

**Customer**

News Corporation

Industry

Media

Fishbowl Products & ServicesOracle Digital Assistant Design
and Development Services**Oracle Products**

Oracle Digital Assistant

Third-Party Products

Zendesk

IMPROVING EFFICIENCY AND EFFECTIVENESS OF CUSTOMER SERVICE DEPARTMENT THROUGH INTEGRATING ORACLE DIGITAL ASSISTANT

A regional news corporation with a daily newspaper circulation of over 350,000 and digital subscriptions exceeding 1 million and growing, was experiencing a dramatic increase in customer service activity. Without increasing headcount, the company wanted to support growth in overall subscriptions while improving customer service performance of traditional newspaper delivery. With the help of Fishbowl, they were able to achieve all this while transitioning their established customer base to more efficient and modern digital subscriptions.

BUSINESS PROBLEMS

- Ability to cover an increase in customer service requests due to growing circulation and subscriptions
- No additional headcount available in Customer Service department
- Over-reliance on live agents for routine calls
- No seamless service ticket handoff to live agent when needed

SOLUTION HIGHLIGHTS

- Implementation of Oracle's Digital Assistant (ODA)
- Enhanced deflection of customer service requests and FAQ's
- Integration with Zendesk, customer support ticketing system

RESULTS

- Covered increase in customer service department demand without increasing headcount
- Reduced live agent Interactions for common and routine requests
- Supported faster, more knowledgeable live agents via automatic ticket creation
- Increased live agent time on more profitable upsell activities