ORACLE KNOWLEDGE

Customer experience driven by consistent answers

As customer expectations rise, delivering personalized experiences that improve customer loyalty, increase acquisition and optimize efficiency is increasingly more challenging to achieve. Oracle Knowledge makes it easier for organizations to create competitive advantage through differentiated service at a significantly lower total cost of ownership.

Oracle Knowledge is a complete, best-in-class knowledge management solution providing personalized and seamless cross-channel service and support.

The Oracle Knowledge Platform and associated Applications provide a comprehensive solution to delight your customer and make service and support teams more efficient and productive through unified knowledge.

KNOWLEDGE PLATFORM

The Oracle Knowledge Platform is an integrated set of knowledge management capabilities, including advanced natural language processing search, flexible authoring and publishing, rich analytics, customizable self-service, and agent facing knowledge applications. Oracle Knowledge is built on a highly scalable J2EE architecture and on Oracle technologies, including WebLogic, Oracle Data Integrator, and Oracle Business Intelligence.

Semantic Search

The Oracle Knowledge semantic search capabilities are built on the fundamental understanding of language. Core language dictionaries are available in 20 languages, understanding everyday terminology. Additionally, multi-lingual industry dictionaries are available for major verticals, including high tech, telecommunications, insurance, finance and automotive. This core understanding of a user’s language are key to finding precise answers from multiple external sources, including the knowledge base, web sites, file systems and other internal knowledge repositories. The most recent release of Oracle Knowledge continues to build on this foundation with a vastly expanded language and geography coverage, significantly increased performance, and reduced footprint with faster search response times, faster content processing performance, and a reduced semantic index size as well as learning-based search ranking for reduced incident handling time. These improved efficiencies deliver increased productivity and lower operation costs.

Information Manager: Authoring, Publishing and Workflow

Oracle Knowledge is designed to help companies develop a knowledge base as an integral part of a user’s job. Contact center agents and customers create content as a by-product of solving support issues using a powerful, web-based, WYSIWYG rich text editor. Product
KEY BENEFITS

• Increase customer loyalty and advocacy with consistent and accurate answers
• Empower customers to self-serve for both simple and complex issue resolution
• Reduce incident handling time in your contact center by empowering agents with integrated access to knowledge
• Scale to meet growing customer needs at global scale with low operational costs

RELATED PRODUCTS

The following related products are available from Oracle:
• Oracle RightNow Cloud Service
• Oracle Siebel Contact Center & Service
• Oracle CRM On Demand
• Oracle Business Intelligence
• Oracle Data Integrator
• Oracle WebLogic Server
• Oracle Engineered Systems

experts and contact center agents can collaborate with other users and customers to refine or expand the knowledge base. Advanced editing capability such as global find and replace and replacement tokens improves the article accuracy while lowering operation and knowledge administration costs.

Oracle Knowledge comes with valuable tools to manage the lifecycle of articles. Customers can create their own article templates and meta-data. The software tracks all revisions of the articles and provides detailed history. Articles may be routed for approval through the use of workflow.

Providing users with the ability to attach files to forum posts allows them to provide additional information to explain their issues. These capabilities improve self-service rates, while expanding the knowledge base and the user community.

And, empower globalization with support for multi-national organizations with knowledge creation and administration in the user’s native language to increase usage and deliver higher knowledge creation productivity. The user interface of the authoring system is available in 24 languages, but content can be created in nearly any language. Oracle Knowledge allows organizations to manage the relationship of an article across different locales and languages, while providing authors with the ability to develop locale-specific content and meta-data allowing fine-tuning of the customer experience.

Analytics

Analytics Dashboards are tailored to functional roles across the service organization. They harness the optimal value of company stake-holders by providing relevant insights at a glance to reduce operational costs, increase employee productivity, and strengthen customer relationships. With the configurable custom KPI wizard for creating KPI with thresholds and triggers, organizations can increase the efficiency of authoring content, increase answer relevancy and improve the overall insight of knowledge activity.

KNOWLEDGE APPLICATIONS

InfoCenter: Self-Service Knowledge

InfoCenter provides a Knowledge portal for customers and employees with integrated browse and search functionality via a customizable user interface and knowledge widgets. InfoCenter surfaces the power of industry-based libraries, knowledge federation abilities, and natural language processing abilities of the platform to deliver true, intent-based best possible answer to customers. It transforms the self-service experience for customers by providing contextual, and relevant answers to their questions.

iConnect: Agent Knowledge

iConnect provides and robust and scalable answer-delivery framework, aiding the agent-facing service delivery model. The context-driven user interface simplifies and enhances the user experience and is tuned for increased performance. iConnect is available as an out of the box integration into Oracle Siebel, Oracle RightNow Cloud Service and Oracle CRM On Demand. Open APIs allow for integration into most industry standard CRM applications.

AnswerFlow: Guided Knowledge

AnswerFlow provides consistent service resolution for agents and customers with the prescriptive delivery of knowledge. AnswerFlow combines decision trees with external data that leverages and increases the strategic value of the knowledge platform across self and assisted service customer interaction channels.
AnswerFlow enables you to create and deploy automated interactive processes that guide users toward appropriate answers or solutions in cases where:

- Answers are conditional, and can vary based on factors such as account status, location, or specific product or model
- Diagnosis is complex, and identifying the best response among many possible answers involves asking detailed questions and eliminating alternatives

Contact Us
For more information about Oracle Knowledge, visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.