

ORACLE®

ORACLE SOLUTIONS FOR SERVICE

Automate service delivery to improve customer satisfaction and reduce costs

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Meet today's customer service expectations with automation and AI

Service leaders are recognizing the immediate impact of artificial intelligence on service delivery and overall customer experience. In fact, many are already exploring exciting developments such as:

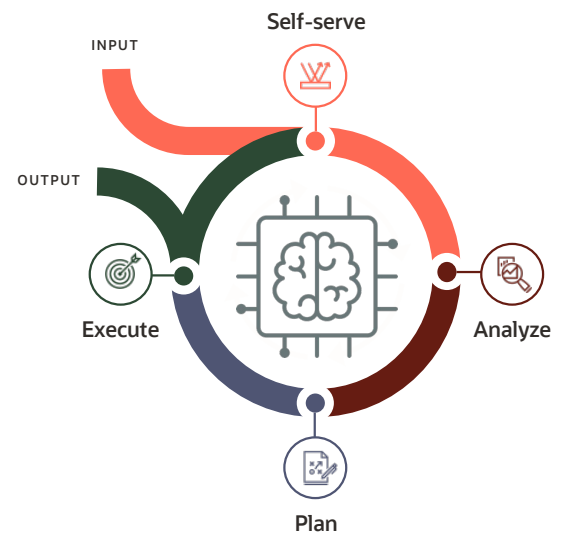
- Transitioning from assisted-service and self-service models to fully automated service delivery
- Enhancing the agent experience and boosting their productivity with AI
- Fully orchestrating and automating front- and back-office processes

AI is unlocking new potential within service organizations by automating routine tasks, thus allowing service teams to focus on more valuable and complex work. A 2023 Goldman Sachs report notes that nearly 46% of support tasks have high potential for automation, while a 2023 McKinsey & Company study estimates that AI-driven customer service could generate more than \$1 trillion in new value in the financial services sector alone.¹²

AI is set to revolutionize service organizations through comprehensive automation. Oracle's view is that this rapid shift can be summed up in one future-looking statement:

Automation will build brand confidence and trust by efficiently solving problems and driving success, while service organizations will support and enhance automation, ultimately becoming backstage orchestrators.

As we enter this new paradigm for service delivery, **Oracle Fusion Service** will continue providing contextual service at the point of need, as well as decision automation, customer and business intelligence, intuitive UX, and seamless connections to back-office solutions, with a focus on leveraging AI as an engineering discipline throughout our service suite.



¹ Goldman Sachs, Global Economics Analyst: The Potentially Large Effects of Artificial Intelligence on Economic Growth (Briggs/Kodhani), 26 March 2023

² McKinsey & Company, The economic potential of generative AI: The next productivity frontier, 2023

Five key opportunities for enterprise service teams

1. Artificial intelligence and automation

By 2026, 50% of customer service teams will use GenAI-driven virtual assistants to improve efficiency.³ AI powers chatbots, knowledge bases, and pattern recognition, which are essential for end-to-end automation and streamlining tasks.

2. Integration of chat and collaboration tools

Platforms such as Microsoft Teams and Slack can enhance service by allowing agents to manage tickets and collaborate. These tools support faster, more efficient communication across the business, meeting growing demands for seamless organizational workflows.

3. Self-service and knowledge management

Self-service is on the rise, with 95% of businesses reporting increased customer demand for tools to self-solve problems.⁴ Robust knowledge management can empower users, reducing service agent workloads while improving customer satisfaction by supplying accurate, accessible solutions to common issues.

4. Predictive and proactive service

AI-driven predictive analytics can help service teams anticipate and solve problems before they affect users. This proactive approach enhances real-time service strategies, reducing downtime and boosting quality, revenue, and user satisfaction.

5. Focus on employee experience

Remote work has spotlighted employee satisfaction, with 80% of agents saying better access to data improves their productivity.⁵ Organizations now focus on user-friendly portals, AI tools, and data access to boost agent empowerment and retention.

³ Gartner, Innovation Insight: Generative AI Chatbot to Improve CX and Agent Productivity, 23 April 2024

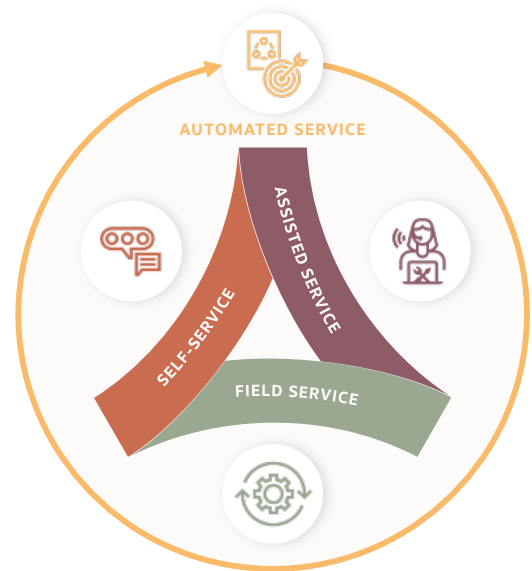
⁴ NICE, Digital-First Customer Experience Report, 2022

⁵ Salesforce, State of Service, 2024

Oracle Fusion Service capability overview

Oracle offers a comprehensive and unified suite of customer service and field service capabilities designed to streamline and enhance your service operations:

- **Self-service digital interfaces for end users:** Empower your customers with intuitive digital tools to help them find answers and resolve issues independently, reducing customer effort and requiring less direct interaction with service agents.
- **Automated service workflows:** Leverage AI and automation to handle routine service tasks and processes, freeing up your team for more critical customer issues and improving overall response times.
- **Agent-assisted service workflows:** Optimize your service agents' efficiency with structured workflows that guide them through complex processes, facilitating consistent and high-quality customer support. Accelerate service agent workflows with AI and GenAI to help handle live chats, service requests, responses, and more.
- **Centralized, easily accessible knowledge management:** Maintain a single, comprehensive repository of knowledge that can easily be accessed by customers and service agents, promoting quick and accurate information retrieval through powerful semantic search. Grow your knowledge repository with rapid generative AI-based knowledge authoring after a service request closes so similar issues are easier to resolve in future.
- **Decisioning and advice:** Automate self-service and agent-assisted decisions via preconfigured interviews and structured workflows to support compliance and accelerate resolution while boosting first-contact resolutions and overall productivity.
- **Case management for lengthy and complex inquiries:** Manage complex service cases with a robust case management system that tracks inquiries from inception to resolution. AI-based summarization and recommended knowledge can get agents up to speed quickly and help ensure nothing falls through the cracks.
- **Automated field service workflows:** Streamline field service operations with automated workflows that coordinate tasks, schedules, and resources for efficient and timely service delivery.
- **AI-powered field service scheduling:** Utilize advanced AI algorithms to optimize scheduling for field service operations, helping ensure that the right technician is dispatched at the right time with the right tools.
- **Field technician guidance:** Enhance the effectiveness of your field technicians with guided workflows that direct them to follow best practices, capture all required information, and complete tasks accurately and efficiently.



- **Native mobile app for field technician enablement:** Provide your field technicians with a powerful mobile app that offers real-time access to job details, customer history, and company resources so they can perform their duties effectively on the go.
- **Industry-specific solutions:** Streamline operations and service delivery by leveraging packaged service solutions for high tech, manufacturing, utilities, and telecommunications that seamlessly integrate ERP, supply chain, and other back-office systems with agent and customer-facing applications.
- **Service lifecycle management for high-value physical assets:** Manage the entire lifecycle of high-value physical assets, from deployment to maintenance and decommissioning, to facilitate maximum uptime and optimal performance.

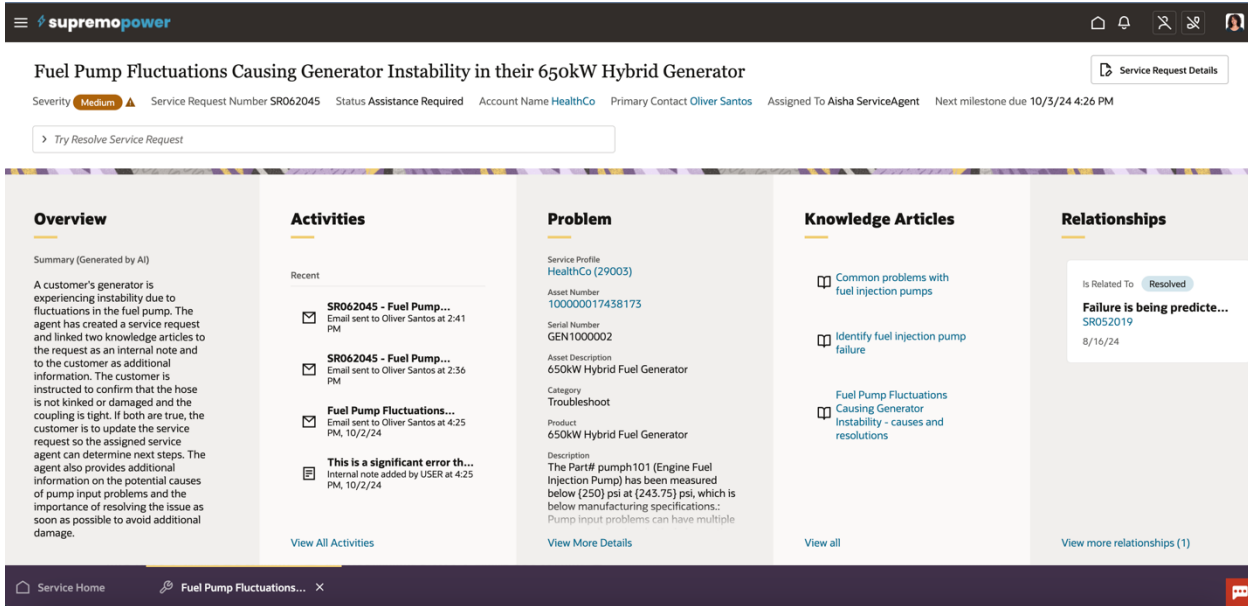


The Oracle Fusion Service Suite



Service Center

Oracle Service Center helps service agents deliver faster, more accurate, and more consistent customer resolutions with AI-powered recommendations and workflows based on your organization's established best practices.



Key features and benefits

Service request management: Unite customer data across your digital engagement channels, CRM, and back-office systems to support a range of service types, from high-velocity transactional service inquiries to complex, long-running service engagements.

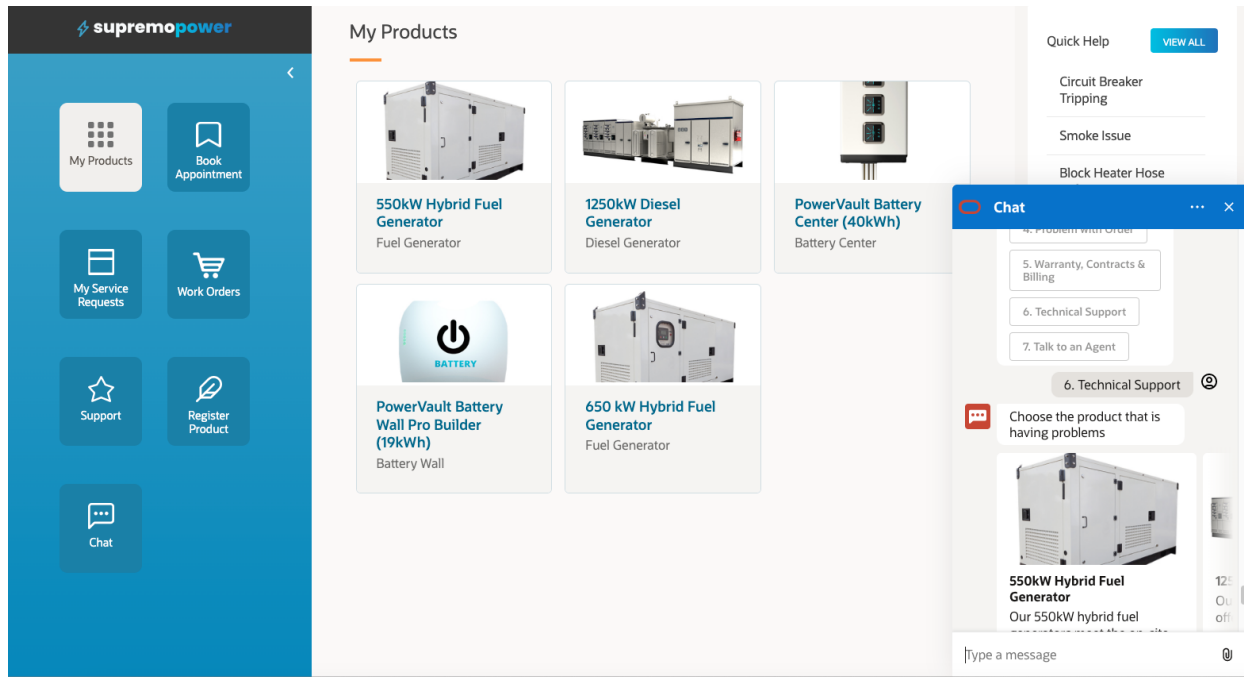
Case management: Manage complex service cases with multiple process steps, long-term tracking, correspondence, documentation, and best practice action plans.

Agent workspace: Empower agents by combining data and productivity tools—including embedded GenAI capabilities such as service request summaries—into a single view to support omnichannel engagement for various service types.

Productivity tools: Embed decision automation capabilities plus AI-generated suggestions for knowledge articles and next best actions to scale best practices, enforce business rules, and guide agents to provide consistent service outcomes.

Digital Customer Service

Oracle Digital Customer Service makes it easy for customers to resolve issues on their own, get AI-based advice and recommendations via the channels they prefer, and interact directly with service teams.



Key features and benefits

Customer portal: Create a branded digital service hub and provide 24/7 support to customers by helping them find answers, log service issues, determine product status or health, view their purchase and service request history, schedule on-site service, or connect directly with agents.

Digital assistants: Embed an AI-powered chatbot into your website and mobile apps to help customers resolve issues and execute service transactions that connect to back-office systems such as billing, subscriptions, product warranties, and more.

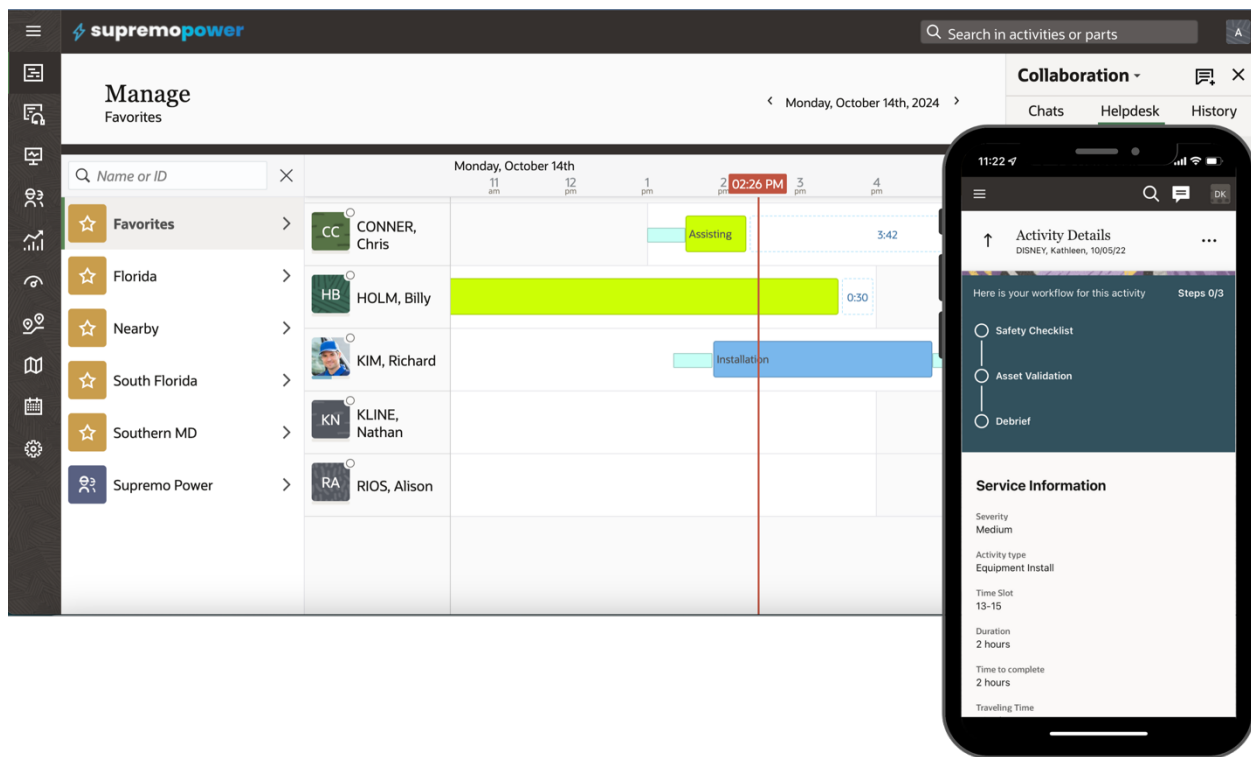
AI as an agent: Use AI to deliver efficient, accurate support by automating routine tasks and responses to customer inquiries—such as answering common questions, processing refunds, and scheduling appointments—while escalating complex issues to service agents when necessary.

Omnichannel support: Enable customers to connect with agents on SMS text and social media channels while carrying over the context and history from each related interaction across all channels via asynchronous chat.

Support to sales: Enable seamless transitions from resolving customer issues to identifying and capitalizing on sales opportunities to drive revenue growth while enhancing customer satisfaction.

Field Service

Oracle Field Service (OFS) helps businesses schedule, route, and equip mobile workers to complete service activities at a customer’s home, office, or installed asset location.



Key features and benefits

Work planning and scheduling: Accurately predict staffing needs, optimize resource utilization, and intelligently automate scheduling and routing with an industry-leading AI-powered routing engine.

Technician enablement: Give your mobile workers (both in-house and third-party) the tools they need to complete service activities successfully, and on the first try.

Self-service and customer experience: Give customers choice and convenience by helping them find answers to common problems and enabling them to schedule and manage field service appointments.

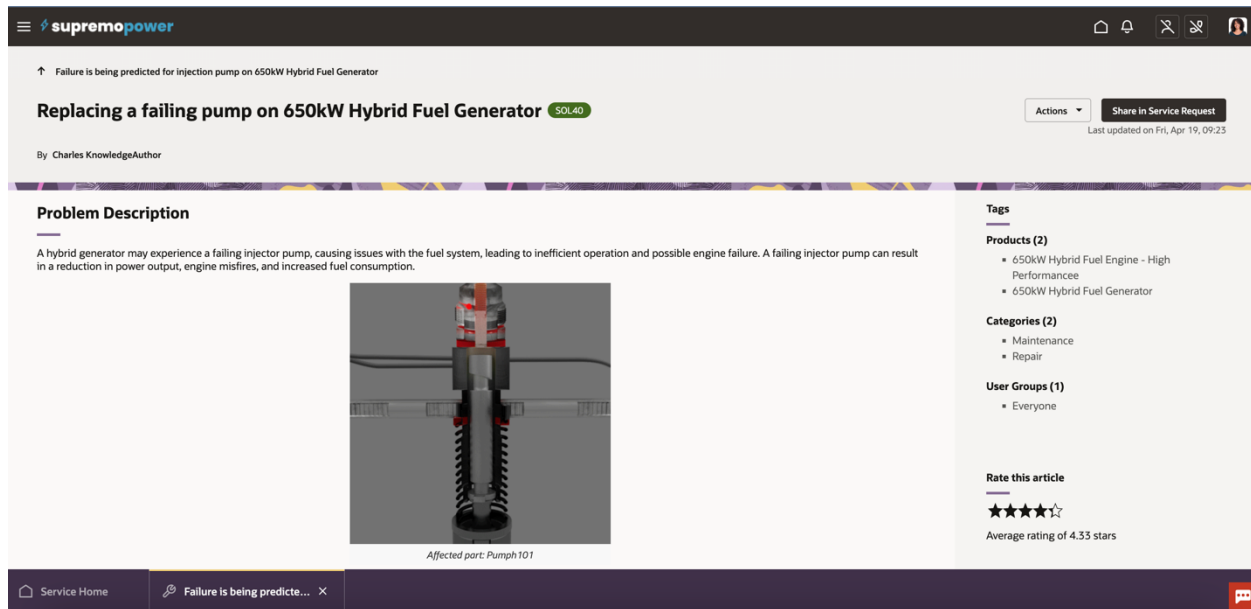
Service support: Help technicians complete more jobs by using embedded collaboration tools to connect with expert support, diagnose complex issues, and get live coaching.

Service logistics: Empower mobile workers with a direct connection to the supply chain so they can easily check parts availability and order, receive, transfer, and reserve parts for their trunk stock.

Connected enterprise: Extend your field service organization to the rest of your business with prebuilt connections to ERP, supply chain, and HR applications—or build your own capabilities with an open API architecture.

Knowledge Management

With Oracle Fusion Knowledge Management, service teams can create and publish articles containing troubleshooting guides, best practices, corporate policies, and other relevant information to help increase customer self-service rates, improve field service efficiency, and reduce incident handling time.



Key features and benefits

Knowledge lifecycle management: Control the entire knowledge lifecycle with configurable options and workflows for authoring, editing, categorizing, reviewing, governing, and publishing—and set permissions for who can access certain articles.

Generative AI article authoring: Accelerate and optimize the creation of knowledge content by leveraging generative AI to quickly draft new articles based on service request details and external documents.

Reusable articles: Enable source content blocks to be embedded and shared within multiple articles, creating a single source of truth and reducing the effort required to maintain content accuracy.

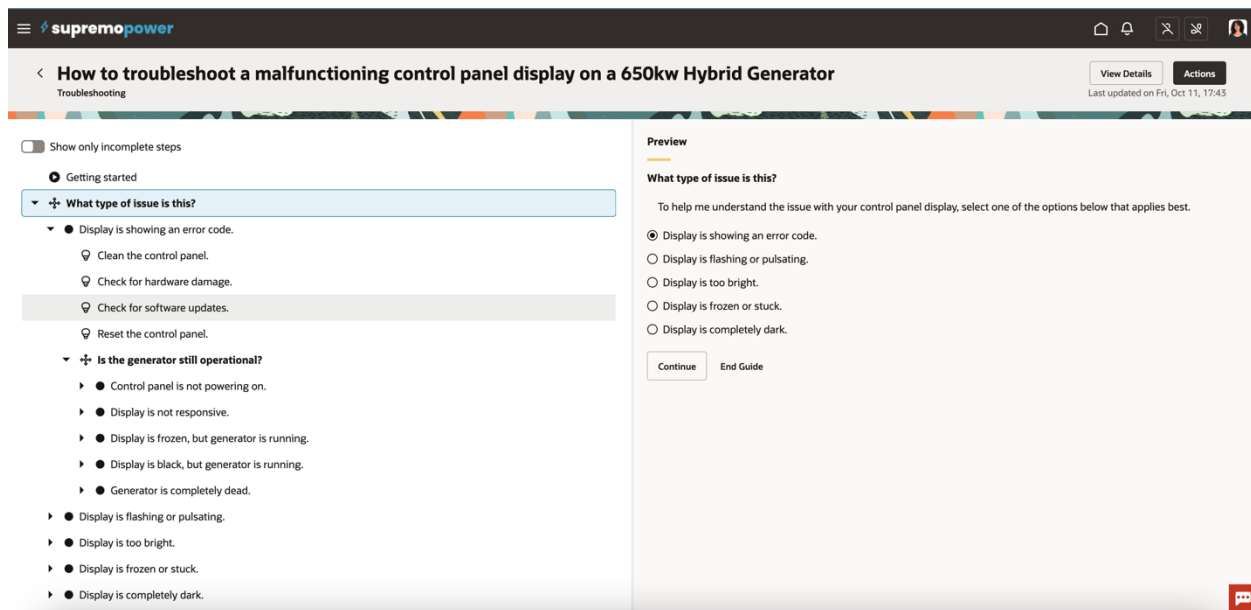
Mass updates: Apply updates to a whole set of articles to save time, and schedule large updates during off-peak hours to minimize disruption.

Knowledge everywhere: Connect your knowledge library to all agent, service technician, and customer-facing apps (such as chatbots) and let embedded AI features answer questions or recommend articles.

Search: Help users find precise information faster by using interactive search to refine their search terms. Semantic search also improves findability by leveraging machine learning models that understand the relationships between words.

Intelligent Advisor

Oracle Intelligent Advisor helps customer service agents make decisions via guided rules-based interviews, so they spend less time combing through data and more time creating personalized service experiences for customers.



Key features and benefits

Self-service decision support: Embed interviews to automate complicated question-and-answer flows into your customer portal or chatbot, empowering customers to self-serve without service agent intervention.

Agent guidance: Use automation to guide service agents to deliver consistent decisions based on defined business rules.

Generative AI interview authoring: Use embedded generative AI to quickly draft new interviews to accelerate decision workflow creation.

Experience design tools: Configure interview flows and brand elements to optimize the user experience.

Oracle helps connect service to the rest of the business

Oracle's complete cloud suite of AI-embedded SaaS applications can establish consistent processes and a single source of truth across the most important business functions—including enterprise resource planning, supply chain management, human capital management, and customer experience—to help you:

- Reduce operational friction and promote faster, more accurate service outcomes by enabling service teams to source vital information and expert support from across the enterprise
- Enable data access and workflows within the agent workspace that connect to back-office systems including contracts, subscriptions, billing, HR, and supply chain
- Seamlessly connect service workflows—such as installation, repair, and parts ordering/returns—with maintenance, asset management, or product lifecycle applications
- Deploy prebuilt solutions finely tuned to industry-specific service use cases for manufacturing, high tech, utilities, communications, and financial services

Take the next step towards fully automated service delivery

Transform the service lifecycle with our AI-powered enterprise service solution, designed to streamline processes, improve collaboration, and enhance customer satisfaction. With Oracle Service, you can optimize every aspect of your service delivery to meet the evolving needs of your business while driving efficiency and innovation.

Contact us to schedule a personalized demo and see how Oracle can help you revolutionize your service operations.

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