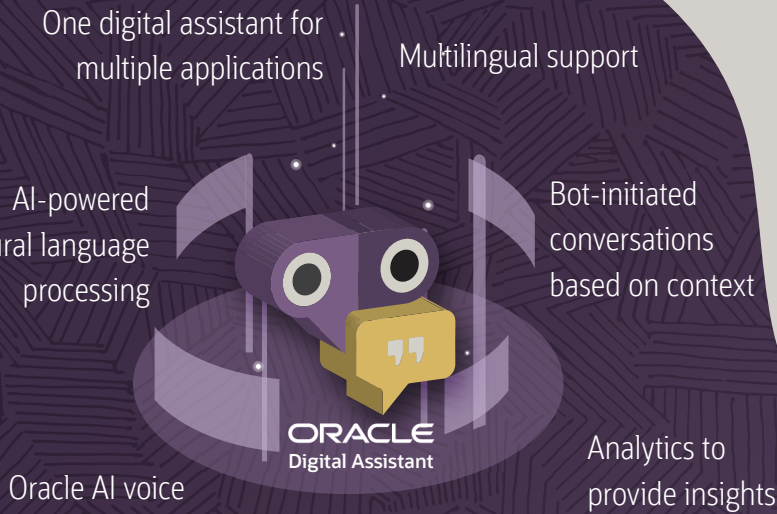# Oracle Digital Assistant for CX

Conversational AI for Your Business

70% of customer interactions will involve emerging technologies such as machine learning (ML) applications, chatbots and mobile messaging by 2022

-Gartner

One digital assistant for multiple applications

Multilingual support

AI-powered natural language processing

Bot-initiated conversations based on context

ORACLE
Digital Assistant

Oracle AI voice

Analytics to provide insights

A Digital Assistant Can Facilitate

24/7 Customer Service
Strengthen brand relationships with customers by making support and answers to questions available on demand.

Configuring, Pricing and Quoting
Simplify customer experiences when dealing with complex inquiries that create direct upsell opportunities.

Customer Engagement
Enhance inbound marketing efforts with chatbot-powered landing pages to quickly connect, educate, and qualify leads.

Empowered Sales Forces
Improve levels of engagement amongst sales teams with access to evergreen information and ability to manage sales, HR, and IT inquiries through seamless backend integration.

Marketing Personalization
Innovate ways to seamlessly connect with consumers when they want, and across the channels they prefer.

Unforgettable Customer Experiences
Create memorable and differentiated customer experiences through voice-enabled interactions across touchpoints

Learn more at oracle.com/da

* AI By The Numbers: 33 Facts And Forecasts About Chatbots And Voice Assistants, May 15, 2017