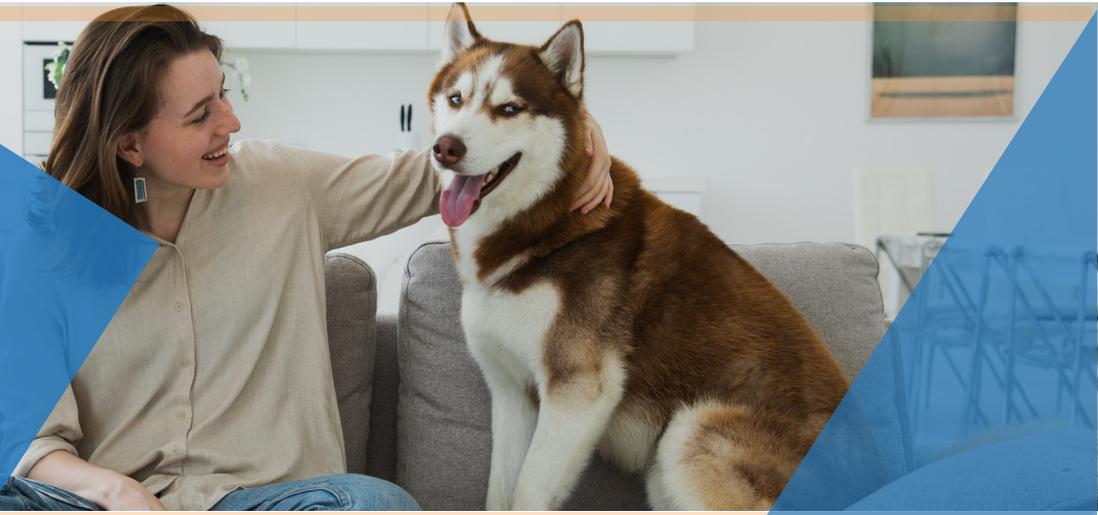


# ADVANCED BROADCAST NOTIFICATION CENTER FOR AN ONLINE PET PRODUCT RETAILER

Case Study | Oracle B2C Service



## A SOLUTION THAT CUT COSTS, REDUCED ADMIN TIME, AND BOOSTED AGENT PRODUCTIVITY BY 20%

Mastech InfoTrellis enabled the client in broadcasting critical communication and surveys to their customer base by improving the features and capabilities of their existing User Interface. The client was then able to send timely notifications to customers with imagery, hyperlinks, and more, unlike traditional text broadcasting.

### THE BUSINESS CHALLENGE

The client's existing broadcasting system was built only for delivering text notifications and had no acknowledgment support. Any out-of-the-box capabilities were limited only to text.

The client needed a more efficient and reliable tool to broadcast company announcements, surveys, and action items to their agents using the B2C Browser User Interface. The expectations from the tool were to broadcast rich-media notification content, including images, formatting, and links (including links to answer surveys).

The client also wanted to obtain feedback from the agents for the broadcasted content through read receipts and acknowledgment of the content actions.



### THE SOLUTION

Mastech InfoTrellis recommended and built the Broadcast Notification Center within Oracle CX Cloud solution, allowing admins for seamless notification control and management from within the same application. Training admins for a new tool would bloat both costs and time. Mastech InfoTrellis created convenience and cut costs by adding more capabilities to the existing tool.

- Rich-text notifications, including images and links
- Priority setting on notifications to display non-dismissible banners for high-priority messages
- Scheduling notifications to be sent automatically at a specific date, time and setting automatic expiry by a certain date and time
- Sending notifications to agents based on profile, group, location, or individual characteristics
- Enabling agents to see immediate notifications as a banner and previous history in a custom sidebar
- Automatically recording notification delivery status for agents and an acknowledgment status that can be set to record when agents manually acknowledge it



### THE OUTCOME

The solution built by Mastech InfoTrellis helped the client reap significant outcomes and boosted overall broadcasting and agent productivity by a nearly 20%. Key successes that the client realized due to the solution include:

- Reduced admin time and effort since they could generate and trigger advanced notifications from within the same UI
- Decreased cost for clients since Mastech InfoTrellis utilized the existing product subscription for the implementation; as a result, reduced time to train new admins
- Automatic read status reports on agents' activity and acknowledgments saved manual effort in verification.