



Oracle Service Cloud deployment in a global shared service environment

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GE Global Operations – GE's Shared Services organization operating from 5 regional centers



2015: Service Cloud deployment start

Service Cloud mission statement:

What: build a process agnostic service management tool that can handle complexity and constant process changes.

How: embrace fastworks principles, build minimum viable products (MVP's) with minimal available specifications, deploy fast, improve in quick iterations. Pivots are encouraged.



Customer	Problem statement	Vision
Primary: Global Process Owners, Center Leaders	I am being challenged and measured to do more with less. I need a way to identify defects and where to focus efforts for operational cost out and process improvements	A culture of continuous improvement, where leaders make 100% of operational decisions for cost out and process improvement based on data
Additional Beneficiary: External & Internal Customers, Business Partners, Suppliers	I do not know who is working on my request or problem and when it will be resolved	
Analyst – person responding to inquiries	I do not know what to work on, how to prioritize my work, how to find answers to inquiries and when to escalate issues	



Channels & clients used

Channels

- Email to case
- Customer portals (multiple)
- Chat
- Knowledge & deflection
- Widgets (knowledge, chat, raise a request)
- Outreach (mailings & campaign)
- Bulk case import / update
- RPA integration
- API based integrations

Agent interface

- .net console (with Chrome enablement)
- Browser User Interface (in pilot)
- Citrix
- Microsoft RDP for Mac users



Features & automation examples

Feature	What it does
Guided Assistance & workflow	Interview process that can end up with a request form or a knowledge article
Scripts, business rules	Can string together several commands into a single action
Standard Text	Agents do not have to type communications to end users they can just use the standard text with embedded variables or knowledge content
Oracle Policy Automation	Table based configuration supporting portal implementations
Knowledge & Knowledge API	Manages knowledge article authoring & exposure to own or external portals. Solr based knowledge indexing.
Chron	Enables scheduled execution of batch jobs
SSO integration	Uses the company SSO repository for user authentication
Rules based escalation	Escalates cases containing specific keywords (eg. service cut), VIP suppliers, case categories (eg. legal letter)
Analyst license lockdown	Custom process to disable users after one month of no login



Integrations using API framework

Feature	What it does
Company Directory integration	Imports as contacts the GE company employees
Data Lake integration	Pushes tickets raw data to GE's Business Intelligence platform. Spotfire / Tableau based dashboards and self service reporting capabilities.
Service Now integrations	Automated ticket handoff between Global Operations and the IT organization
Bulk case creation	Bulk case creations originating from Oracle HR (eg. payroll changes)
Identity Manager integration	Automated provisioning of analyst logins using GE's centralized access management platform
Outlook integration & duplicate handling	Enables case response using Outlook and avoids duplicate case creation due to cc reply's
Chatbot (AI)	Serves knowledge articles for the chatbot to retrieve answers from
Language I/O	Real time machine translation of inquiries & responses (integrating to Google & Microsoft translation engines)





Thank you & get in touch:

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