



Customer
Daily Newspaper Company

Industry
Media

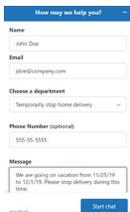
Fishbowl Products and Services
Oracle Digital Assistant Design and Development Services

Oracle Products
Oracle Digital Assistant

Third-Party Products
Zendesk



Customer service digital assistant on paper company's public website.



Customer service form routes request to digital assistant or live agent.



Digital assistant responds and services request for a vacation stop.

Newspaper Company Scales Customer Service Department without Adding Headcount by Using the Oracle Digital Assistant Integrated with Zendesk to Respond to Common Customer Service Inquiries

This American newspaper company has a daily circulation of over 350,000, a Sunday circulation of over 800,000, and digital subscriptions exceeding 1 million. The newspaper company handles common customer service requests such as missed delivery, damaged paper, and stop delivery during the normal business hours of 8 AM to 5 PM, Monday through Friday. Although most of these requests are easy to fulfill, the newspaper company's growing circulation numbers were also causing the amount of customer service requests to increase. They wanted to be able to scale their customer service department to handle this increase, but they didn't want to add additional customer service staff to handle such common requests. Furthermore, they wanted to provide customer service past normal business hours and do so via an online channel that was easy to use. To meet these objectives, they wanted to use a digital assistant (chatbot) on their public website to handle these more common customer service requests. They worked closely with Fishbowl Solutions to implement the Oracle Digital Assistant on their website, as well as integrate it with the Zendesk customer support ticketing system.

RISKS

- Ensure digital assistant only attempts to service requests that it has been configured to handle - other requests should go directly to a live agent
- Ensure a seamless handoff to a live agent using Zendesk

APPROACH

- **Plan** – Digital assistant (chatbot) requests start with customer service request submitted through online form. Topics serviced by chatbot go immediately into chat dialogue.
- **Build** – If a customer service representative is not available during a live agent transfer, the digital assistant can create a service including all the chat dialogue.
- **Test** – Chatbot released to subset of users to validate intent (question) flows and responses.
- **Deploy** – Chatbot can be accessed from the company's public website.

RESULTS

The newspaper company's digital assistant for external customer service is currently handling service requests regarding no paper delivery (missing paper), damaged paper, vacation stops and restart, bonus day rejection (don't deliver "special edition" papers), and answers to FAQs (corporate policies, terms of service, privacy policy, giving subscription gifts, how to advertise, etc.). These requests were most of the questions customer service agents were having with customers, and the newspaper company is now able to deflect such simple interactions to the digital assistant.

BENEFITS

- **Able to provide customer support 24 x 7 x 365**
- **Customer service department can handle more requests without additional headcount**
- **Immediate ticket creation upon live agent transfer expedites customer follow up**
- **More time for customer service staff to upsell subscriptions or offer other products**