

ORACLE TELESERVICE



**ENTERPRISE PERFORMANCE
MANAGEMENT SYSTEM**

KEY BUSINESS BENEFITS

ORACLE TELESERVICE DELIVERS THE FOLLOWING BENEFITS:

- Single, robust platform for managing service-related information and processes across multiple service delivery channels including web-self service, agent-assisted service via the contact center, and field service
- Drive revenue through up-sell and cross-sell, cut service operating costs, and improve the overall effectiveness of customer service operations.
- Reduce revenue leakage by verifying entitlements with integration to Oracle Service Contracts.

Oracle® TeleService is a contact center application that allows service organizations to efficiently deliver effective and personalized customer service. Oracle TeleService is a key component of the Oracle E-Business Service Suite, an integrated solution that drives profitable customer interactions.

Supports a Variety of Applications in Multiple Industries

Oracle TeleService offers capabilities that help service organizations deliver a seamless service experience throughout the entire service process—from initial contact to final resolution. Hundreds of organizations worldwide in diverse industries such as high technology, manufacturing, communications, utilities, and local and federal governments use this highly configurable solution to deliver world class service to their customers, employees, and partners. Oracle TeleService supports the following applications:

- Contact Centers (tier 1)
- Technical Support (tier 2)
- Shared Service Centers
- IT and HR Help Desks
- Investigative Case Management
- Local Government Citizen Services

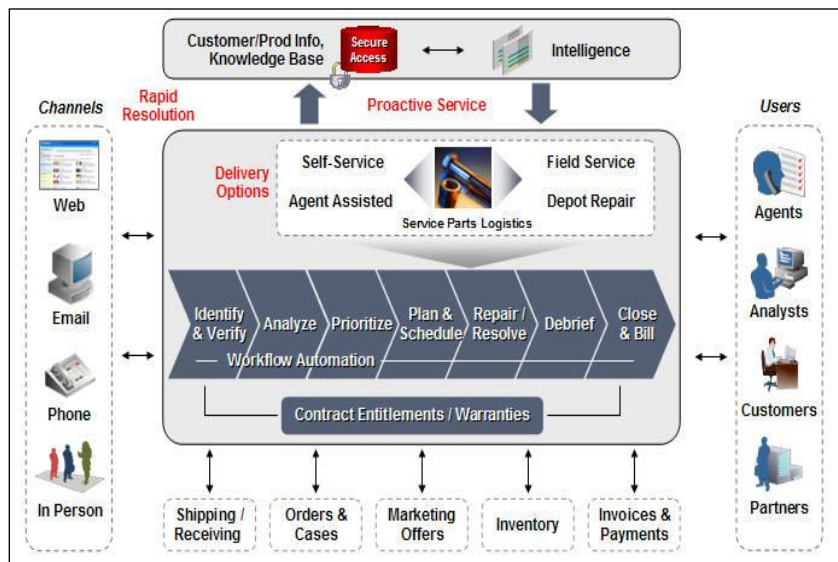


Figure 1: Oracle TeleService provides complete end-to-end issue resolution processes that leverage enterprise information

CONTACT CENTER

- Complete 360 degree view of the customer, regardless of communication channel
- Graphical display of key customer metrics for quick customer health assessment based on Customer, Account, and Site contexts
- Alert agents on critical customers, service and revenue opportunities based on pre-defined rules
- Dynamic call scripts guide the issue resolution and accurate data capture
- Integrated service request management
- Review order, invoice, and payment history, create orders, create disputes, accept payments, and make adjustments on an invoice
- View and manage customer installed products, services, contracts, and service entitlements
- View and manage customer records such as addresses, contact points and preferences, organization profile, and relationships
- Send physical or electronic collateral

COMPREHENSIVE CTI INTEGRATION

- Pre-built adapters for leading telephony platforms
- SDK for building custom integrations to almost any PBX/ACD and middleware combination
- Identify customer based on phone number (CLI /DNIS) or IVR input
- Screen pops with the identified customer and transactional data
- Warm transfers
- Integrated Outbound call and email management
- Ability to handle callback requests from the Web

Increase Customer Satisfaction While Reducing Service Costs

Oracle TeleService provides personalized service and fast issue resolution by integrating all communication channels with enterprise information for a 360° view of customers and issues. It automates the service delivery processes with workflows that drive the entire issue resolution process. Fast, consistent support is delivered with dynamic call scripts that intelligently guide interactions. Automatic entitlement enables service organizations to meet contracted service levels. Integrated knowledge management increases the first-call resolution. All types of customer service logistic activities, like returns, loaners, and advance exchanges can be easily initiated and billed. Integration with Oracle Field Service provides efficient on-site service scheduling/appointment booking. Self-service capabilities provided by Oracle iSupport reduce the service costs by allowing users to solve most of their problems over the web rather than through costly interactions with agents. It even turns service interactions into revenue generation opportunities for up-sells and cross-sells. With Oracle TeleService you can:

- Resolve issues faster
- Reduce service costs
- Drive revenue from service interactions

Resolve Issues Faster

Oracle TeleService drives faster issue resolution by making all relevant information readily available to agents, and by standardizing and automating the service delivery processes.

Complete Customer Information Access Ensures Timely Responses

Oracle TeleService gives agents role-based access to complete customer data, including installed products, contracts, invoices, orders, and service requests. The complete 360-degree graphical view of the customer, regardless of communication channel, facilitates a quick assessment of customer health and trouble spots.

The screenshot displays the Oracle Contact Center interface for a customer named Amy Miller. The interface is divided into several sections:

- Caller Information:** Fields for First Name (Ms. Amy), Last Name (Miller), Phone (212-523-7878), Address (8475 Elk Grove Road, New York, NY), and other contact details.
- Customer Information:** Fields for Customer Name (Business World), Acct Num (1608), Cust Phone (650-555-5555), and other identifiers.
- Dashboard:** A summary of key metrics:

| Metric | Value | Health |
|----------------------------|-------|--------|
| Rejected Tasks | 0 | Low |
| Orders | | |
| Booked Orders | 97 | High |
| Cancelled Orders | 116 | High |
| Open Orders | 110 | High |
| Service | | |
| Open Service Requests | 32 | High |
| Escalated Service Requests | 1 | Low |
| Open Defects | 0 | Low |
| Critical Customers | Y | |
- Installed Base:** A detailed view of the customer's installed products and contracts, including:

| Category | Count | Health |
|----------------------|-------|--------|
| Installed Base Size | 20038 | High |
| Contracts | | |
| Active Contracts | 102 | High |
| Cancelled Contracts | 1 | Low |
| Expired Contracts | 503 | High |
| Entered Contracts | 43 | High |
| On-Hold Contracts | 0 | Low |
| Terminated Contracts | 40 | High |

Figure 2: Comprehensive customer information access enables faster resolution

INTELLIGENT SERVICE DELIVERY

- Comprehensive service request management
- Complete customer interaction and service history
- Work management through support of multiple assignment models
- Highly configurable agent dashboards to meet specific needs of Customer Support, Service Desk, and Case Management
- Supports servicing Multiple Products on a single Service Request
- Automatic entitlement verification with support for default service level agreements
- Detection of potential duplicates and linking of related or duplicate requests
- Automatic task creation and assignment drives service fulfillment
- Automatic association of site access hours to field service tasks improves field execution
- Automated escalations and notifications
- Customer asset management through Installed Base
- Update counter/meter Readings
- Manage customer service logistic activities like RMAs, loaners, advance exchanges
- Integrated pricing and billing
- Approval management and electronic signature capture
- Automatic closure of service requests

KNOWLEDGE MANAGEMENT

- Integrated knowledge base
- Single interface for searching across multiple knowledge base Repositories, including, service requests, forums and external knowledge systems
- Leverage the power of Oracle Knowledge (InQuira) to search external knowledge
- Attach documents and embed images to solutions
- Advanced solution-scoring algorithm
- Knowledge Management tracks solution views and learn which solutions are most useful based on customer

Skill-Based Routing Assigns Work to the Agents with Right Skills

Oracle TeleService enables you to automatically or interactively assign the service requests and tasks to agents with the right skills and availability.

Integrated Knowledge Base Increases First-Contact Resolutions

Oracle Knowledge Management provides a central solutions repository for recurring and common customer issues so that even less-experienced agents can provide rapid and accurate responses. Oracle Knowledge (InQuira) enables support agents to search service requests and knowledge content which may be stored in external knowledge repositories such as files servers, and databases.

Automated Service Processes Ensure Coordinated Service Delivery

Oracle TeleService streamlines and automates the entire service delivery process—from initial request through issue resolution and billing by providing tools such as:

- Service request and task workflows
- Automatic entitlement verification
- Automatic service request duplicate check
- Automatic work assignments
- Automatic tasks creation
- Automated knowledge search
- Automatic charges creation for work performed in field (parts, labor, travel, and expenses), calculation of discounts based on service contracts, and submission to order management for invoicing and logistics
- Automatic closure of tasks when all work has been done and invoiced
- Automated notifications and escalations

This automation ensures comprehensive and coordinated issue management and tracking. It also shortens the billing cycle and greatly reduces billing errors.

Customizable Security Prevents Unauthorized Access

Oracle TeleService provides different types of security to prevent unauthorized search, view, update or creation of service requests. Features include:

- Service request type security
- MOAC (Multi Org Access Control) security
- Service request status flags
- Electronic approvals (E-signatures)

Integrated Field Service, Depot Repair, and Logistics

Oracle TeleService's integration to Oracle Field Service application allows the agents to create field service tasks and book onsite appointments with customers. In addition, the agents can add skill requirements, part requirements, and customer access hour

feedback

- Tailor solution authoring process to fit your needs
- Maintain security while searching and authoring across the knowledge base

ITIL COMPATIBLE INTEGRATED HELPDESK MANAGEMENT

- Provides a vital day-to-day multi-channel solution for managing interactions between employees and IT support organizations
- Implement Information Technology Infrastructure Library (ITIL) best practices for incident, problem, change, and configuration management processes
- Certified by Pink Elephant through the PinkVerify™ process to be ITIL V3 compatible in four process areas:
 - Incident Management
 - Problem Management
 - Change Management
 - Configuration Management



INTEGRATED CASE MANAGEMENT

- Facilitates interdepartmental case handling and knowledge sharing while promoting accountability
- Optimizes the presentation of case information
- Business flow-based design enables efficient management of complex cases
- Manage all of the relevant constituents and parties involved in a case

information to these tasks. Oracle TeleService also provides sophisticated service logistics functionality including:

- Return and Repair (Initiation of Depot Repair Process)
- Replacements Shipments
- Exchange and Advanced Exchange
- Loaner Shipment and Return

Reduce Cost of Service

Oracle TeleService reduces service costs by eliminating common errors and shaving precious seconds from every call. A variety of agent interfaces are offered to optimize your service agent's productivity including:

- High volume, telephony integrated Forms Contact Center
- High volume, telephony integrated Forms Service Requests
- Highly configurable, personalizable Customer Support, Case Management, and Helpdesk HTML UIs

Configurable, Easy-To-Use Interfaces Boosts Agent Productivity

Oracle TeleService's intuitive user interface enables agents to quickly find the relevant pieces of information such as customer, equipment, site etc. to create and manage a service request. The agents have quick access to all their work items that they need to work on. Configurable and personalized agent dashboards are provided for external customer support, internal help desk support, and case management to optimize the creation, management, and resolution of issues. These dashboards provide agents a graphical display of key customer data for fast customer health assessment and sophisticated tools for accessing and managing their assigned work.

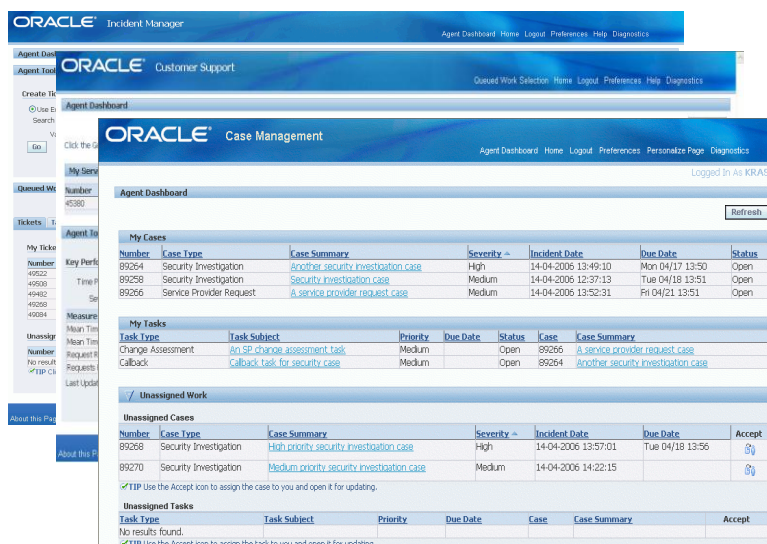


Figure 3: Optimized Agent Dashboards

Telephony Integration Reduces Call Time

Reduced agent call time flows straight to your bottom line. Oracle TeleService leverages Oracle Advanced Inbound (CTI) to help you save time on every call with full IVR and Screen Pop capabilities. The Screen Pop facility automatically identifies the customer and immediately displays relevant customer, order, invoice, and service transactional data. Multiple CTI integration options are offered to integrate with leading and niche telephony systems:

- Rich featured server-side Advanced Inbound Telephony Adapters for major telephony platforms
- SDK to build custom server-side and client-side integrations to almost any PBX/ACD and middleware combination. In client-side integration, direct CTI enabled E-Business Suite forms such as Contact Center form, Service Request form, and eBusiness Center form integrate with a 3rd party soft phone directly, without using the components of the server-side adapters
- Hosted telephony option, through integration with Oracle Call Center On Demand Solution, provides hosted call center infrastructure for a monthly fee if you do not want to make costly investments in traditional telephony platforms.

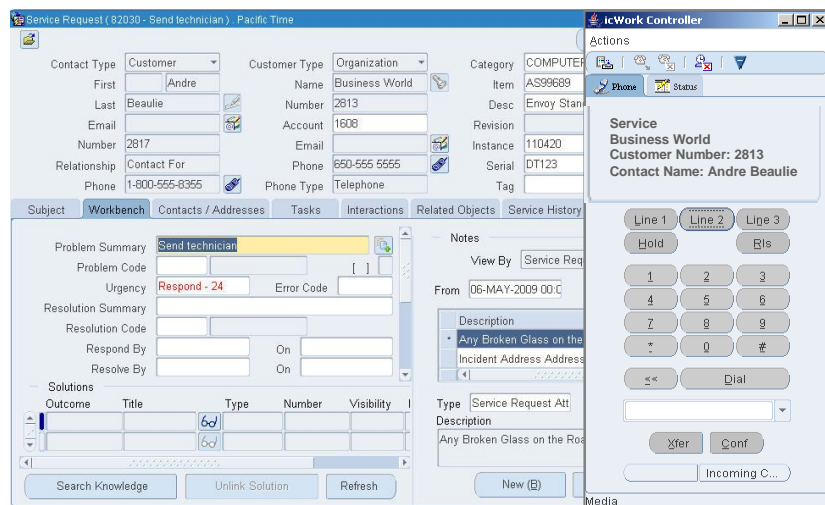


Figure 4: Automated screen pops provides the agents with the right customer and transactional information on their desktop (TeleService Service Request Form and Advanced Inbound Soft phone displayed above)

Integrated Self-Service Reduces Agent Service Costs

Integration with Oracle iSupport—a secure, 24/7 Web portal for self-service support reduces your service costs by allowing users to solve most of their problems over the web rather than through costly agent service.

Standardized, Workflow-Driven Processes and Automation Eliminate Errors

The workflow-driven issue resolution process ensures problems are assigned to the right agent, generates notifications and required escalations, and ensures process consistency and repeatability to reduce costly errors. Process standardization and

automation ensures correct entitlement verification, issue categorization, call wrap-up, and security compliance. Dynamic call scripts use decision rules to guide agents through interactions and provide default values that further reduce errors. All these features ensure comprehensive and coordinated issue management and tracking. It also shortens the billing cycle and greatly reduces billing errors.

Gain Actionable Business Insight to Improve Service Effectiveness

TeleService Information Discovery provides an integrated, in-memory service operations dashboard. Key features allow users to proactively monitor service requests, to facilitate timely resolution of customer issues, and to improve resource planning. First line service managers and call center agents can leverage the dashboard to prioritize work, prevent unnecessary escalations, and breaches of service level agreements. With the powerful search, guided navigation, and drilldown capabilities, service organizations can improve compliance with service level agreements by identifying bottlenecks, providing steady and timely progress on resolutions, and increasing overall throughput

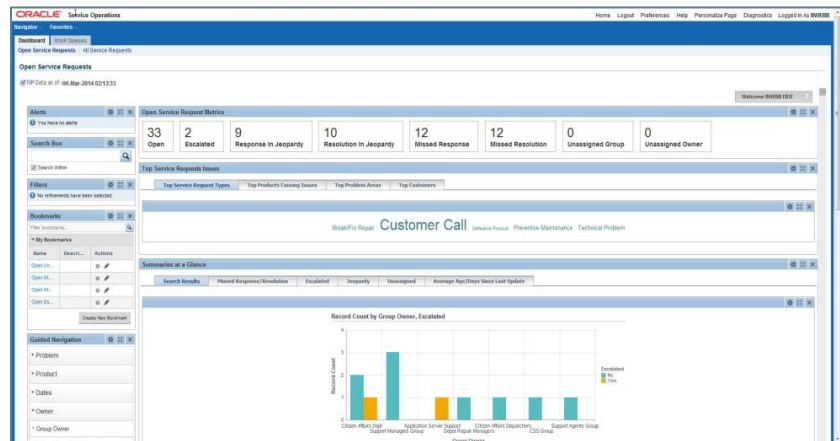


Figure 5. TeleService Information Discovery

Drive Revenue from Service Interactions

Oracle TeleService helps your agents to not only satisfy your customers, but also to grow them.

Personalized Relationship Management Plans Present Targeted Offers

Oracle TeleService allows you to create rule-based relationship plans that proactively prompt the agent to take action when a customer meets pre-defined conditions; for example, to suggest renewal when a service contract is about to expire. These plans create a more personalized experience for the customer while helping to turn your service organization into a revenue center.

RELATED PRODUCTS

- Oracle iSupport
- Oracle Advanced Inbound
- Oracle Scripting

Access To Product and Contract Information Enables Timely Upgrades and Renewals

- Oracle Email Center
- Oracle Field Service
- Oracle Depot Repair
- Oracle Secure Enterprise Search
- Oracle Collaboration Suite
- Oracle Call Center on Demand

RELATED SERVICES

- The following services are available from Oracle Support Services:
- E-Business Suite Accelerators
- Oracle Application Solution Centers
- Oracle University
- Oracle Consulting

When agents have ready access to all relevant customer information, they can easily suggest appropriate up sells. Oracle TeleService puts the information about the customers' products, services, contracts, and entitlements at the agents' fingertips—allowing agents to suggest contract renewals, upgrades, and replacements for obsolete products.

Scripting Integration Guides Agents Through Up Sell and Cross Sell

In the era of Do Not Call lists and severe restrictions on outbound sales efforts, inbound service calls are an increasingly important source of sales opportunities. But service agents often have limited training in sales techniques. Oracle TeleService seamlessly uses dynamics call scripts defined using Oracle Scripting to guide agents step-by-step through up-sells and cross-sells. Decision rules built into the script enforce your best sales practices and automate objection handling.

Oracle E-Business Suite – The Complete Solution





Oracle E-Business Suite enables organizations to efficiently manage customer processes, ship orders, collect payments, and more—all from applications that are built on unified information architecture. This information architecture provides a single definition of your customers, services, employees and products – all aspects of your business. Whether you implement one module or the entire Suite, Oracle E-business Suite enables you to share unified information across the enterprise so you can make smarter decisions with better information



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