

## Oracle Knowledge Upgrade Steps Up Customer Service



### Background

The client is a global technology company that works in partnership with a broad range of industrial and commercial customers to design and supply advanced technologies that optimize their operational performance and profitability. From oil refineries and power stations to mining companies and appliance manufacturers, the company's software, systems and controls enable its customers to monitor, control and automate their products and processes.

### Business and Technical Challenges

The client was running InQuira 7.3, an outdated knowledge management product recently acquired by Oracle. Not only was the product no longer supported, but its MicroStrategy-based analytics features were no longer functional and the system's upload capacity was not sufficient. The client's engineers had to switch between SAP and InQuira while resolving cases, impacting productivity. In order to drive improvements, a new knowledge management solution would be needed, one that could support portals across multiple brands and to enable secure crawling of their existing SharePoint sites.

With a renewed focus on customer service, the client wanted to strengthen its web self-service, agent-assisted service and on-line customer communities. Upon deliberating options, the client decided to upgrade to Oracle Knowledge 8.4.5. A comprehensive upgrade from InQuira 7.3, Oracle Knowledge 8.4.5 offers scalable architecture and enhanced analytics features that enable end-users to more easily generate relevant contextual knowledge at the point of interaction between agents, knowledge workers and customers. Providing access to intelligence from a variety existing systems, applications and databases once hidden in previous releases, Oracle Knowledge 8.4.5 optimizes search and content creation.

### Solution & Scope of Work

Infogain's knowledge management experts worked directly with the client's team to evaluate business requirements and compare them with the capabilities in the latest release of Oracle Knowledge. Based on their situation, our team documented and quantified anticipated benefits, then delivered a roadmap, recommendations and plan of action.

#### INDUSTRY SECTORS

Engineering and Information Technology

#### BUSINESS AND TECHNICAL DRIVERS

- Better search experience for customers, partners, and employees — faster, better user interface, easier filtering
- Organized and consistent knowledgebase — single repository, role-based access, standard authoring / publishing
- More insight into customer behavior — more detailed reporting
- Easier access to knowledge and solutions for call center agents — ability to easily retrieve customer inquiries and problems

#### USER FEEDBACK

“One of the engineers told me yesterday and again this morning that he loves to be able to search within SAP; it makes his job easier. And I think that the more they start using it, and getting familiar with it, everyone will realize the benefits and the time it will save them.”

#### PROVEN PARTNER

- Dedicated focus on user adoption
- Largest Oracle Knowledge practice outside of Oracle itself
- 15+ years of experience with CRM solutions
- Proven history implementing
- Oracle Knowledge on-premise and on-demand
- Established managed services team and infrastructure specifically for Oracle Knowledge

Once a plan was established, Infogain led the following efforts:

- Upgraded to fully supported Oracle Knowledge 8.4.5;
- Implemented integration with SAP thick client using iConnect – an industry first;
- Built customized authentication to integrate with existing portals;
- Built custom crawler to access SharePoint sites;
- Developed custom reporting solution with Oracle Business Intelligence Enterprise Edition (OBIEE) and Oracle Knowledge Analytics;
- Configured dictionaries to understand Invensys-specific terminology, resulting in more relevant search results;
- Implemented workflows based on content type;
- Built authoring templates for more than 200 authors.

Our upgrade delivery approach ensured optimal customer and agent interfaces, seamless integration with the client’s CRM system and updated analytics to support effective decision making, as well as continual improvement of the search functionality.

#### Key Benefits

Infogain leveraged its deep knowledge of Oracle Knowledge products to ensure that the benefited from all the new functionalities and integration improvements in the upgraded product. To date, the following results have been realized.

In addition, the following benefits were realized:

- **Significant Improvement in Search Accuracy** — 95% in the first five search results compared to 87 % on first page.
- **Increased Productivity** — Support agents able to access knowledge base from within SAP, without switching applications.
- **Higher User Satisfaction** — Ability to use keyword search instead of natural language search. Scalable architecture was put in place to support multiple brand portals.

#### Why Infogain?

Infogain was awarded the project based on our extensive Oracle Knowledge experience and dual shore delivery model. As an Oracle Gold partner, our team has completed numerous Oracle Knowledge implementations and upgrades worldwide. As a pioneer of Oracle Knowledge services, we work in both on-premise and on-demand environments. Using a combination on-site and offshore resources, our team offers flexible, reliable and cost-effective support.



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