

Oracle Service Cloud Email Management



Communicating clearly and promptly through email is essential to providing great customer experiences. And although these e-mails represent important communications from customers, tracking and responding to them can be taxing, straining for resource-strapped contact centers and frustrating for customers. Oracle Service Cloud Email Management helps you stay ahead, tracking responses, automating answers from the knowledgebase, and escalating highly emotional e-mails. Oracle Service Cloud Email Management will enable you to better and more quickly response to your customers; your agents and your customers will thank you.

KEY FEATURES

Improve agent productivity and increase customer satisfaction.

- Case Management
- Cross Channel Integration
- Tracking
- Customer Management
- Message Templates

KEY BENEFITS

- Increase agent productivity with standard response templates and access to knowledgebase
- Increase first contact resolution with auto-suggested solutions
- Increase customer satisfaction and save processing time by providing agents with complete customer interaction history
- Reduce email inquiries by providing fast, prepared responses to commonly asked questions

Case Management

Handling high volumes of email efficiently requires careful thought to important topics such as process, automation, and security. With Oracle Service Cloud, you can achieve high quality and efficiency in all of your service and marketing communications.

Oracle Service Cloud Email Management provides case management features to ensure you have complete control over the handling of inbound and outbound email message, whether responding to service inquiries, or broadcasting mailings and customer surveys.

- **Auto-acknowledgement.** Immediately confirm receipt of inquiries and sets response-time expectations for customers.
- **Intelligent auto-response.** Provide fast, prepared responses to commonly asked questions, reducing the number of agent inquiries.
- **Auto-suggested solutions.** Automatically analyze incoming inquiries and send automated, accurate replies with links to relevant answers in the knowledgebase.
- **Agent assistance.** Assist agents in responding to issues by automatically suggesting possible answers based on the content of each customer inquiry
- **Agent response.** Increase agent productivity by providing access to standard response templates and access to the knowledgebase.
- **Business rules.** Efficiently manage incoming e-mail and Web form flow by automatically assigning inquiries to appropriate agents based on content, time, customer type, and even emotional level.
- **Web forms.** Receive customer inquiries via e-mail or web forms.
- **Communicate to Preferred Email Address:** Send service responses to only one email address when several addresses are available for the same contact. Also allows for the definition of a default email address for a contact.
- **Subject Preview for Message Templates:** Change preview record within any applicable Message Template to view the conditional subject, based on details from the specific record

ORACLE SERVICE CLOUD EXPERIENCE

Oracle Service Cloud Email Management is part of the market-leading the Oracle Service Cloud that 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 Service Cloud includes Email Management as well as these other products:

- Oracle Service Cloud App Builder
- Oracle Service Cloud Chat
- Oracle Service Cloud Dynamic Agent Desktop
- Oracle Service Cloud Customer Portal
- Oracle Service Cloud Knowledge

- **E-mail attachments:** Send and receive up to 25 MB of e-mail attachments on hosted e-mail accounts.

Cross Channel Integration

Oracle Service Cloud Email Management integrates across all customer touch points from your knowledgebase and contact center to your corporate website and social communities. Email management knowledgebase is integrated across communication channels and driven by customer interactions. Automatically learning and adapting to customers, it ensures that content remains accurate and relevant. Customers get suggested solutions based on content analyses of their e-mail inquiries.

Tracking

Oracle Service Cloud Email Management provides the following tracking features:

- **Incident number assignment.** Assigns a unique reference number to each customer inquiry.
- **Threaded conversation.** Captures multichannel communications in a single customer record.
- **Customer history.** Enables you to personalize your responses based on customers' previous interactions.
- **System alerts.** Provides escalation rules to facilitate service-level management.
- **Bounced Incident Response / Audit Log:** Bounced incident replies now have a more descriptive label / source in the audit log. Previously, this was indicated by the "Techmail – Service Mailbox". You can use the new source in reports, or in incident rules to automate actions.
- **Duplicate Checking:** Added functionality to the Techmail process allows evaluation of messages all the way down to the attachment level.

Customer Management


Email Management provides the following customer management features:

- **Case management.** Captures and tracks each interaction in the customer's record, regardless of channel.
- **Consolidated customer data.** Provides access to consistent and current customer information captured across multi-channel interaction points.
- **Real-time information.** Increases customer satisfaction and saves processing time by providing agents with complete customer interaction history.

CONTACT US

For more information about Oracle Service Cloud, visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.

**CONNECT WITH US**

-  blogs.oracle.com/oracle
-  facebook.com/oracle
-  twitter.com/oracle
-  oracle.com

Hardware and Software, Engineered to Work Together

Copyright © 2016, Oracle and/or its affiliates. All rights reserved. This document is provided for information purposes only, and the contents hereof are subject to change without notice. This document is not warranted to be error-free, nor subject to any other warranties or conditions, whether expressed orally or implied in law, including implied warranties and conditions of merchantability or fitness for a particular purpose. We specifically disclaim any liability with respect to this document, and no contractual obligations are formed either directly or indirectly by this document. This document may not be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without our prior written permission.

Oracle and Java are registered trademarks of Oracle and/or its affiliates. Other names may be trademarks of their respective owners.

Intel and Intel Xeon are trademarks or registered trademarks of Intel Corporation. All SPARC trademarks are used under license and are trademarks or registered trademarks of SPARC International, Inc. AMD, Opteron, the AMD logo, and the AMD Opteron logo are trademarks or registered trademarks of Advanced Micro Devices. UNIX is a registered trademark of The Open Group. 1215