MODERN SERVICE EXPERIENCE

Presented by

ORACLE

Knowledge Management Strategy Panel

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Oracle

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Beachbody

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Rockwell Automation

LAS VEGAS | MARCH 2015
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#ModernServExp
Safe Harbor Statement

The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described for Oracle’s products remains at the sole discretion of Oracle.
Knowledge Management Strategy

KM Strategy Overview

About our Speakers

Panel Format
  Each speaker has 15 minutes

Audience Q & A
Knowledge Strategy

Nav Chakravarti,
VP Product Management
Knowledge Management, Oracle Service
April 2, 2015
Knowledge is a Critical Part of Your Customers Journey

“Serve MY Needs”

“Represent Me”

“Minimize The Risk”

“Make It Easy”

“Engage Me”

“Reward Me”

“Be Transparent”

“Be Consistent”

“Give Me More Value”

“Earn My Trust,”

BUY
Market & Sell

OWN
Support & Serve

SELECT
PURCHASE
RESEARCH
RECOMMEND
NEED
USE
RECEIVE
MAINTAIN
The Numbers Bear This Out

80% of case resolution time is spent on researching the issue\(^1\)

59% of orgs expect to lose customers if self-service options are limited to static FAQs\(^3\)

94% of customers who have a low-effort service experience will buy from that same company again\(^3\)

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1 TSIA Benchmark Study.
2 CFI Group, Contact Center Satisfaction Index 2013.
3 CEB, Delighting Customers Doesn't Pay, Making Their Lives Easier Does, 10 Oct 2013.
But KM Is Often A Misunderstood Creature
Typical Knowledge Management Approaches

Keyword

Keyword Search

Decision Trees

Online Community

Binders

MS Word

Content/Document Management
Knowledge Management Success

Requires Considering Multiple Aspects

• People
  – Create a culture of empowerment and sharing of information

• Process
  – Allowing continual learning and improvement

• Technology
  – Enabling customers and agents with an integrated set of capabilities
Knowledge Management Continuum

- **Create**
  - *Author* new or *Acquire* existing knowledge

- **Deliver**
  - *Understand* user need and *Interact* to deliver knowledge

- **Collaborate**
  - *Capture* feedback in process and make it easy for users to *Share* knowledge

- **Refine**
  - *Analyze* to gain insights and *Administer* as needed to improve the experience
Louis Ross

Beachbody
Service

• 24/7: 20,000+ contacts per day
• 1,000+ service agents in 5 call centers in 4 countries
• 22 product lines
• 30,000+ orders shipping per day
Solutions

• Organic Knowledge Base build
• Leveraged native ServiceCloud functionality
• Internal change management
ROI

- From 105 articles to 3,000+
- From 900 answer views per day to 29,000 [32x]
- 10,000/day x $3.50/contact = $12M+ per year
Joe Harkulich
Rockwell Automation
Global Support. Local Address. Peace of Mind.
Staying ahead of customer expectations with knowledge translation

Joe Harkulich
Global Operations Manager, Remote Support Services
April 2015
Leading global provider of industrial power, control and information systems

$6 Billion+ in sales, 50%+ outside the US, 22% in Emerging Markets
22,000 employees, PartnerNetwork™, 80+ Countries
Serving customers for over 100 years
Global Services

6 Global Support Centers
Staffed with Engineers, 24x7, 32 Languages, Remote Monitoring & Diagnostics
Single touch point for global service entitlement and dispatch
Knowledge Management is key

**Knowledge Centered Support**
Capture, Create, Evolve then deploy to any mobile or internet enabled platform, in any language, can access our knowledge management system, interact with us digitally via live, fully translated chat, screen-share or allow remote control.
Knowledge provides direction

Knowledge is valuable beyond the support experience

Product managers traditionally receive Voice of Customer from various sources in an unstructured manner. Structure and context give clarity.
Ease wins
Providing automated, prioritized reports to product managers eliminates complexity and shifts the focus from finding information to using it.
Lessons Learned

Garbage In, Garbage Out
General answers float to the top and should be filtered but not forgotten.
Celebrating early wins is a key to broader adoption.
Results

**Improved customer experience**

*Personalized context based feedback has improved customer satisfaction and loyalty for the products in the pilot.*
Questions?
Ask the Oracle Service Cloud Experts

1-hour, 1-on-1 sessions | Palazzo Ballroom K, Floor 5

*If you didn’t register beforehand, visit bit.ly/ATEVegas or the Reg Desk on Floor 5. First-come, first-served. Limited availability.