Knowledge Management: 5 Steps to Getting It Right the First Time
Transform Customer Service with Oracle’s Comprehensive Solutions

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INTRODUCTION

Today customers look to engage with organizations through an increasing number of channels – and expect more from every customer service and support experience.

As a result, connecting customers quickly and efficiently with the information they need has become doubly important: both as a means to reduce service costs in a harsh economic climate, and as a key battleground in the drive to establish competitive differentiation and edge.

A strategically implemented knowledge management initiative for both the contact center and Web self service channels offers a powerful answer to this growing need to do more with less:

- **Reducing** average call times and volumes, and customer service costs
- **Increasing** contact agent productivity and customer satisfaction

But while a carefully implemented knowledge management initiative can transform customer service experiences and organizational efficiency, a poorly implemented initiative can have a negative impact – increasing call and Web session time and frustrating both customers and agents alike.

This eBook sets out 5 simple steps for optimizing customer service and support with an effective, best-practice-led knowledge management initiative.
It also explores how Oracle’s comprehensive knowledge management solutions support such a best-practice implementation – delivering the innovative, intelligent tools organizations need to achieve exceptional customer service, both in the contact center and online.

Typical goals and objectives of a knowledge management initiative designed to improve the customer service and support experience:

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<th>CONTACT CENTER GOAL: REDUCED OPERATIONAL COSTS</th>
<th>WEB SELF-SERVICE GOAL: HIGHER CUSTOMER SATISFACTION &amp; WEB CONVERSIONS</th>
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<td>Improve agent productivity</td>
<td>Increase call deflection</td>
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<td>Increase first-call resolutions</td>
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<td>Reduce agent training time</td>
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5 STRATEGIC STEPS TO TRANSFORMING CUSTOMER SERVICE WITH EFFECTIVE KNOWLEDGE MANAGEMENT

1. Define and phase your knowledge management initiative

Start with clear goals and objectives, and roll out your implementation in stages. Implementing knowledge management in your contact center before rolling out to Web self-service systems offers the chance to:

- Fine-tune knowledge management in an internal environment
- Use initial contact center cost savings to fund further rollouts

2. Target and tailor your customer interactions

Aim to understand the context and intent of each customer’s inquiry, and to make your answer as precise, personalized and useful as possible – whether it’s delivered via a contact center or Web self-service. Choose knowledge management tools that enable you to:

- Avoid overloading customers with information
- Deliver tailored, interactive, accurate answers
3. Foster collaborative knowledge creation

Social media is now a key source of answers to customer questions. Making sure your knowledge management initiative connects with, adds to and capitalizes on the growing knowledge stores of social networks can:

- Enable rapid, low-cost content development
- Help encourage Web self-service and reduce contact center workloads

4. Analyze your performance

Monitor the performance of your knowledge management initiative, and adjust your practices accordingly. Powerful analytics are vital to optimizing contact center efficiency and customer service experience, and should be used on an ongoing basis to identify:

- Opportunities for service improvement
- Emerging question trends and common customer behavior patterns

5. Think enterprisewide

Knowledge management can ultimately deliver benefits across the enterprise – from expanding the scope of marketing campaigns and supporting the development of departmental intranets and portals, to enhancing relationships with partners and vendors.

- Start with a customer service deployment, but think enterprisewide
- Involve all those who might benefit from future rollouts at an early stage

Over the next few pages we will discuss how Oracle’s solutions can help you put these strategic steps into action – and optimize customer service experience by delivering best-practice knowledge management, both in the contact center and in a Web self-service environment.
Oracle’s contact center knowledge solution helps agents understand exactly what every customer needs – and to meet those needs as precisely and quickly as possible. Integrated into each agent’s desktop, it combines real-time contextual data from enterprise systems and customer profiles with rapid identification of customer inquiry intent:

- **Eliminating** unnecessary and costly research time
- **Enhancing** first contact resolution
- **Increasing** agent productivity and customer satisfaction

**KEY FEATURES**

**Add value to customer calls**

Oracle Knowledge for Contact Center empowers agents to personalize answers, and create sales opportunities from service interactions – improving productivity without the cost of additional training.

**One enterprise infrastructure solutions provider achieved a 20% reduction in average agent training costs.**
Foster customer service agent collaboration

Oracle’s solution makes it easy for agents to access information held across the enterprise, communicate with peers, consult experts and share their own expertise – through discussion forums, collaboration portlets and incentives for social content creation and engagement.

Take advantage of automated intelligence

Oracle’s automated intelligence tools predict the intent of customer questions, and make the most relevant answers available to agents with a single click – enabling both experienced and novice agents to deliver the right response as rapidly as possible.

Get the full picture with powerful analytics

Oracle Knowledge for Contact Center delivers unmatched analytics, providing a complete view of every customer interaction, and the power to measure the effectiveness of each customer service engagement – and drive greater efficiency and satisfaction.

One multinational software manufacturer reduced time to resolution by almost 50%.
OPTIMIZING CUSTOMER SERVICE EXPERIENCE IN A WEB SELF-SERVICE ENVIRONMENT

Solution Focus: Oracle Knowledge for Web Self Service

With best-in-class search capabilities, industry-specific libraries and social network integration tools, Oracle’s solution not only delivers on the promise of Web self-service, but goes further, to help organizations truly exceed customer expectations:

- **Driving** online inquiry resolution
- **Reducing** contact center workloads
- **Minimizing** the overall cost of customer support

**KEY FEATURES**

**Tailor your answers and tools**

Oracle Knowledge for Web Self Service enables organizations not only to return the best answer, but to personalize and tailor each customer experience with the inclusion of predefined, inquiry-related content – from product promotions to service alerts – in every response.

One of the world’s largest financial institutions increased online customer satisfaction by 33%.
Empower your customers and drive loyalty

Oracle’s solution delivers the tools you need to embrace the customer service potential of social networks: from connecting customers with relevant discussion forums, to turning social discussions into reusable answers and offering subscriptions to service-orientated news feeds.

Answer inquiries with unrivalled accuracy and relevance

Oracle’s patented natural language processing technology works alongside real-time contextual data to power unmatched intent-based searching, and exceptional answer relevancy.

Optimize each customer interaction

Oracle Knowledge for Web Self Service provides comprehensive analysis of every customer interaction, enabling users to identify customer intent and question trends, rate content effectiveness and identify content gaps, and monitor and optimize ongoing performance.

One multinational consumer electronics and software manufacturer doubled first-time search accuracy.
NEXT STEPS

Oracle’s comprehensive knowledge management solutions can help organizations strategically transform the customer service and support experience – and drive not only customer satisfaction, but competitive advantage, increased sales and reduced costs.

FIND OUT MORE
(866) 630-7669

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