



Tomorrow's CX,
Today

How Digital Are You

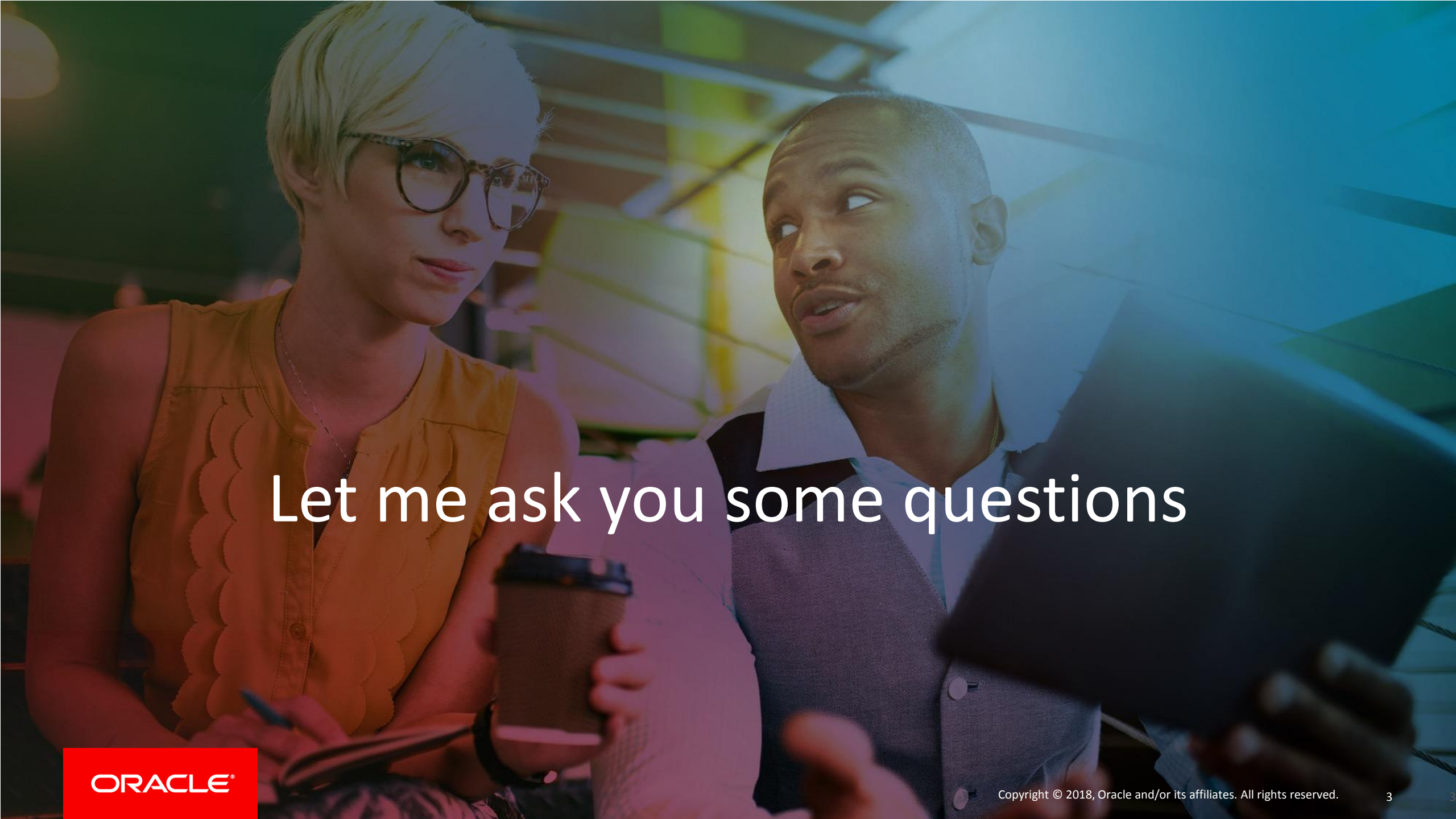
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February 28th, 2019

Safe Harbor Statement

The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described for Oracle's products remains at the sole discretion of Oracle.



Let me ask you some questions



“Your flat-pack wardrobe came without any instructions and you are stumped. Do you??

- YouTube a video on what to do?
- Google It?
- Ring a mate who is great at DIY?
- Make a cup of tea and wait till another day



“You’re planning a holiday to Spain and need to book accommodation and flights. Do you?”

- Go online to a comparison site?
- Email friends and family asking for recommendations?
- Get hold of a brochure and call airline and hotels directly?
- Ask a local travel agent to arrange everything for you?



“You’ve been asked to plan the staff Christmas party at work and you’re trying to find the best date for everyone. Do you”

- Set up an online poll with some options and get everybody to vote?
- Send an email to everybody in the office, responding to each person as they reply?
- Go round and ask everybody in person and write down the answers?
- Just set a date and tell people when it is – democracy is overrated?



But what about for a Council?



“The streetlight outside your window is flickering. Do you?”

- Report it in a Geo Aware Smart form on the councils website?
- Moan about it on Facebook and Twitter CC'ing the Council?
- Phone the contact centre Monday to Friday between 9&5?
- Go into the council office and complain in person?



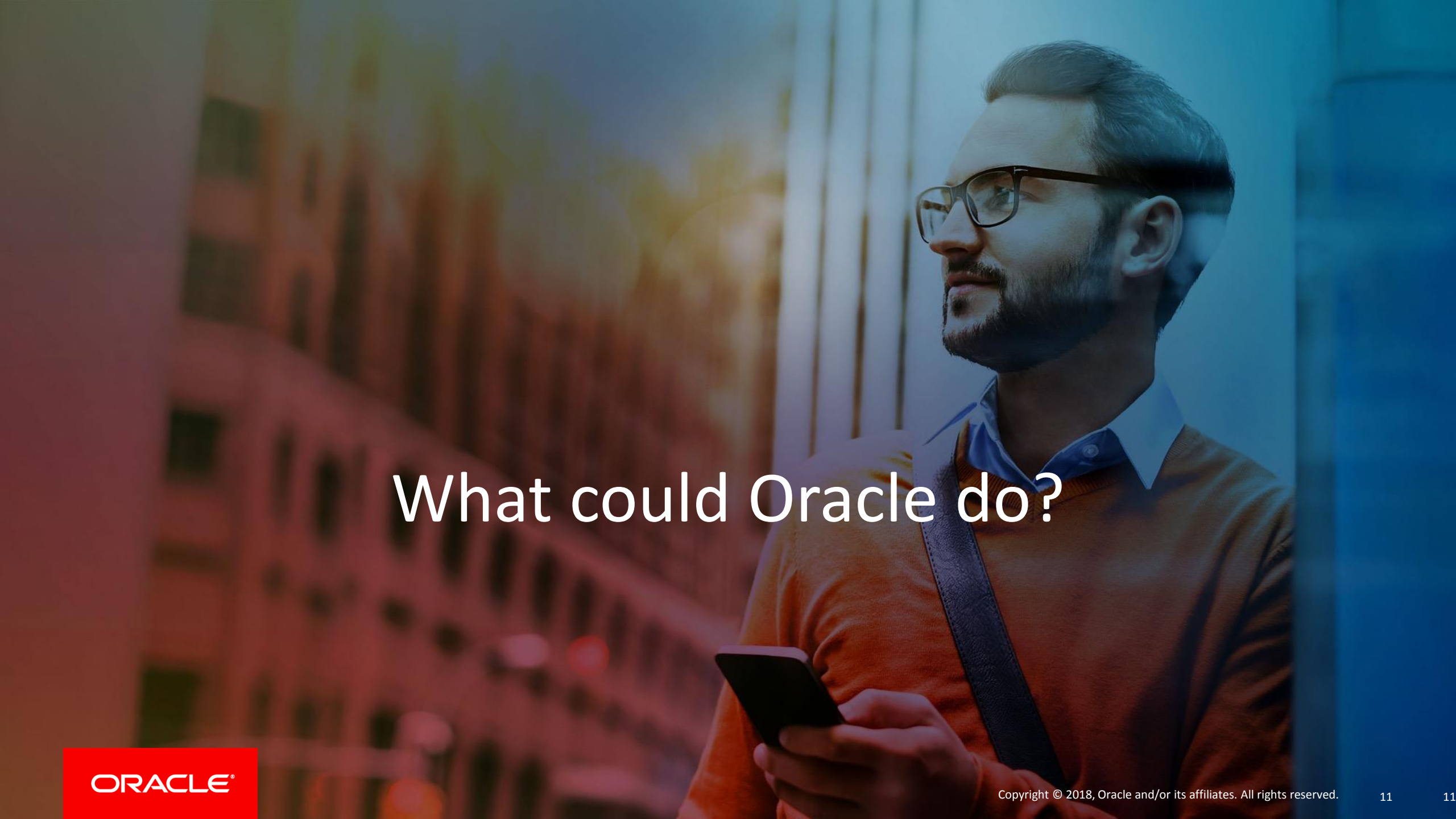
“You just got new sofas delivered and need to get rid of your old ones. Do you?”

- Book and pay for a Bulky Waste uplift on the councils website?
- Put out a call to arms on Facebook asking for help?
- Phone a local firm you found in the Check aTrade leaflet?
- Hire a van and take them to the dump yourself?



“You are out walking Fido and you come across some Flytipping. Do you?”

- Report it in a Geo Aware Smart form on the councils website?
- Moan about it on Facebook and Twitter CC'ing the Council?
- Phone the contact centre Monday to Friday between 9&5?
- Do absolutely nothing as its just too hard?

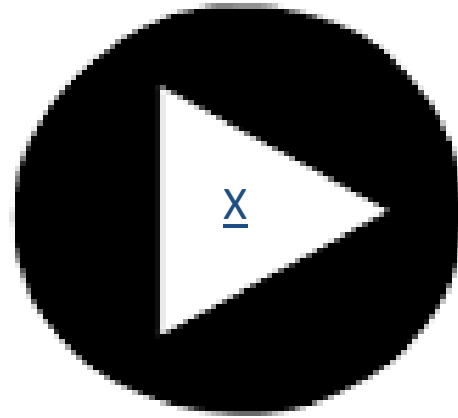
A man with glasses and a beard, wearing an orange sweater, is looking at a smartphone in a city setting. The background is a blurred cityscape with buildings and a blue sky. The text "What could Oracle do?" is overlaid in white.

What could Oracle do?



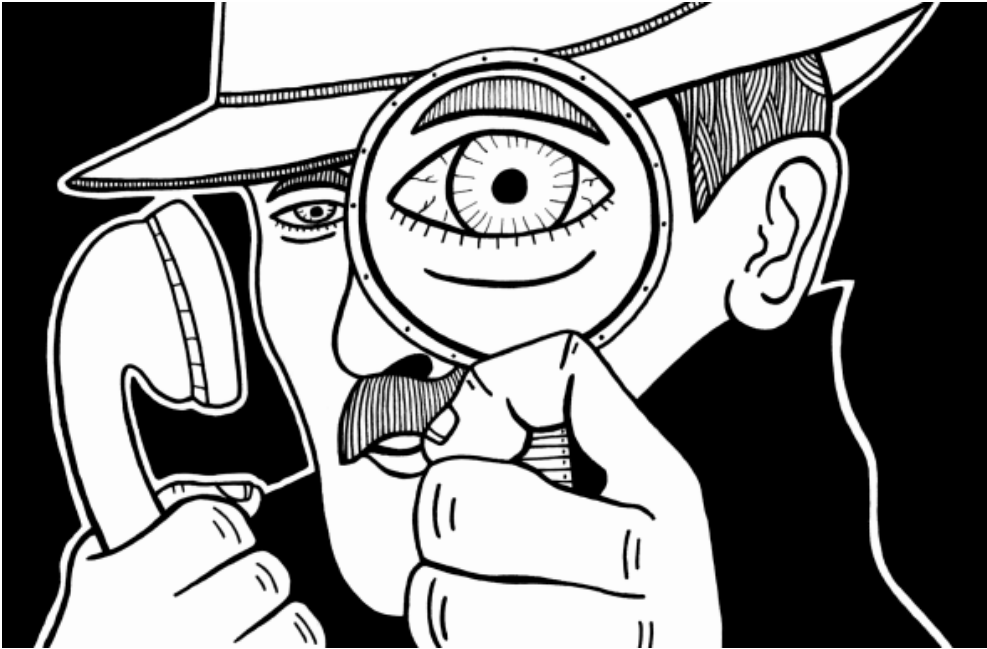
The City of Albuquerque

Just press play



© Art & Logic

Mystery Guest



The Questions

- I am considering a move to your community, what do I have to arrange / do? Currently I live in Birmingham.
- We would also need to register our son for primary school, which he will be starting in two years, what is the first step in this process?

Website	Form	E-mail	Facebook	Twitter	WhatsApp	Phone	LiveChat
							

- Preferably if you can call me on +441189243169 for the answer. Thanks in advance for the answer and the effort.

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