customer Operations, LexisNexis Risk Solutions*

“ Oracle Service Cloud really helped us support our customers through all the different mechanisms they wanted to talk to us with—and get insight and feedback into how these relationships were building and growing overtime.

*Sean Bruton, VP of Product Management, HOSTING*



Learn how B2B companies use Oracle Service Cloud to gain customer insight and deliver seamless support by calling 1.800.633.0738 or visiting [oracle.com/service](http://oracle.com/service).