

Hardware and Software
Engineered to Work Together



Oracle Knowledge Solutions for Communications

Deliver the Differentiated Service that Expands Market Share

ORACLE®



New products, bundling, and discounts can help attract new customers, but when it comes to retaining existing customers, it's about the service experience.

To expand market share in the communications industry requires superior service that helps customers to use more-complex offerings—without costing more. Creating satisfied customers allows you to retain customers in a competitive landscape.

Today, it is all too easy for consumers to make a vendor switch as they opt for new handset features, attractive bundle options, and promotional pricing. New products, bundling, and discounts can help attract new customers, but when it comes to retaining existing customers, it's about the service experience. In this environment, delivering a quality customer service experience is a critical competitive differentiator.

The Mandate: Deliver Superior Customer Service While Managing Costs

In an economic environment in which consumer spending is under pressure, the need to cut customer service costs mounts. Constraining support costs has never been easy, but today that effort is being undermined by the increased demands placed on service organizations, which must support

- **More products.** With mergers, increased service bundling, and contact center consolidations, support teams must provide coverage for a larger, more diverse set of products and services—and they must do so without a corresponding increase in staffing or budgets.
- **More-complex products.** Consumer technologies continue to grow more sophisticated—and complex. For wireless service providers, the proliferation of multiple smartphone platforms has also affected customer support. On average, inquiries for smartphones take four times longer than those concerning a traditional handset. Similarly, digital video recorders, Voice over IP (VoIP) phones, home networks, and a host of other offerings make the service landscape more dynamic, more complex, and more costly.



BENEFITS OF ORACLE KNOWLEDGE SOLUTIONS

- Deliver a personalized and differentiated customer experience—both online and in the contact center.
- Optimize every online self-service interaction by understanding the intent of the inquiry and delivering the most relevant answer—the first time
- Reduce support costs through increased online deflections and right-channeling of service requests.
- Put answers at agents' fingertips—and enjoy faster call resolution and fewer Tier 2 escalations.
- Empower all agents with the knowledge of top performers—reducing ramp time and training costs.
- Support more products, and more-complex products, with existing staff.
- Give managers the visibility they need to create and nurture a knowledge-based organization.

The Solution: Oracle Knowledge Products

Oracle is the leading provider of knowledge solutions for integrated, cross-channel support. Oracle Knowledge solutions help communications service providers achieve a new level of customer satisfaction by enabling support and marketing to optimize every interaction—both on the Web and in the contact center.

Oracle Knowledge for Web Self Service

The customer experience begins online. Oracle Knowledge for Web Self Service provides a sophisticated semantic search technology to understand the customer's intent or what he or she is trying to achieve. As a result, in spite of the myriad terms and phrases a customer may use, Oracle Knowledge for Web Self Service can identify a host of common intents:

- How do I upgrade my phone?
- How do I add a line?
- What is the cost of an international call?
- How much do I currently owe?

Oracle Knowledge for Web Self Service identifies these intents by providing an out-of-the-box library of common communications intents, which can be augmented with custom intents relevant to your organization. Once intent is established, Oracle Knowledge for Web Self Service allows you to control the customer experience. You can enable dynamic interactions, such as a wizard to assist with a phone upgrade, or a cross-sell promotion for a customer looking to add a service, thereby ensuring that customers have rich, satisfying online experiences.

With features like concierge-style wizards for common tasks; intelligent cross-sell promotions; managed answers; contextual and inline frequently asked questions during transactions; and social technologies such as discussion forums, commenting, and feedback, Oracle Knowledge for Web Self Service takes the customer experience to a new level of interactivity. The result: happier customers and reduced call center burden.



RELATED PRODUCTS

- Oracle Communications Billing and Revenue Management
- Oracle CRM On Demand Service
- Oracle Fusion Customer Relationship Management
- Oracle Knowledge solutions
- Oracle Live Help On Demand
- Siebel Contact Center
- Siebel Service

Oracle Knowledge for Contact Center

With Oracle Knowledge for Contact Center, communication service providers can put powerful knowledge capabilities in the hands of call center agents. Oracle Knowledge for Contact Center provides an integrated desktop for customer relationship management (CRM) and agent intelligence that streamlines the process of answering customer questions.

Oracle Knowledge for Contact Center combines its 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. Oracle Knowledge for Contact Center's 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 accuracy, improves agent productivity, and exceeds customer expectations.

Analytics in Oracle Knowledge for Contact Center help management teams ensure that knowledge cultivation and sharing are not implemented as one-time activities but as part of a pervasive and continuous knowledge initiative. Oracle Knowledge for Contact Center gives managers the insights they need for continuous improvement, including understanding the root cause of poor customer experiences, identifying knowledge gaps, and rewarding top knowledge contributors.

Real Knowledge, Real Results

One mobile communications company witnessed a dramatic change in customer preferences for service. Within a few years, the percentage of customers preferring phone service decreased from 67 percent to 26 percent. Plus, the ubiquity of smartphones was increasing support call durations by a factor of four. Consequently, delivering a winning Web self-service experience was of paramount importance.

With Oracle Knowledge for Web Self Service, this mobile communications provider was able to harness an intelligent Web self-service and social collaboration solution. The sophisticated workflow capabilities in the Oracle Knowledge solution created a central repository that provides customers with a single, accurate version of answers—and its search capabilities ensure that users can easily find those answers.



As a result, the company realized improvements—in customer satisfaction, reduced churn, first-contact resolution, and more. It realized cost savings in two key areas: call and e-mail deflection. Now, three forum moderators can deliver the same customer service productivity as 22 full-time contact center agents. In less than a year, the forum's capability to deflect e-mails has netted the company cost savings of approximately US\$450,000.

Retain Customers by Delivering Superior Service

Oracle Knowledge products represent an integrated, cross-channel support solution that

- Ensures consistency across customer touchpoints
- Transforms the support organization from a cost center for resolving issues into a strategic business unit that fosters customer intimacy, collaboration, and loyalty
- Empowers marketers to intelligently and effectively promote and sell additional products and services
- Reduces support costs through the right-channeling of requests, call and e-mail deflection, and increased agent productivity

With Oracle Knowledge solutions, communications service providers can deliver the superior service levels required to attract and retain satisfied customers.

CONTACT US

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



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