ORACLE KNOWLEDGE FOR WEB SELF SERVICE

Unlike typical self-service solutions that merely "parse the words," Oracle Knowledge for Web Self Service uses natural language processing to understand the true intent of each inquiry. Then, using other search enhancement features such as industry-specific libraries, it finds the best-possible answer. This solution builds tools around social networking to enable customers and your organization to glean the best content from the user community on an ongoing basis. Transform your customers' self-service experience—increase online resolution rates, reduce calls into the contact center, and substantially reduce support costs.

Exceed Customer Expectations

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 on corporate Websites. In fact, according to the Customer Respect Group's "2007 Benchmark Report," it takes only three failed attempts for consumers to abandon Web self-service. Forrester predicts that online failures will grow by 18 percent each year, ratcheting up the number of costly phone calls—if not the number of customers who abandon your business outright—which will benefit competitors that are more "consumer friendly."

How can you really understand what customers want? How do you help them find answers? How do you provide a rich, satisfying self-service experience that keeps customers coming back to your site? With Oracle Knowledge for Web Self Service, the answer is easy. This solution's automated intelligence combines actionable insight into customers' intent with concierge-quality assistance that helps customers rapidly find the right answer. The result is higher customer adoption, fewer calls into the contact center, increased satisfaction, and exceptional customer experiences.

Figure 1. Oracle Knowledge for Web Self Service is an intelligent intent-based solution that offers complete lifecycle management of the self-service experience.

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Oracle Knowledge for Web Self Service has the following key capabilities that make this solution ideal for empowering customers to find the targeted answers they need:

• **Superior answer accuracy.** Use insight to understand the customer's real intent and deliver the most relevant response.

• **Contextual delivery of answers.** Present a personalized experience and seamlessly transition service calls into sales opportunities with offers and promotions relevant to the inquiry.

• **Social business networking.** Leverage social networking to expand the consumer's knowledge resources with forums and discussions, expert location, and the ability to contribute.

• **Continuous improvement.** Refine the experience with analytics that enable your organization to respond to feedback and trends, identify content gaps, and measure self-service against established key performance indicators (KPIs).

Offer Best-in-Class Search Capabilities

When it comes to self-service, accuracy and relevance are what count. Oracle's patented natural language processing (NLP) technology delivers the most accurate Web self-service solution on the market today. It is the power behind this intent-based search, delivering exceptional "findability" and first-page relevance across multiple sources. That's because the NLP technology has one simple goal: to find a relevant answer that matches the intent of the question as quickly as possible.

The search capabilities in Oracle Knowledge for Web Self Service are ranked best-in-class by industry analysts for some very good reasons:

• **Context-driven search.** This capability leverages real-time data and Website location to understand the context of the inquiry; determine intent; and deliver on-target, relevant answers.

• **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.

• **Flexible business rules.** Business rules automate the process of determining how to drive the customer experience, such as presenting customers asking to upgrade their account with a targeted promotion or presenting a click-to-chat link for a high-value customer experiencing a problem.

Tailor Your Answers and Tools

Oracle Knowledge for Web Self Service goes beyond the right answer to offer smart assistance and knowledge that increase the value of each self-service interaction. Finding the right information is only half the battle. To delight your customers, deliver an experience that goes beyond their expectations. Oracle Knowledge for Web Self Service can help with a host of flexible, intelligent capabilities that make it possible to tailor the experience to each inquiry. Among these robust features are the following:

• **Service Wizards.** The Service Wizards feature of Oracle Knowledge for Web Self Service offers concierge-level assistance, with step-by-step guidance on how to define the question.

• **Smart Excerpts.** The Smart Excerpts feature of Oracle Knowledge for Web Self Service provides a contextual summary of knowledge articles that best match the inquiry's intent. Highlighted keywords and phrases enable users to rapidly scan suggested articles, eliminating the need to read them through in their entirety to find an answer.

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- **Promoted Answers.** The Promoted Answers feature of Oracle Knowledge for Web Self Service delivers dynamically presented, predefined pieces of content related to the inquiry, such as related questions, product promotions, service alerts, and troubleshooting wizards. These can be configured to personalize the response, enrich the service experience, and turn service interactions into sales opportunities.
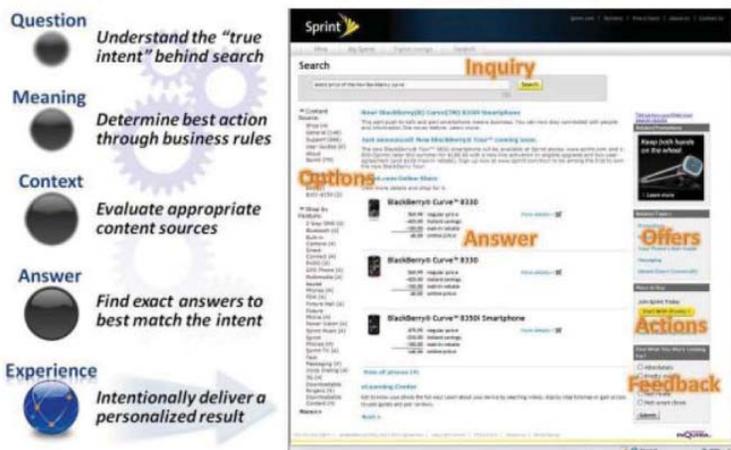

Figure 2. Leveraging Oracle Knowledge for Web Self Service's comprehensive self-service capabilities, Sprint offers a highly targeted and personalized experience for each customer inquiry. Sprint self-service customers get precise answers to their questions, delivered in a rich context of relevant information, resources, and opportunities.

Empower Customers

Empowered customers are loyal customers. With the interactive power of Oracle Knowledge for Web Self Service, your customers can become a key part of the self-service experience.

Web 2.0 continues to transform the relationship between consumers and companies. No longer satisfied with a single source of company information, consumers want to hear from outside experts, fellow consumers, and even other potential buyers to learn about your company's products and services. With Oracle Knowledge for Web Self Service, you can embrace social networking to accelerate the development of useful answers; increase information sharing; and demonstrate your commitment to openness that can, in turn, increase consumer trust. Oracle Knowledge for Web Self Service enables your organization to

- Empower consumers to comment on the self-service experience in online surveys that capture content ratings and feedback

- Connect customers with a wide range of opinions and ideas within interactive peer-to-peer discussion forums

- Leverage community conversations in the knowledge creation workflow to efficiently turn social discussions into reusable answers

- Offer subscription services to deliver smart feeds of content that keep customers apprised of vital information

- Tap into the next generation of service and leverage the power to build social reputations and new communities of experts

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Benefit from Powerful Analytics

The analytics feature of Oracle Knowledge for Web Self Service delivers smart insight into self-service interactions to optimize answers, conversations, and the consumer experience.

Oracle Knowledge for Web Self Service closes the loop of the self-service life cycle with the analytics feature, which provides a complete view of each interaction and an ongoing understanding of what customers want. Full drill-down capabilities provide in-depth session-level analysis of searches, feedback, and content usage. You can accurately measure the effectiveness of each interaction, identify factors that affect it, improve content accuracy, and understand gaps in existing knowledge to continuously manage and refine the self-service experience. The analytics feature enables your organization to

• Understand what 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

• Improve content with diagnostic reports on content usage, effectiveness, and gap analysis

• Measure search usage, content value, and customer feedback against established KPIs

• 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 Web Self Service, visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.

Oracle is committed to developing practices and products that help protect the environment

Hardware and Software, Engineered to Work Together

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