

ORACLE KNOWLEDGE PRODUCTS AND ORACLE CRM ON DEMAND

AN END-TO-END, INTEGRATED CRM SERVICE SOLUTION

KEY BENEFITS OF THE INTEGRATED SOLUTION

- Extend the power of Oracle CRM On Demand with advanced Web self-service capabilities.
- Deliver a truly integrated multichannel experience across online and contact center channels.
- Boost agent productivity with powerful knowledge capabilities for quickly and easily capturing, finding, sharing, and reusing information.
- Foster peer-to-peer collaboration with social media tools.
- Track and optimize key customer satisfaction and call center productivity metrics.
- Support global operations with a multilingual and highly scalable solution.
- Partner with the leader in CRM and knowledge solutions.

Integrating Oracle CRM On Demand with Oracle Knowledge Web Self Service or Oracle Knowledge for Contact Center provides an integrated, multichannel service solution. It enables organizations to offer customers exceptional online self-service, improve agent productivity in the contact center, and lower overall support costs.

Deliver Satisfaction with an Integrated Web and Contact Center Experience

Customers want a better service experience, period, whether they go to the Website, walk in a store, or call an agent. They want fast, accurate, and relevant answers, without the burden of repeating themselves or re-entering information. Organizations must contend with heightened competition and a sophisticated, demanding customer base that is increasingly empowered through social media. Plus, given consumers' shifting channel preferences, it grows more critical—and more challenging—for businesses to provide an integrated and differentiated customer service experience.

The customer experience begins on the Website, where Oracle Knowledge Web Self Service has extended Oracle CRM On Demand with powerful self-service capabilities. Oracle Knowledge Web Self Service uses advanced semantic search capabilities to understand the *true intent* of the customer's inquiry and present the most relevant answer—personalized and in context, spanning internal and external knowledge sources, and including such social media as discussion forums and Twitter. A superior online experience leads to happier customers and results in fewer escalations, decreasing the number of agents required to support a large and growing customer base.

Customers who do require additional assistance can submit a case to the contact center right from the self-service site—with the entire relevant context carried across channels. The same powerful knowledge tools are now in the hands of contact center agents, who can work from within their integrated Oracle CRM On Demand Web interface.

Provide Exceptional Web Self-Service

The report card on consumer Web self-service is not good. Consumer satisfaction is down and service costs are up as consumers struggle to find answers. How do you provide a satisfying online experience, while deflecting expensive service requests from the contact center?

Oracle Knowledge Web Self Service leverages an intent-based search and concierge-quality assistance in order to help customers rapidly resolve issues. By understanding what the customer is truly looking for and then reaching across all internal and external knowledge sources, Oracle Knowledge Web Self Service delivers fast, accurate, and relevant information to the customer via Oracle CRM On Demand.

Understanding what the customer wants is only half the answer. When a customer asks for a price, it is an opportunity to present a pricing table, a wizard to generate a personalized quote, a list of promotions, and user feedback. Oracle Knowledge Web Self Service offers both the answer and the delivery needed to optimize the overall experience.

BENEFITS OF ORACLE KNOWLEDGE PRODUCTS

- **Improved customer experience.** One of the world's largest financial institutions increased online customer satisfaction 33 percent.
- **More online revenue.** A leading communications provider increased shopping cart conversions by 29 percent.
- **Higher online resolution rates.** A multinational consumer electronics and software manufacturer doubled first-time search accuracy.
- **Fewer escalations.** A global high-tech leader reduced call center escalations by 75 percent.
- **Greater call deflection.** An enterprise middleware company tripled Web self-service adoption.

BENEFITS OF ORACLE CRM ON DEMAND

- **Focus on your business.** Switch on best-in-class CRM functionality and grow at your own pace.
- **Improve financial control.** Predict costs and lower capital expenditures with subscription-based pricing.
- **Gain deployment flexibility.** Reap the benefits of a private cloud solution that is hosted and managed in a state-of-the-art datacenter.
- **Integrate into your current architecture.** Flexible Web services help you integrate your existing business processes and IT infrastructure.

Sometimes, though, even the best self-service experience is no substitute for human interaction. That's why Oracle Knowledge Web Self Service enables customers to submit, track, and review service requests—right from the self-service site. Agents can then see the customer's interaction history, including every knowledge article they clicked on, to streamline case resolution.

Finally, customers want to be heard. They want to be empowered to collaborate and leverage the insights of their peers. Oracle Knowledge Web Self Service's integrated discussion forums give customers a voice, and its flexible workflow capabilities enable users to easily turn an informative post into a valuable snippet of reusable knowledge.

The result: fewer escalations, increased satisfaction, and exceptional customer experiences.

- **Understand intent.** Understand the customer's true intent and deliver the most relevant response.
- **Deliver personal and contextual information.** Deliver a personalized experience and turn service calls into sales opportunities with relevant offers and promotions.
- **Integrate case submission.** Allow customers to submit, track, and review service requests right from the self-service site.
- **Foster collaboration.** Empower customers with social media tools such as discussion forums, comments, and feedback.
- **Continuously improve.** Refine the experience with analytics to respond to feedback, identify knowledge gaps, and measure key performance indicators.

Optimized Contact Center Service

Oracle Knowledge for Contact Center integrates knowledge capabilities into the contact center agent's Web interface for a one-stop solution that drives unprecedented levels of efficiency, accuracy, and consistency into every service interaction. Oracle Knowledge for Contact Center embeds its intent-based search, contextual delivery of answers, integrated case management, customer interaction history, knowledge-resolution linking, flexible workflow, author reputation models, and other capabilities into existing CRM business processes to contextually support case resolution. With just one click, agents gain immediate access to an integrated knowledge platform—so they can spend less time researching and more time answering questions.

Oracle's knowledge software is a transparent part of the Oracle CRM On Demand agent desktop, helping agents deliver the most-relevant answers as quickly as possible. Together, Oracle Knowledge for Contact Center and Oracle CRM On Demand accelerate response time so that you can meet demanding service levels, shorten call time, and deliver the quality of service that customers expect.

- **Intelligent assistance.** Context-driven search pinpoints relevant answers; a history of versioned knowledge articles previously linked to a service request helps agents understand context; dynamically presented, predefined content related to specific inquiries can be intentionally configured to enrich the service experience.
- **Organic knowledge growth.** With authoring embedded in the agent desktop, agents can contribute their expertise by ranking articles, recommending content additions or changes, authoring new solutions, and modifying existing ones.
- **Continuous improvement.** Detailed analysis of searches, feedback, and content usage help you accurately measure the effectiveness of the service experience, identify factors that affect it, continuously refine content, and understand gaps in knowledge.

KEY FEATURES OF THE INTEGRATED SOLUTION

- **Knowledge-infused service.** One-click access to all internal and external knowledge sources from a single integrated interface.
- **Integrated case management.** Oracle CRM On Demand case management functionality is exposed in self-service, and escalations are seamlessly transitioned over to agents with the full interaction history.
- **Search in context.** Semantic and intent-based search delivers relevant answers and reduces call times.
- **Knowledge effectiveness.** With a single click, agents can attach answers to any service request for detailed insight into knowledge effectiveness.
- **Social knowledge.** Agents have access to knowledge in unstructured sources such as discussion forums.
- **Agent intelligence.** WYSIWYG authoring, flexible workflows, and contextual prepopulating of information allow agents to easily contribute knowledge and make recommendations.
- **Multiple-language support.** Agents can ask questions in the language of their choice across multilingual sources.
- **Reputation and reward.** A sophisticated reputation model encourages agents and subject matter experts to share expertise; managers can reward knowledge creation and reuse.

- **Streamlined administration.** Configurable portlets, such as previous service requests for a customer, promotions, related topics, glossaries, a Find an Expert feature, personalized subscriptions, service alerts, and product inventory are easily added to the desktop to provide the specific assistance and information that best supports your agents.

A Complete, Packaged On Demand Solution

The combination of Oracle CRM On Demand and Oracle Knowledge products provides an integrated, multichannel customer service experience. The solution optimizes call center operations, reduces costs through deflections and right-channeling of service requests, and provides customers with a superior and differentiated online experience—all with the convenience and flexibility of a software-as-a-service (SaaS) solution that provides enterprise-grade scalability, security, and reliability. Proven in the marketplace, Oracle Knowledge products and Oracle CRM On Demand deliver a cloud solution trusted by industry leaders that differentiate on customer service.

Oracle's Web self-service and knowledge capabilities are a transparent part of Oracle's CRM On Demand. This out-of-the-box integration includes a set of plug-in APIs and streamlined interfaces to deliver end-to-end enterprise CRM capabilities in the cloud.

- **User interface design.** The Oracle Knowledge products are embedded in the Oracle CRM On Demand Web interface so agents can focus on the task at hand rather than toggling between screens.
- **Web service operations.** The Oracle Knowledge products use native Oracle Web services for authentication, communication, and bidirectional integration with Oracle CRM On Demand. Customers have flexibility in mapping the information exchange between Oracle Knowledge products and Oracle CRM On Demand to accommodate the needs of their specific deployments.
- **Single sign-on.** The Oracle Knowledge products use the Oracle CRM On Demand iAuthenticator API to provide a single-sign-on solution.
- **Unified administration.** By leveraging Web services that are native to Oracle CRM On Demand, the Oracle Knowledge products simplify the configuration and administration process. Administrators gain a one-stop solution for managing both the Oracle Knowledge products and the agent interface.

Contact Us

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



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Hardware and Software, Engineered to Work Together