

ORACLE KNOWLEDGE SOLUTIONS

AN END-TO-END, INTEGRATED CRM SERVICE SOLUTION

KEY BENEFITS OF CRM POWERED BY KNOWLEDGE

- Deliver a truly integrated multichannel experience across online and contact center channels.
- Extend the power of your CRM with advanced Web self-service capabilities.
- 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 any CRM and the leader in knowledge solutions

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.** Leading communications provider increased shopping cart conversions by 29 percent.
- **Higher Online Resolution Rates.** Multinational consumer electronics and software manufacturer doubled first-time search accuracy.
- **Fewer Escalations.** Global high-tech leader reduced call-center escalations by 75 percent.
- **Greater Call Deflection.** Enterprise middleware company tripled Web self service adoption.

Integrating your CRM application with Oracle Knowledge for Web Self Service or Oracle Knowledge for Contact Center provides a knowledge-powered service experience that enables organizations to provide customers with 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 Web site, 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 consumer's 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 Web site, where Oracle Knowledge for Web Self Service can extend your CRM with powerful self-service capabilities. Oracle Knowledge for 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 CRM 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 rich, satisfying online experience, while deflecting expensive service requests from the contact center?

Oracle Knowledge for 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 for Web Self Service delivers fast, accurate, and relevant information to the customer via their integration CRM solution.

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 for Web Self Service offers both

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.** CRM case management functionality can be exposed in self-service and escalations are seamlessly transitioned over to agents with 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.** WYSIWIG 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 SMEs to share expertise while enabling managers to reward knowledge creation and reuse.

the answer and the delivery needed to optimize the overall experience.

Sometimes though, even the best self-service experience is no substitute for human interaction. That's why Oracle Knowledge for 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 for 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.
- **Personal and contextual delivery of information.** Deliver a personalized experience and turn service calls into sales opportunities with relevant offers and promotions.
- **Integrated 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
- **Continuous improvement.** 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 can be a transparent part of the CRM agent desktop, helping agents deliver the most relevant answers as quickly as possible. Together, Oracle Knowledge for Contact Center and your CRM system accelerate response time so that you can meet demanding service levels, shorten call time, and deliver the quality of service that customers demand.

- **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.

- **Streamlined administration.** Configurable portlets, such as previous service requests for a customer, promotions, related topics, glossaries, 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 Solution

The combination of your CRM system and Oracle Knowledge products provides an integrated multichannel customer service experience that optimizes contact center operations, reduces costs through deflections and right-channeling of service requests, and provides customers with a superior and differentiated online experience. Proven in the marketplace, Oracle Knowledge products fully integrated to your CRM delivers a solution trusted by industry leaders that differentiate on customer service.

Oracle's knowledge capabilities can be a transparent part of any CRM system. The integration package includes a set of plug-in APIs that allow you to streamline your interfaces to deliver end-to-end enterprise CRM capabilities.

- **User interface design.** The Oracle Knowledge products can be embedded in the CRM Web interface so agents can focus on the task at hand rather than toggling between screens.
- **Web service operations.** The Oracle Knowledge products use your existing Web services for authentication, communication, and bidirectional integration with the CRM of your choice. Customers have flexibility in mapping the information exchange between the two products to accommodate the needs of their specific deployments.

ABOUT ORACLE

Oracle (NASDAQ: ORCL) is the world's most complete, open, and integrated business software and hardware systems company. Whether in the cloud or at your data center, Oracle offers the broadest and deepest portfolio of CRM solutions that integrates all critical customer touch-points, such as sales, marketing, loyalty, service, web and contact center, and scales efficiently to meet the global requirements of today's leading organizations worldwide. Oracle is the world's #1 global CRM provider, with more than 30 years of experience and innovation in enterprise software. To learn more, visit <http://www.oracle.com/crm>



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Hardware and Software, Engineered to Work Together