

Oracle Service Cloud Knowledge Advanced



Knowledge Management is essential for delivering effortless customer experiences, and increasing customer loyalty. Customers expect to find answers to their questions quickly and easily, when and where they need it. In the contact center, access to timely information at the point of need is critical for empowered, efficient agents. Oracle Service Cloud Knowledge Advanced provides a fully integrated knowledge management solution that delivers a seamless, consistent experience across all channels, from self-service, contact center to communities and social sites.

KEY FEATURES

Search

- Natural Language Processing
- Industry Dictionaries
- Federated Search
- Smart Excerpts
- Automatic Classification
- Machine Learning
- Advanced Search Tuning

Authoring & Publishing

- WYSIWYG editor
- Versioning & History
- Customizable Templates
- Multi-lingual authoring
- Bulk Updates
- Rich Media Support
- Dedicated Authoring Inbox

Analytics

- Highly Scalable Analytics
- Pre-built Knowledge Reports
- Customizable Ad-hoc Reports
- Profile Driven Dashboards

KNOWLEDGE INFRASTRUCTURE

Oracle Service Cloud Knowledge Advanced is built on a best-in-class knowledge management foundation, delivering rich capabilities including natural language processing search, with industry dictionaries, machine learning, flexible authoring and publishing, rich analytics and customizable self-service and agent-facing knowledge applications. Oracle Service Cloud Knowledge Advanced is fully integrated within the Oracle Service Cloud solution allowing content to be authored once and delivered across all channels.

Rich Content Authoring, Publishing and Workflow

Deliver beautiful, compelling, knowledge with easy, intuitive WYSIWYG authoring and rich media support, including video, images, PDFs & other media. Knowledge Advanced offers a rich intuitive authoring interface allowing any agent to easily create and publish knowledge answers as an integral part of solving customer issues. Knowledge authors stay on task, with an authoring inbox and workflows enabling easy tracking of all authoring tasks.

Knowledge Advanced makes it simple to build custom article templates; such as announcements, news, FAQ, and guides, with easy to create point-and-click custom article templates.

Comprehensive version control provides a full audit history, so knowledge is never lost. Knowledge maintenance becomes effortless with bulk updates. Additionally, the workflow engine allows SMEs and other users to view, comment on, and approve updates to the knowledge base.

Guided Knowledge

- Step-by-Step Troubleshooting
- Embeddable Guides

Self-Service Experience

- Streamlined Self-Service Portal
- Smart Assistant Deflection
- Responsive Design
- Accessible Design
- Selective Browsing

Agent Experience

- Knowledge Favorites
- Recommend Knowledge
- Smart Assistant
- Multichannel Knowledge Experience
- Advanced Knowledge for Chat

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
- Improved Service Efficiency

RELATED PRODUCTS

- Oracle Service Cloud Contact Center
- Oracle Service Cloud Platform
- Oracle Service Cloud Social Service
- Oracle Service Cloud Web Customer Service
- Oracle Service Cloud Field Service
- Oracle Knowledge

Core Authoring Capabilities

Article Feedback	Article Versioning	Article Workflow	Customizable Templates
Audit History	Authoring Inbox	Authoring Workspace	Bulk Updates
Conditional Sections	WYSIWYG/HTML Editor	Rich Media Support	Interactive Translation

Intelligent, Contextual Search

Information becomes useful when it can be found quickly, easily, and at the point of need. Oracle Service Cloud Knowledge Advanced offers superior search capabilities to meet the needs of service organizations

Natural Language Search simplifies search maintenance with automatic understanding based on pre-packaged industry dictionaries in multiple languages and industry verticals. Wizard based administration tools allow for easy addition of company specific terminology. Self-Learning capabilities dynamically bubble the best answers to the top, proven to maximize self-service rates.

Knowledge doesn't always reside in one single location; federated search crawls and returns content where it resides thereby maximizing value and delivering results quickly by leveraging existing knowledge stores and investments.

With the following Advanced Knowledge search capabilities the right information is always delivered to customers and agents exactly when needed:

- Natural Language Search - Improves search context and relevancy while simplifying search maintenance with automatic understanding of the nature of the question.
- Federated Search - Searches content where it resides including authored knowledge as well as sources external to the knowledgebase. Deep Search – Indexes the entire document, and analyzes document structure leading users to the exact answer to their question.
- Smart Excerpts - Returns excerpts from within any document type with the matching words and phrases highlighted.
- Faceted Navigation – Classifies internal and external content into a unified hierarchy allowing users to filter and fine tune their search results using products and categories.

Global Knowledge & Language Management

Provide a seamless customer experience in 33 languages. Oracle Service Cloud Knowledge Advanced empowers globalization with best in class language support. Create and administer knowledge in the user's native language to increase usage and deliver higher knowledge creation productivity. Take advantage of unified language relationships. Easily translate articles across multiple touch-points with side-by-side translation. With Knowledge Advanced relationships between translations are always preserved, and users can easily compare and highlight changes between versions. Global organizations can leverage knowledge assets in multiple languages using cross-lingual search.

Insightful, Effective Knowledge

Oracle Service Cloud Knowledge Analytics makes it easy to ensure knowledge base effectiveness and demonstrate return on investment. Profile driven dashboards provide interactive views of data. Knowledge analytics simplifies reporting with intuitive pre-built reports that can be distributed to business users based on profile, providing insight into all aspects of knowledge base performance, including; Content Related Reports, Search Related Reports, CRM Integration Reports. Ad-hoc reports are easily built by business users to get exactly what is needed to take action.

The Right Answer, the First Time

Reduce agent training time and increase customer success with guided knowledge. Guided Assistant can be leveraged to guide agents or customers through a series of questions and answers to diagnose and resolve issues.

Powered by Oracle Service Cloud Guided Assistant can be used with the Unified Desktop to provide step-by-step troubleshooting for agent, thereby reducing agent training time and ensuring consistent troubleshooting and resolution.

SINGLE KNOWLEDGEBASE ACROSS ALL CHANNELS

Agent Experience (Agent Desktop)

Empower agents with Knowledge. Oracle Service Cloud Cross Channel Customer Service enables organizations to provide quick and consistent, pro-active and re-active assisted service across multiple channels through the Unified Agent Desktop. As part of the Service Cloud Solution, Knowledge Advanced underpins the Unified Agent Desktop empowering agents to easily find and utilize knowledge to quickly resolve issues. Integrated Knowledge drastically helps improve resolution times with more accurate answers while continuously improving organizational knowledge by streamlining the creation and approval of new answers.

Oracle Service Cloud's patented SmartAssistant technology provides agents with the best knowledge answers based on customer interactions or incident subject. SmartAssistant can be utilized by agents within the Unified Agent Desktop to capture tribal knowledge and grow knowledge faster than ever with recommend/request knowledge features.

Self-Service Experience

Oracle helps drive highly interactive and engaging web customer experiences with Oracle Service Cloud Web Customer Service. Knowledge Advanced natively integrates into Web Customer Service ensuring relevant knowledge is delivered exactly where and when customers need it, increasing self-resolution rates, decreasing escalations, engaging customers, and offering a superior experience. Flexible, responsive design makes knowledge extensible across the entire Service Cloud platform. Customers will find answers faster than ever with simple, selective browsing that delivers the right knowledge without searching.

Oracle Service Cloud Knowledge Advanced allows knowledgebase content to be extended beyond support pages to product pages, to ecommerce sites, and partner company websites, resulting in fewer escalations, increased satisfaction, and exceptional customer experiences.

Oracle's patented SmartAssistant provides customers with possible solutions to questions or issues during chat and email interactions to help deflect unnecessary escalations. Once in a chat session, the integrated knowledgebase can be leveraged by agents to selectively share answers with customers.

Additionally customers can easily provide feedback on answers or recommend new or additional content. The recommendations automatically generate tasks that are routed to authors for their consideration.

Mobile Knowledge

With Knowledge Advanced, knowledge is everywhere, when and where users need it. Today, customers are more likely to visit a website via a mobile device as their first option for support, which means customer service options must be optimized for smartphones, game consoles, tablets, or GPS systems. Oracle Service Cloud helps businesses to embed knowledge where it's needed – directly in a product, appliance, game console or mobile app and Access knowledge from any device or system.

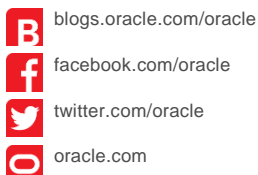
Oracle Service Cloud Knowledge Advanced enables organizations to leverage standards-based, web services REST APIs to push knowledge to any mobile device eliminating the need to switch to a PC to find answers.



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Hardware and Software, Engineered to Work Together

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