ORACLE EMAIL CENTER

- Works with any IMAP4 compliant mail server. No dependency on Oracle Email Server
- Local Message Store and Download Processor for downloading emails from mail server
- Shares a common customer repository with other Oracle E-Business Suite applications
- Comprehensive email account administration including granting access to agents to specific email queues
- Provides supervisors visibility into agents' email workload and allows to redistribute the load between agents
- System can either push emails to be worked upon automatically to agents or agents can interactively work on emails in their assigned queues
- Intent Analysis of incoming emails allows automatic classification and routing of emails to the agents with the right skills
- Intent administration allows definition of multiple intent analysis rules
- Auto-acknowledgements to customers for their email queries
- Supports pre-defined templates to serve as canned responses for the agents, thereby increasing their efficiency
- Intelligent rule-based auto creation of service requests from emails
- Seamless integration with Oracle TeleService enables Email Center agents to create/ update service requests associated to the emails from the email console
- Emails previously exchanged with a customer for an issue are grouped into a thread for easy viewing and response

Oracle® Email Center is an email response management application that allows the service organizations to efficiently route, track, and respond to email inquiries. Contact centers conduct an increasing share of business through email, often receiving hundreds or thousands of messages from customers every day. Oracle Email Center enables them to effectively respond to this ever-increasing volume of emails by automatically identifying the intent of messages, routing them to appropriate agents, and helping those agents quickly create relevant responses. Oracle Email Center is a key component of the Oracle E-Business Service Suite, the integrated solution that drives profitable customer interactions.

Efficiently Respond To Emails to Lower Interaction Costs

The more intelligently the incoming emails are classified and routed, the less agent time each message consumes. Oracle Email Center extracts and uses keywords from each incoming email and identifies the intent of the email by using Oracle Text technology for intent analysis. Based on the intent and email processing rules, the system processes the emails— responding automatically to auto-acknowledge and auto-respond or routing emails to agents with appropriate skills.
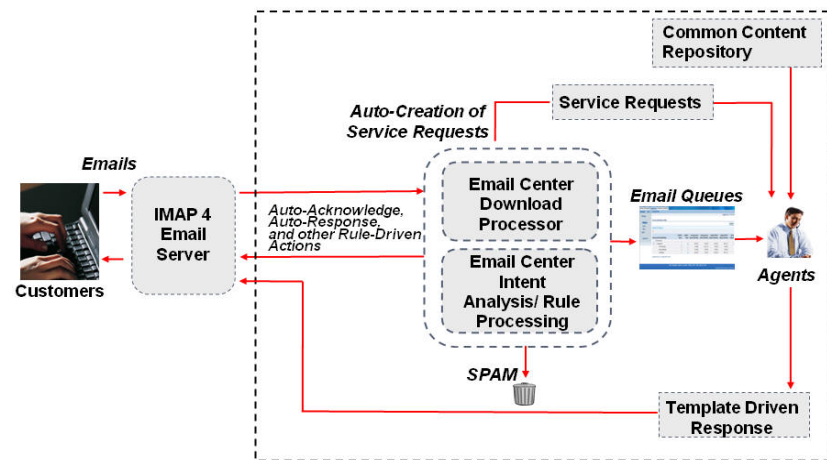

Figure 1. Email Center Processing enables service organizations to provide relevant, personalized email response while driving down interaction costs.

During the automatic email response process, the system intelligently and automatically searches a common knowledge base shared across applications by using the intent of the emails and sends the matching solution documents to the customers. Depending upon configurable business rules, service requests are

ORACLE®

- Automatically logs interactions for incoming and outgoing emails
- Migration Console to assist customers migrating from release 11i9 or 11i10 to R12 and beyond

automatically created for incoming emails and automatically routed to service agents with right skills for quick resolution.

Based on system configuration, the incoming emails are automatically pushed to the agents when they request work or are delivered to agents in their assigned email queues so that they can interactively work on them. The agents use pre-defined message response templates to create personalized and consistent responses to customer issues. Templates contain all necessary boilerplate text, as well as merge fields that automatically personalize responses. The keywords from the messages are used to automatically search for matching solution documents from the common knowledge base and suggest them to the agents as they view and respond to the messages. By auto-suggesting the best solution matches, Oracle Email Center increases response relevance and slashes response time by reducing or eliminating manual searches. The emails that have been previously exchanged with the customer regarding an issue are also automatically linked into a thread. This allows the agents an easy access to historical emails in the thread while replying to the customer.
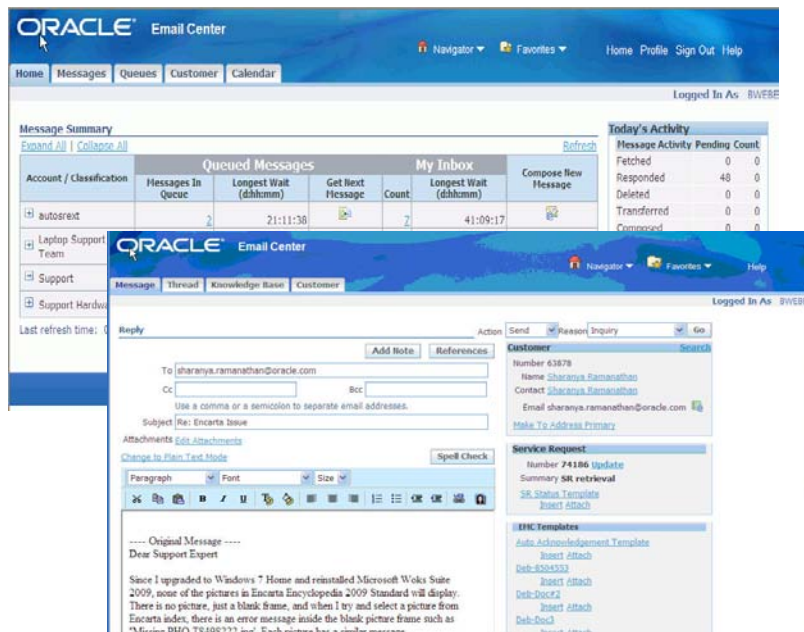

Figure 2. Email Center Message Component

Integrate Email with Other Interaction Channels

Oracle Email Center seamlessly ties email together with other contact channels as part of Oracle E-Business Service Suite solution. Email Center shares Oracle's comprehensive customer data model and a central interaction history with all Oracle CRM applications. The email interactions, which are maintained in this interaction repository, can be accessed easily by call center agents and other back-office support personnel from the various Oracle TeleService applications such as Contact Center and Service Request forms. These personnel, using the integrated Oracle Email Center message component, can easily communicate to the customers via emails from within various Oracle TeleService user interfaces. Similarly, Email Center agents responding to emails have a complete view of the customer's previous

ORACLE®

interactions which may have happened through any channel—phone, email or web. This complete history avoids duplicated agent effort and eliminates the customer annoyance of having to repeat their story at each new contact point.

Oracle Email Center's integration with Oracle TeleService enables agents to interactively create, view, and update service requests from within the Oracle Email Center message component by using intuitive Service Request HTML interfaces. Based on pre-defined email processing rules, the incoming emails trigger automatic creation and update of service requests by calling the appropriate service request APIs. The system supports two options for automatic service requests creation— simple and sophisticated. In the simple option, the emails are processed to automatically create service requests with minimal set of information required to create service requests such as customer, contact, service request summary (the email subject), and service request note (the email body). In the sophisticated option, the customers use structured email templates to compose emails to send to the service organizations. These email templates allows customers to provide data such as Customer Number, Primary Contact, Contact Phone, Product, Serial Number, Tag Number, Problem Code, and Problem Summary within pre-defined tags which map to fields in the service request schema. When these structured emails are processed by Oracle Email Center, the sophisticated email parsing engine extracts the data contained within these tags in the emails and passes this information to the service request creation API to populate the corresponding fields in the service requests.

Monitor Email Queues and Manage Agent Workload

Oracle Email Center's supervisor console gives supervisors a complete view of the email queues and agents current workload. Supervisor console includes embedded analytics which helps supervisors in managing the email workload better. Oracle Email Center also comes with pre-built reports based on Oracle's Daily Business Intelligence platform. Key performance indicators such as average response time enable supervisors to monitor service levels. Email agent and email account activity reports help supervisors balance workload and measure agent productivity.
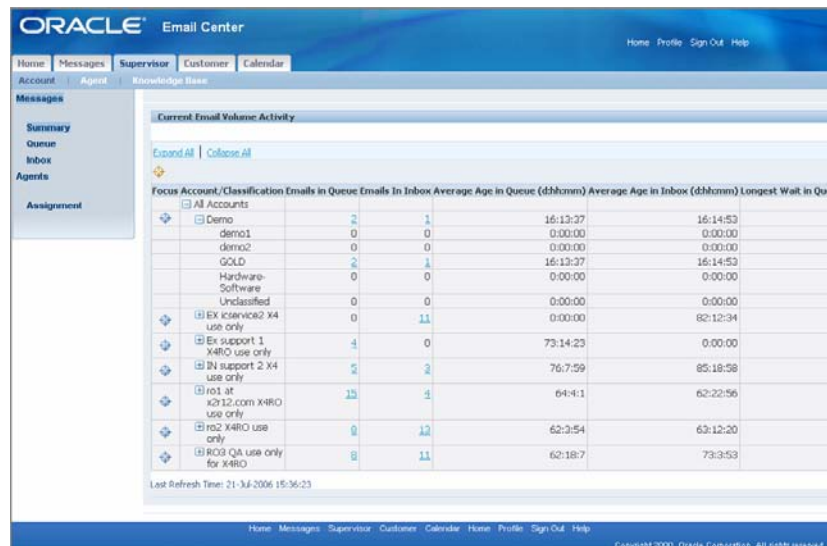

Figure 3. Email Center Supervisor Console

ORACLE EMAIL CENTER

- Makes the most efficient use of the email channel by automatically identifying the intent of messages, routing them to appropriate agents, and helping those agents quickly create relevant responses
- Allows your organization to provide relevant, personalized email responses while driving down interaction costs

RELATED PRODUCTS

- Oracle TeleService
- Oracle iSupport
- Oracle Advanced Inbound
- Oracle Scripting
- Oracle Field Service
- Oracle Depot Repair
- Oracle Secure Enterprise Search
- Oracle Collaboration Suite

RELATED SERVICES

The following services are available from Oracle Support Services:

- E-Business Suite Accelerators
- Oracle Application Solution Centers
- Oracle University
- Oracle Consulting

By using the supervisor console, the supervisors manage the complete workflow of email response by appropriately staffing the email queues depending on the email volumes, and by load balancing the workload among agents and queues. They manage and balance the workload by manually re-assigning emails from email queues with heavy email volumes to under utilized agents or by transferring emails from an overworked agent's inbox to another agent's inbox. Supervisors decide the mode of queues access by email center agents. They may grant agents interactive queue access such that the agents decide the order in which they work on emails in the queue, rather than being forced to work on the emails pushed to them by the system. Supervisors also use the console to create and publish documents into the common content repository for use by email agents.

Oracle E-Business Suite—The Complete Solution

Oracle E-Business Suite enables companies to efficiently manage customer processes, manufacture products, ship orders, collect payments, and more—all from applications that are built on unified information architecture. This information architecture provides a single definition of your customers, suppliers, employees, and products—all important aspects of your business. Whether you implement one module or the entire Suite, Oracle E-Business Suite enables you to share unified information across the enterprise so you can make smarter decisions with better information.

ORACLE®