ORACLE SCRIPTING

- Suspend and resume survey capability
- Simply and advanced search options
- Hide or show progress area
- Guided interactions for agents at contact centers
- Dynamic Web-scripts that can be deployed on any enterprise Web page to lead customers and prospects through decision processing
- Automatic integration to Oracle E-Business Suite data or external systems
- Automatic storage of customer interaction information for each interaction
- Standard Internationalization and globalization support

Oracle Scripting® provides enterprises with scripts, which guide customers, agents, and employees through decision flows based on a series of questions and answers. Through branching logic built into the product, script flow is based on customer answers as well as upon data stored in the customer tables. Scripts can be used for a variety of purposes: as traditional interaction center scripts that guide agents through collection of information and provide proactive alerts; as Web-based surveys for customers, prospects, and employees; and as self-service Web scripts that integrate with enterprise Web pages and provide a mechanism to guide Web customers through decision processes.

Scripts for Multiple Purposes

Oracle Scripting is unique in that it provides guided decision flows for a variety of purposes. From its origin as an Interaction Center call guide tool, it has expanded its reach by providing the same kind of question/answer flows with context sensitive branching for surveys and self-service Web-scripts.

Oracle Scripting provides an enterprise with tools that make it easy to encapsulate decision flows as a series of guided, dynamically generated HMTL pages. All script users—whether they are agents in call centers or survey respondents—have the ability to back up to previous script panels and change previously-entered responses, with the Scripting Engine automatically managing data integrity. Because Scripting provides a library of reusable building blocks and provides the ability to import portions of scripts to other scripts, an enterprise can quickly build an extensive library of script objects that can be used for a variety of purposes. For example, an address verification module can be used in a script used by call center agents, and it can also be incorporated in any survey that also requires address verification. This reusability makes it possible for an enterprise to standardize their best practice methods and use them in many different scripts.

Script Engine for Agents

The Script Engine is launched when interaction center agents launch scripts from within the E-Business Suite applications, such as Telesales, TeleService, and Collections. It provides special features such as a Progress Area and Shortcut buttons to provide the agent with a list of previously accessed Script panels and quick access to specific areas of a script. The progress area is displayed by default but it can be hidden from the agent to prevent them from navigating back and changing answers.
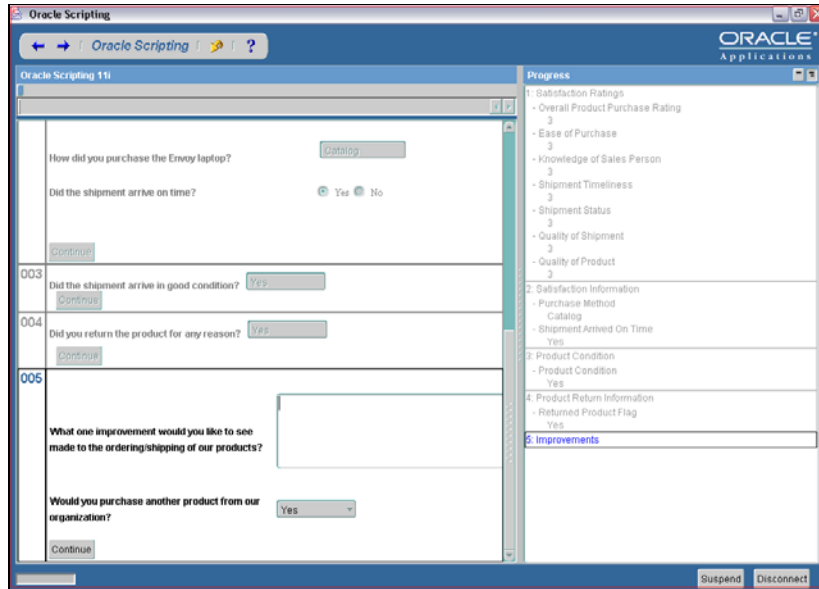
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Figure 1: Forms Based Scripting Interface

Survey Engine for Web-Based Users

For Web-based users, such as survey respondents or individuals accessing self-service scripts via an enterprise Web page, the Survey Engine manages the processing of Web pages, processing of responses, branching, and other session management activities. All data collected during the interaction is automatically saved and available for reporting.

Tighter integration with Oracle One-to-One Fulfillment has yielded the ability to send out survey invitations and reminders to an unlimited number of survey targets. Those email invitations and reminders can also be tracked by tools available through One-to-One Fulfillment.

In addition, the Survey functionality now checks to see if the members of the Oracle Marketing List used to identify survey targets have been marked as enabled. If they have not been marked as enabled, the target will not be invited to take a survey.
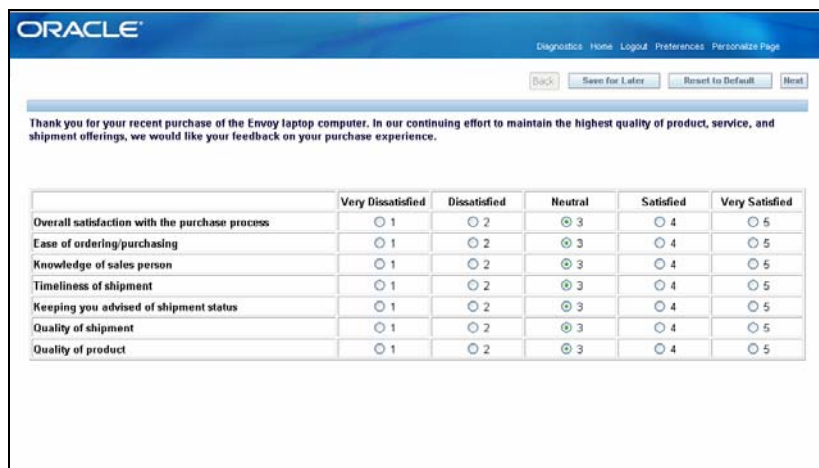

Figure 2: Web (HTML) Based Scripting – Survey Interface

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ORACLE SCRIPTING DELIVERS THE FOLLOWING BENEFITS:

- Reduction in interaction costs
- Ensures service consistency

RELATED PRODUCTS

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

RELATED SERVICES

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

Suspend / Resume Functionality

The Suspend/Resume functionality is available to both types users – call center agents who use the forms based scripting applet and the web based survey respondents. It provides the ability for users to suspend a script interaction, and later access it to complete the transaction. The scripting engine remembers the last panel/question information for the last question answered by the agent automatically resumes transaction at that point. Additionally, the suspend/resume functionality can restore information about the state of any shortcut buttons, as well as restore any external calls to APIs that were invoked in the suspended transaction.

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.

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