

+ Gladly

Gladly versus Oracle

A customer story



“Oracle just feels old school.”

When Oracle RightNow launched back in the 90s, customer support was simple, consisting of just phone, email or in-person. Since then, a whole host of new channels have entered the mainstream, changing the support landscape irrevocably.

For one of our customers, a well-known Retail brand, their experience with Oracle felt dated. On top of that, Voice, as well as newer channels like SMS and Social didn't come out of the box. And it was hard for their agents to deliver the personal experience their customers wanted with the limited view they had of their customers and their history.

After switching to Gladly, not only was our customer able to deliver on a more personal experience, they also saw:

Significant cost savings Over 30% saved from having all channels built in (including Voice and Social)

Increased agent efficiency Agents worked 22% faster because of Gladly's modern, intuitive design and productivity tools

In this customer story we explore their pain points with Oracle—as told in their own words—and how they solved them with Gladly.

“Oracle hasn't kept up with what today's customers expect from a brand.”

**VP of Customer Experience,
Retail Brand**

Tickets versus people

Shifting the focus from cases to people is game-changing.

First, it makes for a more human, personal experience overall. But more than that, it empowers agents with actionable information they can use to deliver faster service, make targeted recommendations your customers will actually act on, and build relationships that make customers for life.

With Oracle

Starting from scratch every time

“Our agents had almost no insight into a customer that was reaching out.

Every conversation had to start from scratch, from asking their name, order number or loyalty program number—all of which is information we already had in our systems.

It made our customers feel like they were strangers each time, and slowed down the entire experience too.”



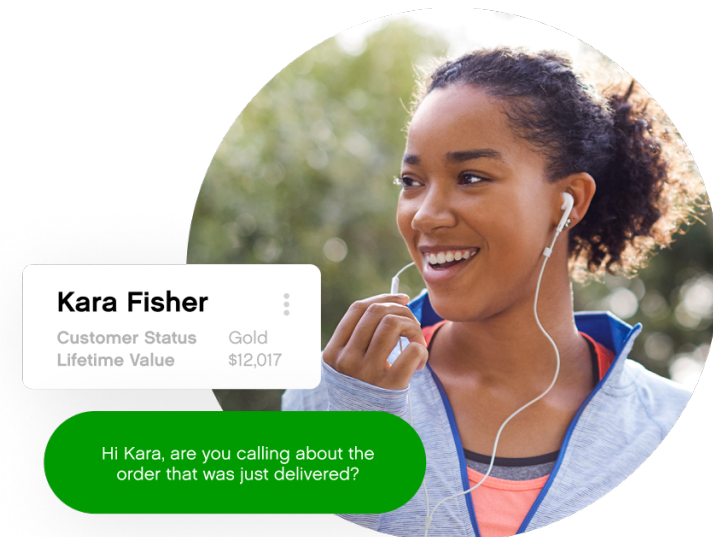
The Gladly Difference

Built with the customer in mind

In Gladly, customers are people, not tickets.

When a customer reaches out, agents see the key customer details that help them deliver a radically personal experience, like their name and order details.

Plus, you control what your agents see—whether that's their loyalty points, lifetime value, past transactions, and more.



Seamless versus collision

Separating every communication into their own case makes agent collision inevitable.

But by providing agents a single profile of a customer and threading all communications in one place (regardless of how and when it comes in), you not only eliminate collision but the frustrating repeat and recap that every customer hates having to do.

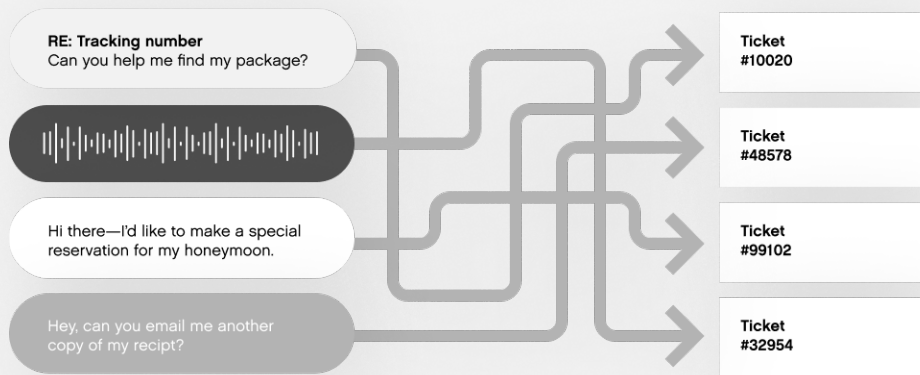
With Oracle

Disjointed customer experience

“Every time a customer reached out, it created a new ticket—even when it was the same customer just following up or adding on.

Those tickets would get assigned to different agents, who wouldn't know that the customer was already being helped.

That was a waste of our agents' time. And a bad experience for our customer who would get asked multiple questions, and receive multiple answers.”



The Gladly Difference

One continuous thread, in a single profile

Every communication from a customer—regardless of channel—is threaded into a single timeline within a customer's very own profile.

And it's that single profile—not multiple tickets—that gets routed to one agent to answer.

That means no more risk of agent collision. And for a new agent, understanding a customer's history is just a scroll away.



Built in versus 3rd party

Adding third-party apps and integrations is one way of getting the channels and features you need, but it isn't very efficient.

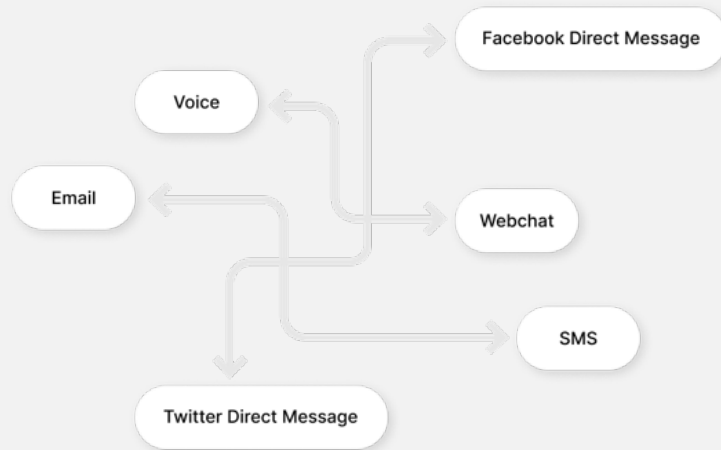
Bolting on channels and features creates siloes in your platform, so agents using one channel can't see what happened on another. Not to mention the license and maintenance fees that come with them.

With Oracle

Add-ons that added costs

“Adding new channels on Oracle meant integrating with third-party apps each time.

Being able to consolidate all those channels into a single platform not only saved us the time and effort involved in maintaining them, but we’re also saving about 30% of the costs we were paying before!”

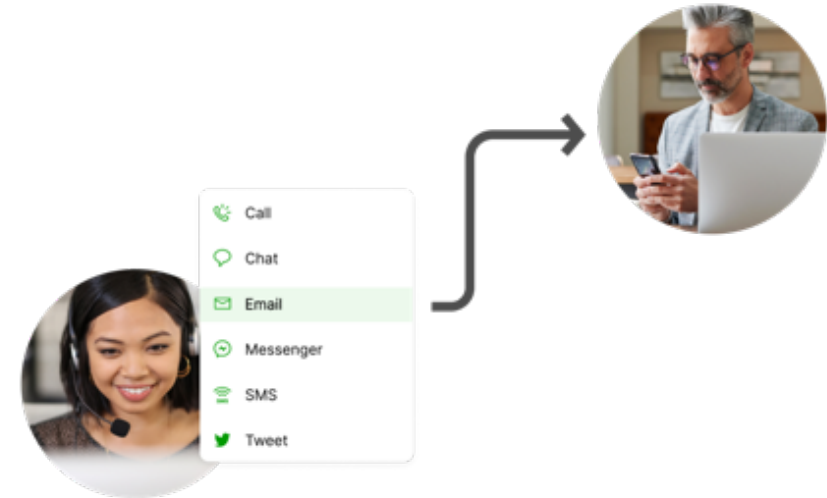


The Gladly Difference

All channels built right in

Gladly is the only customer-based platform that comes with all channels built into it, out of the box, from Voice, Email, Text, Chat, Self-Service, Social, and more.

On top of that, any fees from phone calls or text messages are passed through at cost—no markups or additional fees.



Modern versus dated

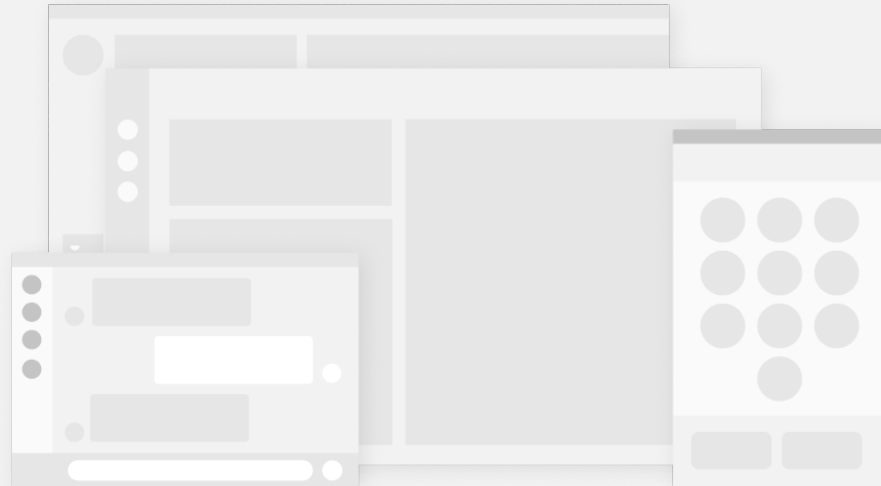
Having to toggle between multiple tabs and iframes slows your agents down, and makes it hard to onboard new agents quickly.

Empower your agents—both seasoned and new—with a modern UI, inspired by the B2C apps your agents use in their personal lives. That way, your agents can hit the ground running in hours; not days.

With Oracle Clunky, laggy, and slow

“Oracle’s UI looks like what you’d expect B2B software to look like in the 90s—cluttered and not very fun to use.

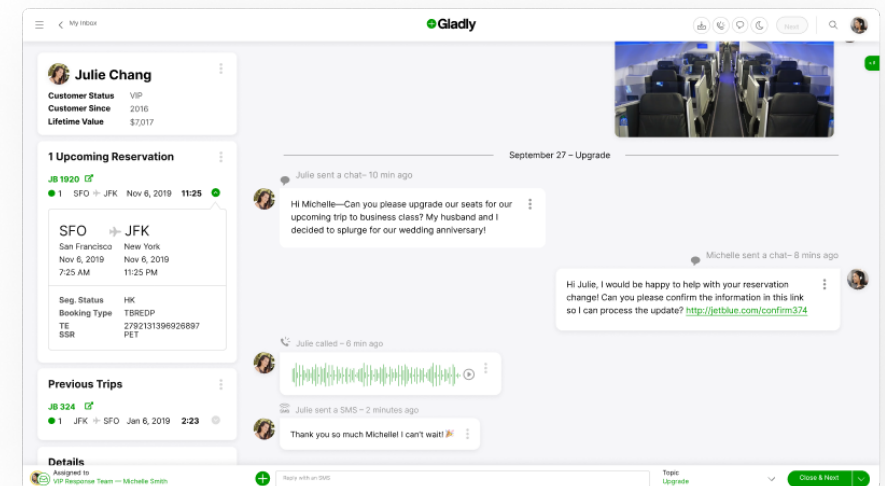
It took considerable time to train our agents on the platform. And it also tended to lag a lot, which was frustrating for agents especially when it happened while they were in the middle of helping customers.”



The Gladly Difference Up and running in hours

Gladly is modeled after the same B2C messaging apps your agents use in their everyday lives.

With Gladly, agents are onboarded in hours—not weeks—giving you the flexibility to add new agents quickly when you need it.



Intuitive versus complex

Your contact center's needs may be complex, but your platform doesn't have to be.

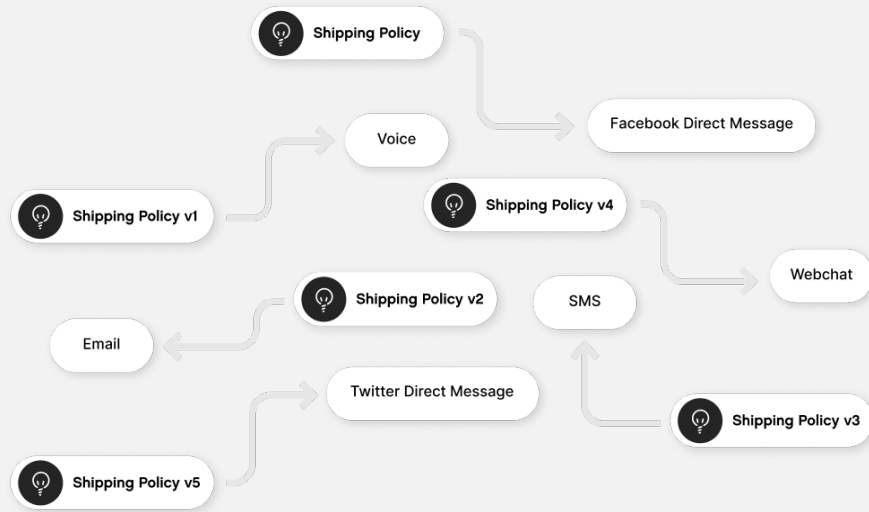
Having a platform that's easy to manage means you can make the changes you need on the fly, without the need for a dedicated platform owner.

With Oracle

You need a dedicated expert

“Oracle is so complex that there are still parts of it I don’t understand even after years of using it.

We even had to hire someone solely dedicated to managing the platform and making the changes we needed.”



The Gladly Difference

Intuitive and human-centered design

Gladly was built with you in mind. From customizing your Self-Service to creating automated rules, Gladly is easy to configure even for non-technical users.

Plus our out-of-the box Liveboards and Reports help you understand the metrics that matter in your contact center—from how many inbound conversations you get, to how your channel mix is changing—all without the need for a data scientist.





Experience the Gladly Difference

Goodbye tickets. Welcome back Julia.

Gladly routes customers, not tickets, which means agents see the key customer details that help them make tailored recommendations and deliver the radically personal service your customers will return for.

Save customers and agents precious time.

Gladly's customer-based approach gives agents quick, easy access to customer history, regardless of channel. That makes your agents more efficient. And means your customers skip the repeat.

No hidden costs. No markups.

One flat fee gets you everything you need to run a modern contact center. Real-time reporting across all channels, in-platform collaboration tools, and a multi-channel knowledge base come out of the box, with voice and text costs passed through without markup.

[SEE A DEMO](#)

