

Oracle Service Cloud Web Customer Service



A reputation for excellent customer service can differentiate your brand and drive revenue. Oracle helps you earn that reputation by transforming your online web service into a highly interactive customer experience. Oracle Service Cloud Web Customer Service pushes relevant knowledge to where your customers need it, harnessing the external Web 2.0 knowledge assets they require to make purchasing decisions.

KEY FEATURES

- Customer Portal
- Multi-device support
- Guided Assistance
- Intelligent Knowledgebase
- SmartAssistant
- Policy Automation
- Intelligent auto-response
- Customer Feedback
- Google integration (site map support)
- Syndicated Knowledge Widget feature
- Answer feedback
- Web-based administration
- Security
- Globalization

KEY BENEFITS

- Substantial contact center cost reduction
- Highly effective around-the-clock self-service
- Optimized visibility into customer issues
- Improved customer experience

Start with the Customer Portal

At the core of Web Customer Service is the Customer Portal, which delivers out-of-the-box best practices for web self-service. With Oracle Web Customer Service, you start with a standard template and set of widgets and then use Customer Portal to apply your branding and custom elements. The result: a branded, highly interactive online experience for your customers in a matter of days.

Deliver Self-Service to Mobile Customers

Customers connecting to the web via mobile devices can also take advantage of the template and knowledge foundation within Oracle Web Customer Service. Leveraging the capabilities and interaction patterns (such as touch screens) of the latest mobile devices, Oracle Web Customer Service enables companies to streamline the delivery and maintenance of customer service sites across multiple device types.

Provide Just-in-Time Content

With Oracle Web Customer Service, you can “syndicate” the content of your knowledgebase, extending it beyond your web support site to product pages, reseller and partner websites, commercial search engines such as Google and Yahoo!, and more. This not only makes information more readily available to your customers but also improves search engine optimization (SEO).

Deliver Smarter Self-Service

Companies that want to deliver a great customer experience need to make their knowledgebase content accessible—as well as relevant and fresh. Using a patented approach, Oracle Web Customer Service automatically predicts questions and presents answers. Customers can access its knowledgebase through keyword search, browsing, and decision tree search. Best of all, as customers use the knowledgebase and submit questions, new and unique issues are identified. These are then added to the knowledgebase for the benefit of agents and other customers. The answers presented to customers are organized dynamically, based on their usefulness and effectiveness.

ORACLE WEB EXPERIENCE

Oracle Web Experience is part of the market-leading Oracle Service Cloud, which offers an integrated approach to customer experience. With Oracle Service Cloud, you'll be able to provide a seamless customer experience in 33 languages across multiple touch points—from your knowledge foundation and contact center to your corporate website and social communities. Deliver exceptional customer experiences that put you head and shoulders above your competitors.

RELATED PRODUCTS

Oracle Web Experience includes Oracle Web-Self Service and these other products:

- Chat
- Co-browse
- Customer Portal
- Email Management
- Guided Assistance
- Mobile Web Service
- Policy Automation

RELATED SERVICES

The following services support Oracle Main Product:

- Update Subscription Services
- Product Support Services
- Professional Services

Additionally, with Policy Automation customers will experience a streamlined self-service process for complex decisioning environments. Their interactions will be personalized with the correct policy interview questions, calculations, and decisions applied based on the particular customer circumstance.

Deliver your customers the most relevant and timely information with dynamic knowledge and ensure that customers and your organization have effective and efficient self-service, even when faced with highly complex interactions.

Cross Channels Seamlessly

Reduce the customer effort of crossing channels and increase customer satisfaction. Real-time chat sessions strengthen customer relationships by expanding multichannel support and improving service quality. Additionally, Engagement Engine provides dynamic delivery of chat assistance and offers based on online behaviors to personalize interactions and engage with customers at the moment of need.

When visual communication will make the difference, agents can leverage co-browsing to proactively address queries in the most efficient and helpful way possible.

Email Response Management provides quality communications and timely resolution to with personalized responses that leverage centralized knowledge, routing, workflow and cross channel communications.

These assisted service capabilities provide a premium Web experience that delivers proven results, including higher customer satisfaction, increased conversion, and improved efficiency.

Web Self-Service Features

Take advantage of the following Web self-service features in Oracle Web Customer Service:

- **Customer Portal.** The template and widgets in the Customer Portal make it easy to create, deploy, and modify a highly interactive, branded online customer experience—including Web 2.0 information assets such as video, Flash demos, and maps.
- **Multiple-device support.** Oracle Customer Portal provides interactive customer support across multiple devices—from PCs to smart-phones and any other device that can access the mobile Web.
- **Guided Assistance.** An interactive guide leads customers to appropriate answers and resolutions, thereby increasing the rate of customer self-service.
- **Intelligent knowledgebase.** Integrated across communication channels and driven by customer interactions, the intelligent knowledgebase in Oracle Web Customer Service automatically learns and adapts. The result is accurate and relevant content presented to customers as suggested solutions based on analyses of their inquiries.
- **SmartAssistant.** This feature of Oracle Web Customer Service provides customers and agents with possible solutions to questions or issues, based on the current session history or the keywords in an incident's discussion thread.
- **Policy Automation.** Transform complex policy documents to an intuitive and efficient web self service interface. Policy Automation reduces administration costs and improves customer satisfaction with consistent and effective resources for complex policy environments.
- **Intelligent Auto-response.** By providing fast, prepared email responses to commonly asked questions, Oracle Web Customer Service reduces the number of inquiries agents must handle.



- **Customer Feedback.** Listen, monitor, and act on customer feedback across web, social, and contact center touch points.
- **Google integration (site map support).** With Oracle Web Customer Service, search engines such as Google and Yahoo! can “spider” your public knowledgebase content, enabling customers to find relevant knowledgebase answers through search engines.
- **Syndicated Knowledge Widget.** You can use the Syndicated Knowledge Widget feature of Oracle Web Customer Service to provide relevant knowledge wherever your customers have questions—from product pages to checkout pages, distributor and reseller sites, and more. The Syndicated Knowledge Widget is context-sensitive, which means that knowledge content is automatically segmented to display only that which is appropriate to the Web page. The content can be easily maintained and deployed without hard-coding and seamlessly support dynamic content updates.
- **Answer feedback.** Oracle Web Customer Service enables end users to provide feedback on inadequate answers to their questions. An incident is then created that agents are able to easily manage.
- **Web-based administration.** Easy-to-use administration tools and a web-based interface make ongoing maintenance a snap.
- **Security.** Oracle Web Customer Service enables you to provide staff members with specific permission, access, and approval levels.
- **Globalization.** Oracle Web Customer Service’s global platform can be deployed in 33 languages, including Unicode.



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Hardware and Software, Engineered to Work Together

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