Oracle Knowledge Management

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As customer expectations rise, delivering personalized experiences that improve customer loyalty, increase acquisition and optimize efficiency is increasingly more challenging to achieve. Oracle Knowledge offers organizations a differentiated advantage to deliver seamless customer experiences.

Oracle Knowledge is a complete, best-in-class knowledge management solution providing personalized, seamless cross-channel service and support. The Oracle Knowledge Platform and associated applications provide a comprehensive solution to increase your customer satisfaction and make service and support teams more efficient and productive through unified knowledge.

KEY FEATURES

Intelligent Search

• Content federation; unified answers from multiple sources

• NLP Search in 36 Languages

• Multi-lingual industry dictionaries in 24 languages

• Facet based filtering and result drill down

• Intent driven managed answers

• Learning-based relevancy and business rules validation

Authoring & Publishing

• Configurable content templates

• Web-based WYSIWYG editor

• Rich text and multi-lingual authoring

• Versioning, history and audit trails

• Publishing workflow and date controls

• Authoring collaboration

Analytics

• Highly scalable analytics warehouse

• Intuitive analytics dashboards

KNOWLEDGE PLATFORM

The Oracle Knowledge Platform is an integrated set of knowledge management capabilities including advanced natural language processing search, flexible authoring/publishing, rich analytics, guided knowledge and customizable self-service and agent facing knowledge applications. Oracle Knowledge is built on a highly scalable J2EE architecture, and is compatible with Oracle technologies including the Oracle Database, WebLogic, Oracle Data Integrator and Oracle Business Intelligence.

Intelligent Search

The Oracle Knowledge semantic search capabilities are built on the fundamental understanding of language, leveraging automatic language detection with Natural Language Search in 36 languages. Core language dictionaries are available in 24 languages understanding everyday terminology. Additionally multi-lingual industry dictionaries are available for major verticals including high tech, telecommunications, insurance, finance and automotive. This core understanding of the user's language and deep search algorithms are vital to finding precise answers from multiple external sources including the knowledge base, web sites, file systems and other internal knowledge repositories. The most recent release of Oracle Knowledge continues to build on this foundation with vastly expanded language and geography coverage, significantly increased performance and a reduced footprint with faster search response times, faster content processing performance, and a reduced semantic index size. These improved efficiencies continue to deliver increased productivity and lower operation costs.

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- Quick access to operational trend reports, scorecards and KPIs
- Built on Oracle's market leading data technologies – ODI, OBIEE, Weblogic

Web Self-Service & Agent Knowledge

- Streamlined knowledge portal
- Results from KB and external content
- Linking knowledge to incident
- OOB Agent Desktop integration with Oracle CRM Applications
- Mobile Pagesets
- Easy knowledge capture
- Open APIs (JSP Tag Lib, Client Lib, SOAP)

Guided Knowledge with AnswerFlow

- Prescriptive answers for diagnostics and process-driven knowledge
- Adaptive flows interact with back- end systems
- Context-driven inquiry
- External data used to aid decision making

KEY BENEFITS

- Increase customer loyalty and advocacy with consistent and accurate answers
- Empower customers to self-serve for both simple and complex issue resolution
- Reduce incident handling time in your contact center by empowering agents with integrated access to knowledge
- Scale to meet growing customer needs at global scale with low operational costs
- Improve service resolution rates driven by intent-based process flow recommendations
- Enhance self-service experience and personalized experience on mobile devices

RELATED PRODUCT

- Oracle Service Cloud
- Oracle Siebel Contact
- Oracle E-Business Suite
- Oracle Business Intelligence
- Oracle WebLogic Server

Knowledge Authoring, Publishing and Workflow

Oracle Knowledge is designed to help companies develop and maintain a superior knowledge base that continually delivers outstanding results. Oracle KM does this by ensuring knowledge creation and maintenance are an integral part of a user's everyday activities. Contact center agents and customers create content as a by-product of solving support issues using a powerful, web-based, rich text editor. Product experts and contact center agents can collaborate with other users and customers to refine or expand the knowledge base. Oracle Knowledge comes with valuable tools to manage the lifecycle of articles. Extensive workflow approval processes ensure articles can be routed for approval, review and publishing. In addition, the software tracks all revisions of the articles and provides detailed history and comparison views. Version control and publishing capabilities are also extended to guided knowledge (AnswerFlow.)

To enhance customer experience, users have the ability to attach files to forum posts allowing them to provide additional information to explain their issues. These capabilities improve self-service rates, while expanding the knowledge base and the user community.

Languages

Oracle Knowledge empowers globalization and multi-national organizations with best in class language support. Intelligent Search with stemming is directly supported in 36 languages with keyword search in almost any other language. The user interface, of the authoring system, is available in 24 languages; and content can be created in virtually any (UTF-8) language. Oracle Knowledge is delivered in more than 200 pre-configured languages and locales with the ability to easily create customized locales/regions, giving the ability to create, administer and search knowledge in the user's native language to increase usage and deliver higher knowledge creation productivity. Oracle Knowledge reduces operating costs by allowing customers to easily manage the relationship of an article across different locales and languages, while providing authors with the ability to develop locale-specific content and meta-data allowing fine-tuning of the customer experience.

Knowledge Analytics

Oracle Knowledge Analytics offers a highly scalable analytics architecture, which provides critical insight into the knowledge performance and operational efficiency. The Analytics architecture offers a true data warehouse and is built on Oracle Data Integrator and Oracle Business Intelligence suites. Intuitive Analytics Dashboards offer readymade reports, tailored to functional roles across the service organization. They harness the optimal value of company stake-holders by providing relevant insights at a glance to reduce operational costs, increase employee productivity, and strengthen customer relationships. With the configurable custom KPI wizard for creating KPI with thresholds and triggers, organizations can increase the efficiency of authoring content, increase answer relevancy and improve the overall insight of knowledge activity.

KNOWLEDGE APPLICATIONS

Self-Service Knowledge

Oracle Knowledge Self-Service (InfoCenter) provides a Knowledge portal for customers and employees with integrated browse and search functionality via a customizable user interface and knowledge widgets. InfoCenter surfaces the power of industry-based libraries, knowledge federation abilities, and natural language processing abilities of the platform to deliver true, intent-based best possible answer to customers. It transforms the self-service experience for customers by providing contextual and relevant answers to their questions. 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. Knowledge everywhere infuses knowledge easily into infrastructure and mobile pages. 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 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.

Agent Knowledge

iConnect provides a robust and scalable answer-delivery framework aiding the agent-facing service delivery model. The context-driven user interface simplifies and enhances the user experience and is tuned for increased performance. iConnect is available as an out of the box integration into Oracle Siebel, Oracle Service Cloud, Oracle Enterprise Business Suite and Oracle CRMOD. Open APIs allow for integration into most industry standard CRM applications.

Guided Knowledge

AnswerFlow provides consistent service resolution for agents and customers with a prescriptive approach to the delivery of knowledge. AnswerFlow combines decision trees with external data calls to deliver knowledge and/or trigger service request creation, leveraging and increasing the strategic value of Knowledge Platform across self and assisted service customer interaction channels.

AnswerFlow enables you to create and deploy automated interactive processes that guide users toward appropriate answers or solutions in cases where:

- Answers are conditional and can vary based on factors such as account status, location, specific product or model.
- Diagnosis is complex and identifying the best response among many possible answers involves asking detailed questions and eliminating alternatives.

In release 8.6, AnswerFlow is now better integrated with Information Manager for easier publishing and un-publishing and has improved editing, debugging and validation features for easier process creation. Analytics support is now provided with AnswerFlow and there

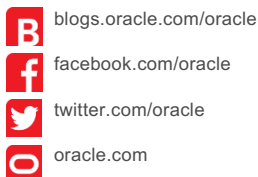are five out-of-the-box reports available for AnswerFlow KPIs.

Knowledge Widgets

Oracle Knowledge widgets help increase the knowledge-reach and participation, and develop a personalized knowledge-driven customer experience. These widgets allow knowledge to be selectively embedded where your customers need - from product pages, support pages to ecommerce sites and more. The nature of widgets allows them to be used to support responsive Web 2.0 design patterns. Release 8.6 adds support for reference page sets for knowledge delivery to mobile web page and devices, where the user experience and delivery mechanism can vary across devices..

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Hardware and Software, **Engineered to Work Together**

Oracle is committed to developing practices and products that help protect the environment