

## ORACLE KNOWLEDGE FOR CONTACT CENTER AND SIEBEL CONTACT CENTER

### MAXIMIZING CONTACT CENTER PRODUCTIVITY WITH UNIFIED CASE AND KNOWLEDGE MANAGEMENT

#### KEY BENEFITS

- Gain superior knowledge and service request management in a single integrated desktop.
- Intentionally manage answers with dynamic content.
- Display at-a-glance intelligent answer summaries with the Smart Excerpts feature.
- Provide multilingual support for global operations.
- Integrate knowledge authoring and feedback into the agent desktop.
- Configure a flexible knowledge interface with multiple forms of intelligent assistance.
- Simplify identification with automatic sign-on, using Siebel credentials.

*The integration of Oracle's Siebel Contact Center with Oracle Knowledge for Contact Center harnesses the collective power of the market-leading customer relationship management (CRM) desktop with the best in knowledge management. Oracle knowledge management capabilities are fully integrated with Siebel Contact Center for a one-stop solution that helps service organizations realize unprecedented levels of agent efficiency, accuracy, and consistency in every service interaction. One-click intelligence built into the Siebel Contact Center interface offers agents immediate access to a full range of intent-based knowledge management capabilities. Finding the right answer is fast and easy, because data from service requests in Siebel Contact Center contextually drives the resolution process and Oracle's natural language processing (NLP) discovers the true intent of each question to suggest the most relevant response.*

#### Maximize Agent Productivity

The integration between Siebel CRM and Oracle Knowledge products shortens response times, so service organizations can boost service levels, shorten call time, and deliver the quality of service customers demand. The integrated solution provides these capabilities from Oracle Knowledge for Contact Center:

- **Guided Assistance feature.** Context-driven search quickly pinpoints relevant answers leveraging key information from service requests in Siebel Contact Center such as product information, request summary, problem area, and subarea.
- **Linked Answers feature.** A history of versioned knowledge articles previously linked to a service request helps agents audit and understand historical context. Agents can avoid reworking old solutions and can recommend new ones by simply linking new articles.
- **Smart Excerpts feature.** This feature provides a contextual summary of knowledge articles that best relate to the initial inquiry. Highlighted keywords and phrases offer a visual way for agents to rapidly scan suggested articles, eliminating the need to read through entire articles to find an answer.
- **Managed Answers feature.** Dynamically presented, predefined pieces of content pertaining to the inquiry—such as related questions, product promotions, service alerts, and troubleshooting wizards—can be intentionally configured to enrich the service experience.

These features of Oracle Knowledge for Contact Center are a transparent part of the Service Request screen in Siebel Contact Center, enabling agents to deliver the most-relevant answers as quickly as possible.

## KEY FEATURES

- Integrated knowledge.** One-click access to the information needed to resolve customer inquiries is provided within a single desktop interface.
- Search in context.** NLP and intent-based search use service request fields in Siebel Contact Center to instantly pinpoint relevant answers and eliminate time-consuming searches. Configurable search filters enable further refinement.
- Smart Excerpts.** Search terms and concepts are highlighted and displayed as intelligent summaries, helping reduce research time and maximize agent efficiency.
- Knowledge links.** With a single click, agents can attach knowledge articles to the response to any service request. This provides full audit capabilities and analytical insight into knowledge effectiveness. Each link provides the URL, title, excerpt, document ID, user name, and more.
- Service transcripts.** Agents can send service transcripts that include detailed article information or links to online knowledge. Transcripts help promote future self-service interactions for right channeling and call deflection.
- Version control.** Every article has full version control, so agents can properly manage knowledge articles and accurately audit past answers.
- Agent intelligence.** Agents can easily rate, provide feedback on, and contribute knowledge from the desktop during daily service tasks.
- Rapid contribution.** Recommendation and authoring pages are prepopulated with data from the service request desktop.
- Knowledge incubators.** Agent intelligence is transformed for knowledge reuse with seamless workflow and publishing capabilities.

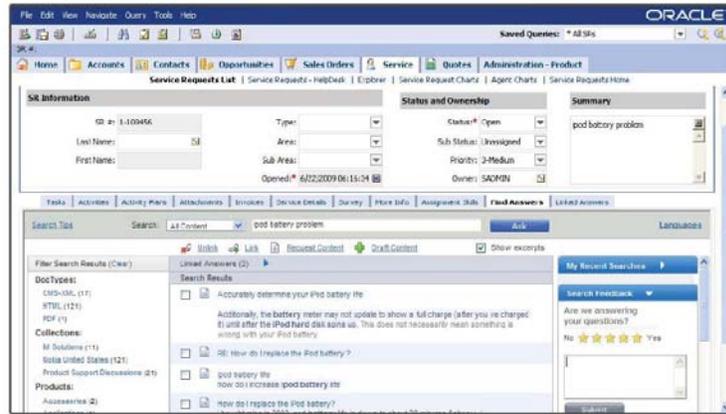


Figure 1. Oracle Knowledge for Contact Center and Oracle Knowledge for Web Self Service management integrate with Siebel Contact Center's interface.

## Improve Knowledge in Real Time

With knowledge management embedded in the Siebel Contact Center interface, agents—who often know best how to resolve customer inquiries—can contribute their expertise as part of their daily routine. Oracle Knowledge products provide quick, simple methods that enable these front-line experts to easily contribute knowledge. When agents search and use knowledge sources, they can rank and comment on the success of searches, recommend additions or changes to an existing document, and author new solutions or modify existing ones. These easy authoring methods support best practices for content creation and maintenance, so your service organization can continuously improve knowledge within its existing CRM environment.

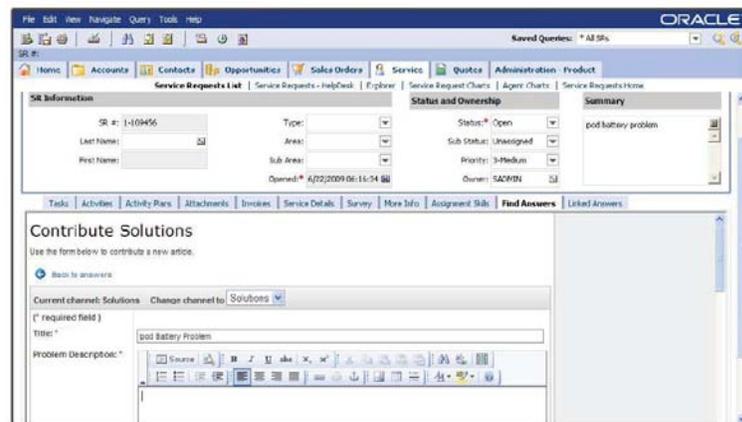


Figure 2. Oracle Knowledge for Contact Center is integrated with Siebel Contact Center's interface.

In addition, analytics in Oracle Knowledge products offer a complete view of each service interaction. Using detailed analysis of searches, feedback, and content usage, you can accurately measure the effectiveness of the experience, identify factors that influence it, continuously refine content accuracy, and understand gaps in existing knowledge.

## Manage the Implementation with Unified Administration

Oracle Knowledge products leverage Siebel Contact Center's Web services—administration takes place through native Siebel Contact Center tools. With configurable portlets, the knowledge interface is easy to modify to provide the specific assistance and information that will best support your agents. Previous service requests for a customer, promotions, related

## KEY FEATURES

- Reputation and reward.** Assigning point values to contributions for recognition and reward can encourage agents to share their expertise. Subject matter experts are motivated to ensure accuracy and quality as they achieve social reputation based on peer ratings.
- Unified administration.** The integration is managed through Siebel Contact Center's Symbolic URL Administration feature, eliminating the need to learn and use a separate administrative interface.
- Enterprise compatibility.** Oracle Knowledge products install directly into the existing Siebel Contact Center desktop and administration environments with minimal disruption.
- Configurable portlets.** Oracle Knowledge products' components interface is easily configured to provide exactly the tools and information that agents need on the desktop.
- Managed access.** Access roles can be assigned to specify which agents are allowed to access components, author content, and recommend changes.

topics, glossaries, personalized subscriptions, find-an-expert capabilities, service alerts, product inventory—all these and more can be quickly configured and added to the Siebel Contact Center interface. Administrators gain a simplified one-stop solution for managing Oracle Knowledge for Contact Center and Siebel Contact Center.

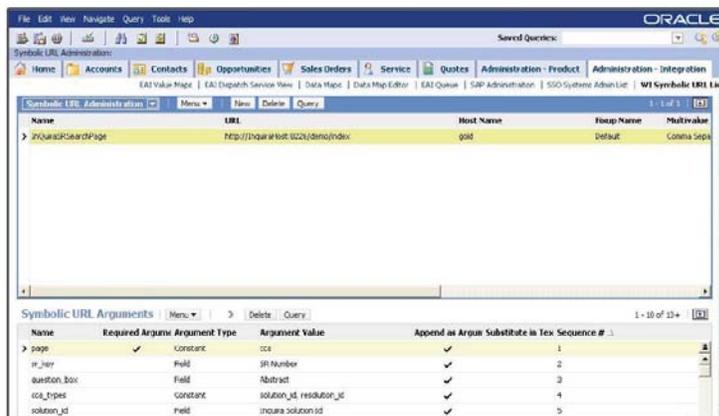


Figure 3. Administration of Oracle Knowledge for Contact Center and Oracle Knowledge for Web Self Service is integrated with tools for Siebel Contact Center.

## Tightly integrated with Oracle Knowledge for Web Self Service

All the key features in Oracle Knowledge for Contact Center—including NLP, intent-based search, Guided Assistance, Smart Excerpts, and Managed Answers—also drive Oracle Knowledge for Web Self Service. Using both, you increase the efficiency of your contact center and make the newly created and linked knowledge seamlessly available to Web self-service customers. Oracle Knowledge for Contact Center and Oracle Knowledge for Web Self Service combine to offer your customers a positive, complete customer support experience.

## Contact Us

For more information about Oracle's Siebel Contact Center, Oracle Knowledge for Contact Center, and Oracle Knowledge for Web Self Service, visit [oracle.com](http://oracle.com) or call +1.800.ORACLE1 to speak to an Oracle representative.

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