Oracle Knowledge Solutions
for High Technology

Answers that Reduce Costs and Improve Service

ORACLE®

In an industry in which product portfolios and customer environments grow more complex every day, delivering effective and differentiated customer service—without obtaining a larger budget for staffing and infrastructure—is easier said than done.

Oracle provides powerful knowledge management capabilities that have been proven to help high-tech institutions cut costs, while delivering consistent cross-channel customer support. With Oracle Knowledge products, high-tech organizations can deliver accurate and consistent answers across online, contact center, and social channels—so they can boost service levels and their bottom line.

The Mandate: Simplify Support of the Complex

Your support organization requires sophistication to support innovative products with shrinking release cycles; contend with complex internal realities, including reorganizations, acquisitions, and contact center consolidations; and interact with customers who have increasingly complex technological and organizational environments. It also may need to manage an increasingly global presence while adapting to regional product specifications and policies.

That's why in many high-tech firms today, support is unsustainably costly. To manage costs and succeed in the midst of all this complexity, support organizations need simplicity—simple access to accurate answers—so they can deliver

- **Simple self-service capabilities that enable more online resolutions.** Customers typically want to start online when they are looking to get issues resolved and questions answered. Companies can realize huge cost savings when resolving known issues online—and so reducing the number of inquiries that make it into the contact center.

- **Simple access to answers that reduce case escalations.** The penalties for high escalation rates in high tech are steep. With high-priced engineering talent manning level three, and often even level two support, it is imperative to keep these resources focused on product innovation rather than putting out customer fires. Even a small reduction in escalations can yield significant savings, and ensure that expert support staff members are focused on the highest-value efforts.

THE BOTTOM LINE
Oracle Knowledge solutions deliver knowledge across channels to create an integrated, cross-channel support solution that

- Ensures service consistency across customer touchpoints

- Reduces support costs through the right-channeling of service requests, call and e-mail deflection, and increased agent productivity

- Transforms the support organization from a cost center that resolves issues to a strategic business contributor that fosters customer intimacy, collaboration, and loyalty

- Builds customer communities to engage and learn from customer champions

- Equips marketers with insights and capabilities they need to intelligently and effectively sell additional products and services

Although its traditional customers were accustomed to calling into a support line, a software company found that its newest business customers were fully entrenched in the Web 2.0 world—expecting high-caliber online tools and support, so that they could point, click, and solve problems in seconds. Further, the customer base was expanding far more dramatically than the support team, which made the demand for effective Web self-service even more urgent.

By leveraging Oracle's integrated platform for both its Web self-service and contact centers, the company has been able to provide customers with a consistent support experience while making contact center agents more productive. Customers who prefer to access services online are now able to get the answers they need quickly and consistently. In addition, when customers do call into the contact center, they receive much faster service. Since deploying Oracle Knowledge solutions, the company's average duration of support interactions has been reduced by 35 percent.

- **Simplified knowledge sharing processes that enable efficient support of traffic spikes.** Product release cycles in high tech lead to dramatic spikes in support activity. Support organizations have either had to staff to accommodate these spikes—and bear higher costs and idle capacity throughout the year—or be undermanned when spikes hit, and force customers to endure long hold times and inconsistent service. Consequently, it is incumbent upon support teams to streamline processes and to consistently and efficiently distribute information about emerging bugs and known issues across all channels.

- **Simplified mechanisms for tracking activity, leveraging feedback, and fostering innovation.** Nobody knows more about how to improve a product than the support engineers who field calls from customers. Powerful analytics and collaboration capabilities are needed to help establish a continuous feedback loop between support and product development, which is essential for building optimized product roadmaps and long-term competitive advantage.

The Solution: Oracle Knowledge Products

To simplify support of the complex, high-tech organizations need to deliver fast, accurate answers, both to customers online and to agents in the contact center. Oracle is the leading provider of knowledge solutions for integrated cross-channel support. Oracle Knowledge solutions enable high-tech companies to achieve a new level of simplicity, efficiency, and intelligence in customer and partner interactions on the Web and in the contact center. With these tools, high-tech organizations can

- **Deflect low-value cases.** Companies can leverage online self-service and social channels to deliver the answers customers need so they can preempt the traffic spikes associated with product defects and reduce the number of calls that come into the contact center.

- **Reduce resolution times and escalations.** Through their timely delivery of accurate answers and integration of knowledge directly into the customer relationship management (CRM) case management interface, Oracle Knowledge solutions help improve agent speed and efficacy, so they can resolve more issues every hour and reduce the average cost per case.

- **Improve cross-channel support.** By delivering knowledge across contact center, social, online, mobile, kiosk, and any other customer touchpoint from a single knowledgebase, Oracle Knowledge solutions ensure that customers always receive accurate and consistent answers, which is instrumental in increasing customer satisfaction and loyalty.

Integrated, Cross-Channel Knowledge Solutions

Oracle offers these industry-leading knowledge solutions to provide the comprehensive capabilities organizations need to deliver optimal service and realize the most business value from each customer interaction.

Oracle Knowledge for Web Self Service

Does product x offer feature y? Are products x and z compatible? Why won't this functionality work in my environment? While online users may ask these types of questions in hundreds of different ways, the robust semantic search and interaction services of Oracle Knowledge for Web Self Service can instantly determine the user's intent, and dynamically tailor online interactions based on this understanding.

Through its advanced semantic search algorithms, Oracle Knowledge for Web Self Service can understand exactly what the customer is looking for and then deliver an answer in context. For example, if the customer is looking to troubleshoot a known bug, they can be presented with a troubleshooting wizard that guides them through the necessary workaround or points them to the patch that addresses the issue. On the other hand, if the customer is looking to upgrade, then they can be shown not only compatibility options for upgrades but also pricing, promotions, and feedback from peers on the benefits of upgrading. With Oracle Knowledge for Web Self Service, the interaction can be guided by the user's intent and be personalized to each specific user in order to deliver the most satisfying experience. Not only will this prevent an expensive support call from hitting the contact center, but it will also prove instrumental in turning support interactions into opportunities for increasing revenue.

Oracle Knowledge for Contact Center

Oracle Knowledge for Contact Center delivers knowledge right into the agent's CRM case management interface, dramatically streamlining the process of finding answers during the service resolution process. Oracle Knowledge for Contact Center offers federated search that enables users to find knowledge from a range of sources, including CRM case notes, product manuals, bug databases, marketing collateral, Websites, and more.

Its intuitive and easy-to-use interface, flexible publishing workflows, comprehensive content management capabilities, multilingual support, and agent reputation models empower agents to quickly capture and share knowledge, and allow managers to cultivate a knowledge-powered organization. The result is an exceptional service experience that eliminates costly research time, increases first-contact resolution rates, improves agent productivity, and exceeds customers' expectations for quality service.

Knowledge-Centered Support v4 Verified

Knowledge-Centered Support (KCS) is a knowledge management strategy for service and support organizations. The Consortium for Service Innovation (CSI) has developed a KCS verification program, which is a formal process for assessing vendor tools and verifying their ability to support KCS practices. CSI has verified that Oracle Knowledge products adhere to these practices.

Deliver a Better Customer Experience

Oracle provides an integrated knowledge platform with the key capabilities that high-tech organizations need to deliver a better customer experience.

- **Understand intent,** through a unified system that harnesses advanced semantic search capabilities with natural language processing algorithms to enable a true understanding of the intent behind a user's inquiry and browsing behavior.

- **Answer accurately,** with complete knowledge management capabilities for rapidly capturing, creating, and sharing the answers customers and agents need—without disrupting existing business activities.

- **Respond intelligently,** through sophisticated interaction services that ensure that answers are delivered in the most contextual and effective manner.

- **Collaborate efficiently**, with capabilities for discussion forums, ratings and feedback, and reputation models that foster meaningful peer-to-peer collaboration.

- **Learn continuously,** through sophisticated analytics that provide the insights organizations need to streamline workflows, identify knowledge gaps, and continuously optimize the user experience.

With Oracle Knowledge solutions, high-tech companies can deliver superior customer service while also reducing costs.

CONTACT US

For more information about Oracle Knowledge for Contact Center and Oracle Knowledge for Web Self Service, visit oracle.com/km or call +1.800.ORACLE1 to speak to an Oracle representative.

RELATED PRODUCTS

- Oracle CRM On Demand Service
- Oracle Fusion Customer Relationship Management
- Oracle Knowledge Analytics
- Oracle Knowledge for Contact Center
- Oracle Knowledge for Web Self Service
- Oracle Live Help On Demand
- Siebel Contact Center
- Siebel Service

ORACLE®

Hardware and Software, Engineered to Work Together