

# Oracle Service Cloud Community Self Service



When customers today have questions, they want answers quickly -- and expect to be able to move between channels effortlessly as they navigate towards that goal. They seek ways to engage with their peers and share experiences. They are looking for ways to connect with both the brand and with other customers in order to share experiences, ask questions and get help. Organizations understand that embedding a customer community within the cross-channel experience is a key component of delivering modern customer service.

Leverage Your Customers' Expertise To Reduce Support Costs While Enhancing The Web Self Service Experience

#### KEY FEATURES

- Discussion forums for customers
- Integrated search to return both knowledge base and community content
- Applies to Apples analytics on the value delivered by online discussions vs other channel interactions
- Suite of moderation tools
- Out-of-the-box mobile experience through responsive design

#### KEY BENEFITS

- Deflect costly support calls and e-mail, increasing zero-contact resolution
- Proactively identify problems before they have an impact on your organization
- Leverage user-generated content to build your knowledge foundation
- Reduce total cost of ownership by managing a single solution to manage the Customer Portal and Community pages and widgets

## Easily Create and Maintain an Integrated Support Community

Oracle Service Cloud Community Self Service is community and peer-to-peer knowledge sharing functionality built directly into the Oracle Service Cloud product. Community Self Service is managed through the Oracle Service Cloud agent console and delivered through Customer Portal pages and widgets, making it easy to configure and maintain as a native component of a cross-channel web customer service strategy.

## Deliver a Seamless Experience for Customers

When customers search for answers, community content is blended with "official" knowledge, enhancing published content with customers' expertise and perspectives. This helps customers find answers, solve problems, and make purchasing decisions with greater confidence. And because Community Self Service functionality is an embedded part of the support experience, customers do not have to leave the website to participate in the community, or to benefit from the insights generated there.

In addition, contact center agents can engage and assist customers through the community, by identifying and responding to unanswered questions.

## Enhance and Improve the Traditional Knowledge Channel

To stay useful and relevant, the knowledge foundation should evolve over time. Oracle Community Self Service makes it possible to leverage customer-generated knowledge to improve the traditional knowledge channel. Community answers can serve as a starting point for new official knowledge content, and community reports can give knowledge managers visibility into the questions customers are asking, and which

content areas are getting the most views and the highest ratings.

#### ORACLE WEB EXPERIENCE

Oracle Community Self Service is part of the market-leading Oracle Service Cloud, which offers an integrated approach to customer experience. By leveraging Oracle Service Cloud with Community Self Service, 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 Community Self Service is a fundamental part of the Oracle Service Cloud Web Self Service solution, enhancing a cross-channel experience that includes:

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

## Community Self Service Product Features

The following features are available for Community Self Service:


- **Discussions:** customer-generated questions and comments/answers, organized into the same product hierarchy as knowledge base answers and incidents.
- **Ratings:** customers can “vote” on community content, providing helpful feedback on the quality of answers.
- **Best Answers:** specific comments can be identified as being the most helpful by the question's author and/or a moderator.
- **Email subscriptions:** notifications can be set up to alert participants when there's something new in a discussion or product area of interest.
- **Social sharing:** discussions can be forwarded via email and/or shared on social networks (Facebook, Twitter, etc).
- **Integrated search:** searching returns both traditional knowledge base and community results all on one page.
- **Integrated SmartAssistant:** include relevant community content and Best Answers in addition to traditional knowledge answers, increasing the chances that the user's question is answered before an incident is submitted.
- **Granular Permissions Management:** this system enables you to provide customers and staff members with specific permission, access, and approval levels, all administered from the agent console.
- **Moderation:** tools and dashboards for moderators make it easy to enable both internal and external resources to maintain a safe, productive environment.
- **Standard reports:** 20+ out-of-the-box reports for measuring community activity, engagement, and impact on Web Service.
- **Globalization:** Oracle Web Customer Service with Community Self Service can be deployed in 33 languages, including Unicode/double-byte supported languages..

#### CONTACT US

For more information about Community Self Service, visit [oracle.com](http://oracle.com) or call +1.800.ORACLE1 to speak to an Oracle representative.



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#### Hardware and Software, Engineered to Work Together

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