

## Oracle Knowledge Management Implementation Leads to a Better Customer Experience and Increased Helpdesk Efficiency



### Background

The client, a Fortune 500 global leader, is one of the world's largest fabless semiconductor companies in the wireless and broadband communication industries. The client's products seamlessly deliver voice, video, data and multimedia connectivity in the home, office and mobile environments.

### Business and Technical Challenges

The client's current system included a .Net-based customer relationship management system used by approximately 100 agents plus a self-service portal for use by the client's customers worldwide. Information available to the agents included more than 500 documents developed by more than 40 authors. Using their current system, agents were challenged to find and retrieve information in a timely and efficient manner. Additionally, the client lacked mechanisms to monitor and evaluate content usage. The client's overall business and technical challenges included:

- Slow response times to searches and inquiries
- Lack of specific results based on the user's roles and permissions
- Inefficiency due to the volume of documents and authors' information located in different portals
- Insufficient overview of customers' needs

The client's goal was to improve the overall user experience and increase efficiency of its support portal and helpdesk system for its employees and customers worldwide. The client envisioned an intelligent, intent-based CRM offering concierge-quality assistance that would enable agents and customers to find answers to their inquiries in a faster and highly productive manner.

### Infogain's Solution

The client selected Infogain to provide implementation of Oracle Knowledge Management (OKM) 8.4.2, including the OKM for Web Self-Service module. Infogain also delivered: customized integrations with the client's in-house CRM portals; indexing of the client's custom repository of product manuals; customized filters for reports; and language tuning.

Spanning twelve months and two phases, Infogain's implementation program and web self-

#### INDUSTRY SECTORS

Global leader in the wireless and broadband communication industries

#### BUSINESS AND TECHNICAL DRIVERS

- Slow response to customer requests
- Lack of integration between portals
- Lack of indexing capability

## TECHNOLOGY HIGHLIGHTS

- OKM 8.4.2
- iConnect
- Web Self-Service

service modules were delivered on time and per plan. Phase one of the project included OKM 8.4.2 installation, two portal integrations (iConnect and InfoCenter), customized user interfaces and reports, and language tuning. Phase two involved implementing a single sign-on and indexing of the client's repository of manuals and documents. In addition, custom search capabilities based on the client's specific style requirements were also completed in this phase.

Infogain designed and built the solution by utilizing its blended delivery methodology combining high-end consulting and project management on site with the scalability and cost advantages of the dual shore delivery model and quality assurance. Per Infogain best practices, the deployment plan included several dry runs for the customer and Infogain teams in order to refine scripts and processes with minimal business disruptions.

## Results

Infogain's customized and seamless integration of the client's CRM system and interfaces delivered the following results:

- Greater productivity and efficiency handling queries
- Increased agent and customer satisfaction
- Improved crawl and index content
- Decreased time for handling queries
- Reduction in the number of support calls to the agents
- Improved overall search experience for customers
- Access to specific results based on user-interface roles and permissions
- Customized reports

Infogain's solution provided a consistent customer and agent experience across all channels, leading to increased ROI, and greater customer satisfaction and retention. The client achieved several overall benefits, including:

**Enhanced customer and agent satisfaction:** By servicing their customers and agents with the required information via a single platform, all content sources were gathered in one place, enabling faster and more accurate responses to customer queries.

**Single repository of information:** Manuals and documents are now properly indexed and located in one place, enabling a one-click action to retrieve the information, increasing productivity and speed.

**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.

## Infogain: A Premier Oracle Service Provider

Infogain is an Oracle Gold partner with a proven history implementing Oracle Knowledge in both on-premise and on-demand 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.



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