Oracle Service Cloud
Policy Automation

Public and private sector organizations face common problems in delivering the best possible customer service: cost constraints, frequently changing policies and complex legislation, a skills shortage, stiff competition and demanding customers. This environment makes it challenging to deliver accurate, up-to-date, omni-channel advice. Policy Automation enables organizations in all industries to achieve greater business agility through the automation of the service policies, processes and regulation to provide superior customer experiences.

KEY FEATURES

- Rapid transformation of complex policy documents and manuals into executable forms and automated decisions
- Ability to support omni-channels (web, contact center, face-to-face, mobile)
- Intuitive, dynamically generated and personalized questionnaires
- Full support for multi-language self-service advice
- Detailed explanations of why decision was made
- Generate documents or pre-populated forms that record advice and decisions
- Easy to use Rule Assistant
- Reusable sample projects
- Included SOAP API for integration into any other application or process

Modern Customer Experiences

Organizations struggle to capture, manage, and deploy complex regulatory and other document-based policies across channels and processes. Providing customers with intuitive, personalized and up-to-date self service advice is often challenging. To meet this need, Oracle Service Cloud provides seamless integration to a decision automation solution based on the proven Policy Automation platform. Policy Automation is used by hundreds of millions of people around the world to determine real-time advice such as benefit eligibility, welfare payments, tax obligations, education course credits, license and permit eligibility, insurance premiums and much more.

You can now respond to regulatory and policy changes in days instead of months, increasing the trust that your customers have in the decisions and advice you provide. Empower your customers to quickly answer their own questions about products and services, while minimizing the information customers need to provide further increasing satisfaction with your self-service channel.

With Policy Automation, organizations have been able to halve the rate of queries and appeals, by explaining how each decision is made while also reducing the number of contacts customers need to make to get the right answer. Policy Automation Cloud Service also enables you to stay ahead of your competitors, by quickly redesigning pricing or eligibility rules to differentiate product and service offerings. Policy Automation provides:

Personalized Intuitive Advice - Because Policy Automation interviews understand which policies apply to a customer based on their particular circumstances, each of your customers get personalized advice tailored to their unique situation.

Improved Agility - By using Policy Automation to provide advice and perform decision-making as part of their cloud-based customer experience solution, Oracle Service Cloud customers can now reduce the implementation and maintenance cost of automating

even their most complex policies.

Consistency across Channels - From a centrally managed repository of natural language rule documents that clearly align with source legislation and policy material, consistent cross channel guidance and decision-making can be delivered for your self-service channel, call center and even your business partners.

Reduced Queries through Transparency - Generated documents that record and explain decisions that have been made allow your customers to easily understand why they may not be eligible for a product or service, and reduce the number of follow-on queries and appeals.

Automate any Policy – Policy Automation has evolved over 20 years to be able to handle every sort of policy, from simple combinations of criteria, to tables with multiple conditions and even logic that changes over overlapping time periods.

Analyze to Assess Impact - With Policy Automation, organizations are able to use what-if analysis to assess the impact of proposed legislation, regulatory and policy changes on customers and citizens. Understanding which policies are being used in practice enables better policies to be written, potentially removing redundant policies. These capabilities enable organizations to deliver streamlined service capabilities, boosting productivity and improving policy quality.

Compliance – Prove that all advice is complaint by leveraging automated audit reports. These reports can be saved automatically in the Service Cloud or external system.

Personalized Service

Your customers will experience a streamlined self-service process with the correct policy and questions applied based on the particular customer circumstance. Attachments may be added to collect additional interview information. Policy documents normally require a high degree of compliance and transparency, compliance reports can be generated. You will reduce administration costs with consistent and effective handling of complex policy environments and ultimately, customer satisfaction is dramatically improved when even the most complex personal circumstances result in accurate personalized advice.

Figure 1 - Customer Experience

Agile Management

Policy Automation Cloud Service uses natural language modeling to transform complex policy documents into a dynamic website interface. This intuitive approach means the single source document managed by your policy owners can be rapidly deployed across all channels, ensuring you always provide consistent and accurate advice.

Figure 2 - Rule Modeling - Business Expert

Mobile Interviews

Policy Automation Cloud Mobile is available on iOS, Android and Windows devices. It makes it easy for your employees such as field service agents to give advice that is completely consistent with your call center and online experiences, even when no data connection is available.

Mobile SDK

Mobile SDK is available to deploy dynamic and auditable decision-making into mobile apps.   Using Oracle Mobile Application Framework (MAF), the application can be written once, and deployed across all mobile platforms including iOs ,Android and Windows.

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