CREATE RELATIONSHIP OPPORTUNITIES TO GROW YOUR BUSINESS

KEY FEATURES
• Faster, more accurate search
• Streamlined publishing and authoring
• Community post attachments
• Actionable analytics tied to KPIs
• Guided resolution with AnswerFlow for contact center and web self-service
• Expanded language support
• User interface enhancements for InfoCenter and iConnect
• APIs for integration to Oracle and other CRM solutions
• Expanded platform support on Oracle infrastructure

KEY BENEFITS
• Enhanced customer experience with relevant search and content results in user’s own language
• Increased agent productivity with efficient authoring tools for quick, precise content updates across geographies
• Higher web self-service rates with community posts attachments to enable customers to provide more information
• Better service levels with role-based analytics and scorecards to identify and improve on KPIs
• Greater first contact resolution with AnswerFlow’s guided knowledge delivery and service resolution
• Improved agent experience and efficiency with InfoCenter and iConnect user interface improvements
• Seamless integration to Siebel, Oracle CRM OnDemand, and other CRM solutions
• Expanded technology platform support and optimized performance with

ORACLE KNOWLEDGE 8.5 RELEASE - PRODUCT SUMMARY OVERVIEW

Every interaction is a relationship opportunity to grow your business

Oracle Knowledge 8.5 delivers significant enhancements to search, authoring, analytics, and language support, and introduces a new module – AnswerFlow - for guided service resolution. Quicker search and flexible authoring increase customer satisfaction and agent productivity while lowering operating costs. Analytics tied to key performance indicators (KPIs) drive greater visibility into service levels. Guided service resolution processes with AnswerFlow increase first contact resolution rates and deliver process efficiencies. One-click language support for over 200 languages and flexible regional/locale support expands geographic coverage and makes global administration easier, improving the customer and agent experience.

Search
One-Click Language & Geography Enablement

Easy enablement of additional languages or locales in a new Language and Locale Configuration UI. Over 50 languages and 150 locales are pre-configured and can be enabled with one click.

- New Language configuration Interface provides for easy maintenance with consolidated view of Language & Locale management
- Over 200 pre-configured Languages and Locales for expanded regional support with one click activation of pre-configured 50 Languages and 150 Locales
- Easily expand geographical coverage and add more Languages or Locales with the new “Add Language/Locale”-Interface.

Example: Enable “Indonesian” for Search:
Natural Language Search and Enhanced Keyword Search for most languages.

Oracle Knowledge supports Natural Language Search in 16 languages. In addition, Enhanced Keyword Search is supported for most other languages. Keyword Search can be enhanced with NLP by the customer, as needed, by configuring Ontology and Intents for those languages.

- Natural Language Search support for 16 languages provides high Search Relevancy across a large set of languages
- Enhanced Keyword Search delivers out-of-the-box Search support across Knowledge Base articles authored in most languages
- The customer can provide industry and company terminology for NLP enhancement to the Keyword Search languages in order to increase Search Relevancy
- Ontology and Intent Support are customer-configurable for most languages, increasing multi-lingual question-understanding and expanding cross-lingual search coverage
Expanded Multi-lingual Ontology and Intent Support

- The out-of-the-box language support for ontology and intents now covers most common industries across 14 languages. Further, multi-lingual ontology and intent support can be expanded by customers for most languages. Expanded out-of-the-box multi-lingual ontology coverage for most common industries in 14 languages for improved search relevancy and better cross-lingual search coverage.

Ontology and Intent support available for a broad set of languages to allow customer configurability. Expanded Language Model for Global Customers

Extended Language Model with 3 levels, “Global > Language > Locale”, where terminology (concepts) at each level is automatically inherited by the more granular level. Search accuracy and consequently user experience can be enhanced for various regions and cross language terms like product names can be centrally maintained at a global level.

- Extended 3-Level Language Model delivers flexible representation of business and user terminology leading to better search experience
- Locales automatically inherit Language model for reduced maintenance via automation. For instance “fr-BE” (French Belgium) will automatically use French stemming, spell-check, concepts, etc.
- Region specific Language Modeling increases search relevancy by adding regional/country-specific terms, phrases, product names at the Locale level. This model facilitates decentralized country-level dictionary tuning
- Global terms automatically apply to all Languages and Locales in order to simplify language modeling of business and terminology by maintaining terms like product names centrally in one place

Performance Enhancements and TCO Reductions

Increased performance and reduced footprint with faster search response times, reduced semantic index size and improved content processing performance. These improved efficiencies deliver increased productivity and lower operation costs.

- Increase customer satisfaction and service level by increasing throughput 2 to 5 times with search response times that are between 30% and 85% faster
- Reduce maintenance costs by reducing disk usage and quicker synchronization of indexes by up to 30% reduced index size
- Fresher content for search results by content processing (indexing) times that are 30% faster with content store DB optimizations
- Expanded ability to handle PDF and Office 2010 with update to Outside In document converter to get answers from external content
Information Manager & Communities
Simplify and Speed Knowledge Article Edits

Easily perform comprehensive Knowledge article editing. Global Find & Replace delivers an intuitive and powerful user interface allowing business users to immediately deliver higher quality Knowledge articles to your customers with complete accuracy while lowering operational and knowledge administration costs.

- Find text in documents across channels and locales to reduce search and maintenance efforts
- Replaces text, including words, URLs, replacement tokens, and hot keys for increased accuracy and speed mass updates and changes
- Manage treatment of mass edit protocol to increase productivity by applying the right level of review to the specific change
- Integrated into existing User Privilege model to maintain operational integrity
Enriched Document Controls

Deliver to a higher standard with exact go-live timing of Knowledge Documents and granular assignment of content properties. These capabilities improve self-service rates, while reducing operations costs and increasing the quality and reliability of Knowledge delivery.

- Future date publishing to schedule new versions of a document to go live on a future date to increase productivity of knowledge managers by automating delivery of documents
- Separate properties for localized content allows for: Start Date, End Date, Categories, Views, User Groups to individualize control of documents according to local requirements
- Separate ratings for localized content and improve precision of localized answers
- Localize content while maintaining the relationship to the master document for single source records allow for consistency of translation, analysis and reporting across regions

Foster a Richer Collaboration Experience

Providing users with the ability to attach files to forum posts allows them to provide additional information to explain their issues. These capabilities improve resolution rates, while expanding the knowledge usage by the community.

- Users can attach, download, remove files to/from forum posts to speed time to resolution
- Moderators can remove files from forum posts to uphold community standards and integrity
- Community standards and integrity can be maintained with integration into existing user
privilege model upholds

IM Console UI Now Available in 21 Languages

Support multi-national organizations with Knowledge creation and administration in the users’ native language to increase usage and deliver higher Knowledge creation productivity.

- Chinese (simplified and traditional), Czech, Danish, Dutch, English*, Finnish, French, German, Italian*, Japanese*, Korean, Norwegian, Polish, Portuguese, Russian*, Slovak, Spanish, Swedish, Thai, Turkish, Ukrainian*

* Available in previous versions

Optimized Use of Existing Infrastructure

Customers may configure Information Manager to use multiple database connections, which increases the overall system throughput over previous versions. Beyond this, customers may deploy the solution on Exalogic and Exadata machines for extreme performance.

- Multiple database connections increases scalability while reducing the total cost of ownership
- Exalogic Support to improve performance and simplify end-to-end application management
- Exadata Support to improve database query response times and transaction throughput

Analytics

Revamped Architecture, Oracle Best-of-breed Toolset

The Oracle Knowledge Analytics 8.5 redesigned architecture delivers enhanced operational and functional performance by leveraging Oracle’s industry leading suite of data handling and Business Tools: Oracle Data Integration, Weblogic and Oracle Business Intelligence Enterprise Edition.

Preconfigured Persona Driven Dashboards
Analytics Dashboards are tailored to functional roles across the service organization. They harness the optimal value of company stakeholders by providing relevant insights at a glance to reduce operational costs, increase employee productivity, and strengthen customer relationships.

- Consolidated view of business metrics and performance achievements and gap identification based on user role to increase ease-of-use and relevancy of analytics
- Immediate insights regarding search effectiveness or missing search requirements will increase speed to improve search effectiveness
- Aggregation of trends and effectiveness for optimal usage of content which increase speed to update and author content usage to address service requirements

Actionable Metrics

Multiple pre-designed and documented business and operational metrics available out-of-box. Metrics may be configured as Key Performance Indicators (KPIs) to provide alerts and notifications and deliver immediate actionable insights.

- Number of Days in Workflow increases efficiency around content authoring throughput
- Click-Through Rating increases delivery of most useful answers
- Article Rating increases customer satisfaction and content quality
- Incident Links provide an indication of the ROI of the platform
- Article Change Recommendations made by the user provide insights into the health of the Knowledge Base
- Multiple additional out-of-the-box business and operational performance indicators increases options to create custom reports and OBIEE Key Performance Indicators (KPIs)

Dynamic Drill-Down Reporting

Easily identify highly specific data-points with drill-down capabilities to instantly perform
root cause analysis. Allows analysts and business users to rapidly impact customer experienced and agent performance in accordance with key business goals

- Multi-tiered drill-down reports speed up ability to analyze data.
- Revamped report design surfaces data peaks and dips across a range of dimensions Reduce time taken to identify cause of an anomaly.
- Out-of-box option for automated delivery of reports reduce time to gather insights around actionable analytics

Knowledge Applications

Performance-Tuned, Scalable iConnect

Updated iConnect (knowledge connector into CRM applications) provides robust and scalable answer-delivery framework aiding the agent-facing service delivery model.

- Improved design simplifies and enhances the user experience and is tuned for increased performance.
- AJAX based user interface provides quick answer delivery with improved agent productivity
- Quicker access to answers with minimized roundtrips to CRM integrations improves response time
- Siebel integration components are provided as part of Siebel product for quicker deployments
- Session management enhancements for scalability provide increased stability via recommended best practices
- Performance and stability enhancements through cookie management significantly improve performance
- Functional enhancements to self-service portal for selective activity and SR display and reporting Facilitate industry standard service business processes
Guided Knowledge Delivery Using AnswerFlow

AnswerFlow combines Business Processes, Dynamic Business Logic, and External Data and Services that leverages and increases the strategic value of the Knowledge Platform across the self and assisted customer interaction channels.

- Incorporate contextual data and external systems to resolve complex service processes with guided knowledge delivery consistent service delivery and increased quality of service
- Prescriptive delivery of process-centric answers
- Visual process mapping to streamline your service processes
- Contextual answer delivery tailored to specific customer request & scenario provide increased customer satisfaction and higher first-call resolution rates

![AnswerFlow Diagram](image)

Reliable and Consistent Service Resolutions

Provide reliable and consistent resolutions to complex service resolution with dynamic integration of prescriptive guides

AnswerFlow for Contact Centers provides automated guidance that empower agents to increase their productivity, customer order value and improve service quality.

- Presents knowledge in a prescribed, repeatable, and auditable manner Increase in service quality
- Enhances answer accuracy by bringing in additional CRM context Increase in customer satisfaction via personalized answer delivery tailored to each customer’s specific request
- Visual Process Mapping to streamline your service processes Increase in service delivery consistency
- Extensible framework that allows transactional data influenced service process design Reduced long-tail and increased First Call Resolution rates

Consistent and Accurate Self Service

Resolve complex questions with guided delivery of knowledge.

AnswerFlow for Web Self-Service provides automated guidance for self-knowledge discovery and increases self-service adoption via enhanced user experience.

The guided flows drive customer questions from subjective to objective nature to deliver pin-
point answers, this aiding the service deflection rates.

• Simple, interactive, and guided navigation flows Enhanced customer interaction via interactive experience

• Ability to drive a subjective question to objective and collect problem-specific information Increased deflection via improved question accuracy

• Ability to influence the interactions based on transactional data and customer history Increased customer satisfaction via personalized service experience

Contact Us
For more information about [insert product name], visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.