ORACLE KNOWLEDGE FOR CONTACT CENTER

The bar for contact center service is being raised across all industries. What customers expect is a knowledgeable, helpful representative who can give them an intelligent answer—fast. Exceed your customers’ expectations with Oracle Knowledge for Contact Center, a comprehensive knowledge solution that is fully integrated into agent desktops. This application enables agents to understand the true intent of the customer’s question and guides them to the most relevant, accurate answer as quickly as possible.

An Exceptional Service Experience

Now that doing more with less is the norm, delivering exceptional customer service is truly challenging. Contact centers face significant reductions in agent staffing and budgets—while both the volume and the diversity of customer inquiries continue to rise. As Dimension Data’s “Global Contact Centre Benchmarking Report” shows, these strains are taking their toll on the quality of service, causing a 15 percent drop in customer satisfaction, longer call times, and higher operating costs. So how can you deliver the level of assisted service that customers want? How do you increase agent productivity while reducing training time and costs?

With Oracle Knowledge for Contact Center, all the information needed to resolve customer inquiries is just a click away. This application delivers an integrated desktop for customer relationship management (CRM) and agent intelligence that streamlines the process of answering customer questions. Rather than providing tools that increase agent research time, it combines a unique ability to discover the true intent of each inquiry with real-time contextual data from enterprise systems to quickly pinpoint the most-relevant answers. The result is an exceptional service experience that eliminates costly research time, increases first-contact resolution, improves agent productivity, and exceeds customer expectations.
Oracle Knowledge for Contact Center has the following key capabilities that make this solution ideal for providing your customers with the targeted answers they need:

- **Streamlined agent comprehension.** The combination of industry and custom dictionaries, federated search, and Oracle’s natural language processing (NLP) makes it possible to identify the most relevant response and minimize research time.

- **Superior delivery of answers.** One-click integration offers the essential answers agents need and embeds the knowledge directly into your customer-facing applications.

- **Enterprisewide collaboration.** Agents are empowered to share ideas, rate articles, contribute expertise, and tap into the social network of enterprise knowledge.

- **Continuous improvement.** You can measure and benchmark your real corporate IQ, improve agent productivity, and enhance the customer experience with analytics that identify the root cause of escalations, content gaps, and process inefficiencies.

**Automated Intelligence**

Oracle Knowledge for Contact Center supercharges the agent desktop with automated intelligence that predicts the intent of every customer question to deliver the most relevant answer with a single mouse click. It takes advantage of Oracle’s patented NLP and intent-based discovery engine to instantly find relevant answers and eliminate time-consuming research. The application makes it easy for every agent—novice or expert—to find the most accurate answer that matches the intent of the question as quickly as possible. The world’s largest CRM and contact center vendors have chosen Oracle solutions to power their agent desktops for some very good reasons:

- **Context-driven search.** This capability helps agents quickly find the right answer by leveraging real-time information from the inquiry, CRM, and enterprise systems—such as case descriptions, problem categories, product and version data, and the customer’s profile.

- **Universal and industry-specific intent libraries.** These libraries triangulate terminology such as *operating system* or *account balance* with common intents such as “close my account” or “upgrade my product” to deliver fast, accurate answers for exactly what the customer needs.

- **Step-by-step troubleshooting wizards.** This feature guides agents through a consistent line of questions, helping novice agents troubleshoot complex problems.

**Dynamic Responses**

Oracle Knowledge for Contact Center enhances the “right answer” with dynamic responses that increase customer satisfaction and revenue opportunities. Do more than just deliver the “right answer.” Empower your agents to provide an experience that goes beyond the customer’s expectations. Oracle Knowledge for Contact Center delivers adaptable, intelligent, and automated capabilities that add value to every customer conversation and help your agents become more productive without additional training. Among these robust features are the following:

- **Smart Excerpts.** The Smart Excerpts feature of Oracle Knowledge for Contact Center saves time by highlighting answers buried in large documents so agents don’t have to sift through a lot of content to find the answer.

- **Promoted Answers.** The Promoted Answers feature of Oracle Knowledge for Contact Center dynamically presents predefined content related to the inquiry, such as a setup guide or cross-sell and up-sell promotions, which can be intentionally configured to personalize the response and turn service interactions into sales opportunities.
• **Service Transcripts.** The Service Transcripts feature of Oracle Knowledge for Contact Center makes it possible for customers to receive transcripts that can include detailed articles and links to online knowledge, offering additional useful information while helping promote call deflection and self-service.

![Service Transcripts](image)

Figure 2. With Oracle Knowledge for Contact Center, agents don’t have to open additional applications to answer customer questions.

**A Fully Integrated Solution**

Oracle’s fully integrated solution leverages knowledge across the enterprise to help agents deliver the best, most complete answers possible. Agents depend on information from a wide range of sources to answer customers' questions. With Oracle Knowledge for Contact Center, your agents can tap into information maintained across the enterprise, easily communicate with peers and subject matter experts, and contribute their own frontline expertise. This solution offers capabilities that help your organization rise to the next level of customer response, such as enabling it to do the following:

• Connect agents to the insight and knowledge of company peers and experts with interactive discussion forums. Agents can subscribe to forum topics and collaborate on ideas and solutions.

• Provide agents with one-click access to subject matter experts and deep product domain knowledge with specialized portlets for collaboration.

• Capture agent expertise in context with your existing desktop, using Oracle Knowledge for Contact Center’s integrated knowledge suggestions. Leverage a mature workflow process to route, edit, version, and approve draft contributions.

• Generate incentives for agents to create meaningful content with social reputation ratings—community status determined by peers designed to motivate agents to contribute frequently and meet quality goals.

• Monitor the quality of your content and delivery with feedback from surveys. Empower agents to provide feedback on the accuracy of their search sessions and content quality as well as to suggest ideas for future solutions.

**Unmatched Analytics**

The analytics feature of Oracle Knowledge for Contact Center delivers unmatched insight into what customers want from your agents, so you can optimize operations and the customer experience. With the analytics feature, you gain a complete view of every interaction. Full drill-down capabilities offer in-depth analysis for accurately measuring the effectiveness of each interaction to reduce call research time, increase first-contact resolution, and improve the customer experience. It gives your business the ability to translate information into improved operations by enabling you to
• Improve content with diagnostic reports for content usage, effectiveness, and gap analysis
• Understand what your customers want to know, with insight into top intents, top issues, and hot questions
• Understand the root cause of poor customer interactions that lead to escalations, to prevent future problems
• Measure search usage, search accuracy, and feedback from agents against established key performance indicators
• Identify top usage and feedback for specific content and pinpoint top knowledge contributions, along with the identity of who contributed them
• Monitor overall system effectiveness, performance, and accuracy with dashboards that provide usage statistics on a daily, weekly, or monthly basis

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