



ORACLE KNOWLEDGE SIEBEL INTEGRATION IMPROVES AND ACCELERATES THE CUSTOMER EXPERIENCE

Infogain defined the project scope, including deployment of several system demonstrations to help internal teams visualize the future solution. Infogain built the solution leveraging its best practices and templates and used dual-shore delivery and quality assurance to achieve scalability and maximum cost advantages. Infogain’s solution provides a consistent customer and agent experience across all channels, leading to increased ROI, and greater customer satisfaction and retention.

The Client

The client is a multinational corporation that specializes in transportation systems, process control systems, and production of installation components for energy management.

Business and Technical Challenges

The client was using Oracle Siebel 8.2 CRM system, with approximately 150 customer support agents utilizing the Service Request module. Support agents could not retrieve accurate information quickly, making it difficult to provide the desired level and speed of customer service. The client’s overall technical and business challenges included:

- ▶ Slow search and delivery of information to customers
- ▶ Increased time and costs due to slow response to customer service requests
- ▶ Inefficiency due to lack of integration between desktops
- ▶ Insufficient context regarding customer’s needs

The client service organization’s goal was to provide services to its internal field engineers and customers in a faster and more efficient manner, using a flexible and robust customer relationship management (CRM) solution.

Infogain’s Solution

The client selected Infogain to provide bi-directional interfaces between its Oracle Knowledge/ InQuira systems and its Siebel CRM installation. Additionally, Infogain provided integration with the client’s standards for internal and external authentication/authorization.


The integrations were part of a larger project involving an upgrade to Oracle Knowledge version 8.4.5 and implementation for several additional business units to achieve enterprise-wide system use.

BUSINESS AND TECHNICAL DRIVERS

- ▶ Slow search and content delivery
- ▶ Slow response to customer requests
- ▶ Lack of integration between desktops

TECHNOLOGY HIGHLIGHTS

- ▶ Oracle Siebel 8.2
- ▶ iConnect with SAP
- ▶ iConnect with Siebel



Spanning eleven months and two phases, Infogain's implementation program was delivered on time and per plan. The scope of the project included two portal integrations, OKM iConnect and SAP during Phase One, and Siebel CRM and Oracle Knowledge iConnect in Phase Two. The integrations seamlessly connect the client's knowledge base with their CRM and support web sites.

Providing high-end consulting and full-time, on-site project management, Infogain started the project with a requirements definition stage, including deployment of several system demonstrations to help internal teams visualize the future solution. Infogain built the solution leveraging its best practices and templates and used dual-shore delivery and quality assurance to achieve scalability and maximum cost advantages.

Results

The Infogain - OKM solution yielded a significant improvement in search accuracy, with the most relevant result appearing in the first five results among 95% of searches compared to appearing on the first page among 87% of searches previously. Infogain's customized and seamless integration of the client's CRM system and interfaces yielded the following results:

- ▶ Increased call center and user satisfaction
- ▶ Improved ticketing processes
- ▶ Improved crawl and index content
- ▶ Faster query handling
- ▶ Reduction in number of incidents
- ▶ Decreased mean time to resolution for internal field engineers

The Infogain solution provides a consistent customer and agent experience across all channels, leading to increased ROI, and greater customer satisfaction and retention. The client has achieved these overall benefits:

Enhanced Customer Satisfaction: By delivering knowledge through a single application, the Infogain-devised solution enables faster response to customer inquiries.

Optimum Tracking: When service requests are processed on a single platform, better audit and tracking capabilities are enabled.

Increased Search Efficiency: With the seamless integration of the systems, the client's agents report greater satisfaction with searches. Search results appear on a Case Details page, allowing for even greater efficiency.

Infogain, Your Premier Oracle Knowledge Partner

Infogain is an Oracle Gold partner with a proven history implementing Oracle Knowledge in both on-premise and cloud environments. As a pioneer of Oracle Knowledge services, we provide ongoing managed services for Oracle Knowledge clients throughout the world. Infogain's 15+ years implementing, migrating and interfacing with multiple CRM applications, including Siebel, Oracle CRM OnDemand, SAP, and Salesforce.com, enable us to deliver flexible solutions based on each client's unique requirements.