ORACLE KNOWLEDGE ANALYTICS

Trying to improve the efficiency of your service operation without tracking data is like driving with a blindfold. Without accurate and timely feedback, decisions are based on guess work. With Oracle Knowledge Analytics you identify the areas of your knowledge platform that need attention while providing the necessary insights around content health and customer behavior enable informed decision making.

KEY BENEFITS

• Timely insights allow for immediate influence on business outcomes
• Enables fact based decision–making to prioritize product issues by customer, by severity
• Cycle time analysis to remove bottlenecks and ensure corrective action
• User insight to streamline, prioritize & close-loop to action
• Interactive dashboards & guided navigation for faster, higher quality decision making
Drill down to root cause, analysis Empowers all members of the Knowledge Organization
• Adopt standardized best practices & KPI metrics to proactively manage risk and risk litigation
• Benchmark and comparative analysis to drive continuous business process improvement of Knowledge Centered Support (KCS)

OUT OF BOX REPORTS

• Popular Concepts
• Session Usage
• Facets Usage
• Popular Questions
• Activity Usage
• Process Wizard Usage
• Response Timing
• Concept Breakdown
• Popular Response
• Case Link
• Published Content
• Most Popular Content
• Content Usage
• Workflow Productivity
• Content in Process

Identify what is working and what is not

How many questions are being asked on your web self service site? How many questions asked resulted in a document view? What is your most viewed document? Which documents have never been viewed? Who authored them?

It is the answers to these, and countless other questions that help determine the success of your service operation and, more importantly, identify where effort is needed to make improvements. The accuracy and timeliness of web content is key to customer self help success. Guessing where to focus your resources could result in waste and may actually hurt the customer results.

Having access to the right data can help you in almost every aspect of running your service operation. The following table describes the types of user activities that Oracle Knowledge Analytics reports on:

Report Name	User Activity
Basic Search	User input in the Search field.
Facet Selection Search	User selecting a facet to refine search.
Process Wizard Invocation	User invoking a process wizard.
Process Wizard Stepping	User clicking to select the next step in a Process Wizard.
Process Wizard Completion	User completing a process wizard.
Process Wizard Completion & Search	User completing a process wizard with a search action.
Click-thru	User clicking on a search result or answer.
Rating Question	User selecting a rating from the results rating question.
User Feedback	User providing feedback on the search results.
Escalation Completed	User has submitting a case and creating an SR.
Escalation Deflected	User affirming that their problem was solved.
Escalation Attempt	User selecting 'Submit SR'.
Escalation No Answer & Completed	User receiving no answer and completing an escalation.
Paging	User paging through search results.
Session Started	User beginning a search session.

Once you establish your business objectives, having the right data will help you gain insights that will lead to the correct action plan. Without the data, you may not even know when or if your objectives are met.

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Why Customer Support Organizations Need Analytics

Over the years many companies have implemented Knowledge Management tools and have seen immediate and dramatic improvement in their KPIs (Key Performance Indicators). However many have struggled to sustain the rates of efficiency over long periods of time, Regardless of how large your organization, inevitably there is generally more work to do than resources to do it. Analytics facilitates the surgical tuning of your knowledge platform, saving valuable time and providing vastly increased benefit over trial and error approaches. Analytics can guide your knowledge implementation in multiple areas:

• **Understand your customer**. Monitor self-service experience and identify what may be causing them to pick up the phone to call the contact center. Knowing why self-service customers fail enables rapid response and adjustments to provide better content and more effective search results that help to increase call deflection.

• **Understand your content**. Analytics can help you deliver a great customer experience by zoning in on the highest quality and most relevant content delivered For example, a large software vendor with a knowledge base of 80,000 documents used analytics to discover that just one percent–or about 800 documents–were used to manage 90 percent of call volume. By understanding exactly which content was used most frequently the company now focuses on maintaining only that material and has eliminated the time and costs for maintaining unnecessary content.

• **Understand your people**. Analytics can help you identify who are your most frequent and valuable contributors, enabling you to reward the right people and train all of your staff to match the behavior of your top performers. This encourages rapid development of high-value knowledge by those who best understand what customers need to know.

ABOUT ORACLE
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