

# JD EDWARDS ENTERPRISEONE BRANCH SCRIPTING



*Improve call center  
efficiency.*

*Streamline data  
capture.*

*Simplify the diagnosis  
of complex issues.*

## **The Issue: Expensive and Time-Consuming Customer Support**

Every call made to your call center by a customer looking for support is an expense for your organization. If you want to minimize costs and maximize customer goodwill, you need to be able to answer your customers' questions and solve their problems as quickly and efficiently as possible. To do so, you must be able to provide your customer service representatives with the information they need to give a knowledgeable response to customers—without extensive training.

## **The Solution: Intelligent Scripts that Allow You to Quickly Resolve Issues**

With Oracle's JD Edwards EnterpriseOne Branch Scripting, you can create intelligent scripts that walk your customer service reps through the information-gathering process so that they are able to resolve problems as quickly as possible. The scripts simplify the diagnosis of complex issues, so your less experienced reps can provide the same level of service as those with more experience. With the support of scripts, your reps are more likely to be able to resolve customers' issues over the phone, which reduces the number of times service technicians must be sent out to solve customers' problems.

Branch Scripting also lets you do much more than just resolve issues. You can create scripts that support your reps as they capture information, fulfill customer requests, or support sales. But no matter what type of script you create, Branch Scripting will help your organization streamline and standardize how you collect customer information, which in turn ensures greater accuracy and consistency of data.

## **Create Effective Scripts with Ease**

Branch Scripting makes it easy for you to create both linear and branch scripts. Linear scripts lead your reps through a fixed set of questions in a fixed order, and branch scripts use conditional logic to determine the sequence of questions being asked based on the customer's response. For example, once a customer responds to a question about the product model, the script then leads the rep to questions specific to that model number. This intelligent scripting technology makes branch scripts ideal for situations where your customer service reps are trying to work through complex issues. They can ask the right questions without wasting time gathering unnecessary information.

As you create a branch script, the script-authoring tool allows you to define:

- Questions that should be asked
- Answers to the questions
- Associated weights and scores for the questions and answers

During a call, the system displays each question and calculates the score as each answer is provided. This information is then used to determine the next logical question. In addition, the scores calculated by the system can be used to automatically rate the importance of customers or their issues so that they can be assigned to the appropriate queue for follow-up or escalation.

Branch Scripting makes it easy for you to support customers all over the world. The solution lets you translate your scripts into multiple languages, so when your customer service reps run a script, they can select the language in which they want the script to appear. By providing your reps with several language choices, Branch Scripting enables those who are multilingual to easily provide service to your customers in the language of their choice. The solution also simplifies the process of supporting multiple call centers, each of which may be using a different language to help a unique set of customers.

### **Ensure Your Reps Can Help Your Customers**

With Branch Scripting, your reps are automatically led to the questions they need to ask to resolve customer issues, up-sell or cross-sell products, qualify leads, or process new sales orders. As they go through the script, the information they enter in the system not only triggers new questions to ask but also is saved for future reference. Depending on the information being gathered, this data can be used for marketing and sales efforts, or it can be attached to work orders for use by technicians who are following up on issues, so they can troubleshoot problems before they even arrive at a customer's site.

Branch Scripting lets you create scripts that lead your reps to potential resolutions for issues customers are having. Or, by using Branch Scripting with the knowledge database provided by Oracle's JD Edwards EnterpriseOne Solution Advisor, your reps are able to look up commonly occurring faults, failures, and associated fixes and then run scripts to find a solution. They can then provide this information to customers either over the phone or by email to help resolve problems— all without having to involve an expensive service technician.

### **Feature/Function Highlights**

- Branch and linear scripts
- Multilingual support
- Automatic capture of data
- Script-authoring tool
- Script validation
- Scoring
- On-screen script prompter
- Item association
- Script cloning
- Script personalization

**Solution Integration**

- Case Management
- Customer Self Service
- Financial Management
- Service Management
- Solution Advisor
- Supply Chain Management

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