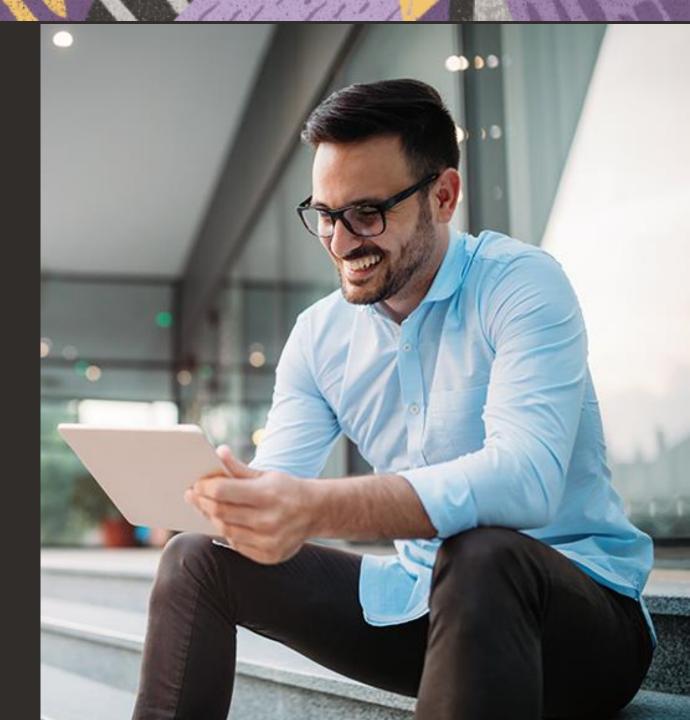
ORACLE

Intelligent Advisor in Any Industry



### **Deliver advice and automate decisions with Intelligent Advisor**

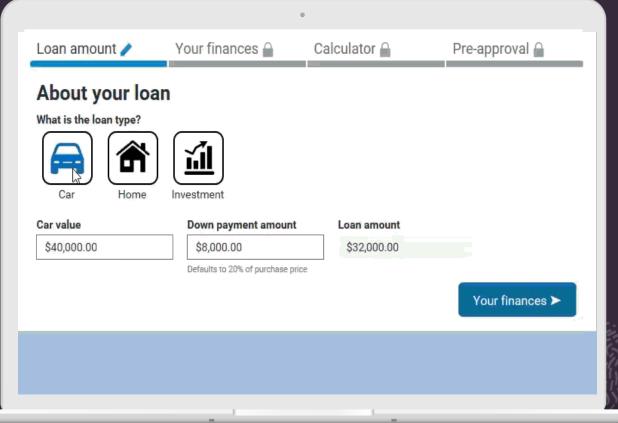
- Personalized Service
- Agile Management
- Consistency and Transparency



### **Deliver Personalized Experiences**

**Tailor** customer experiences with contextualized, personalized advice using rich intelligent online forms, known as interviews.

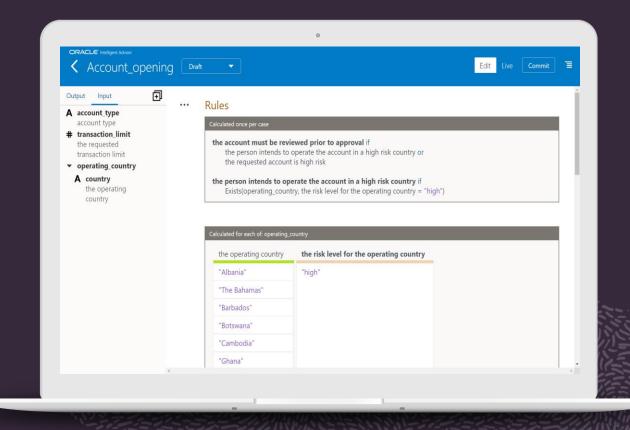




### **Provide Agile Management**

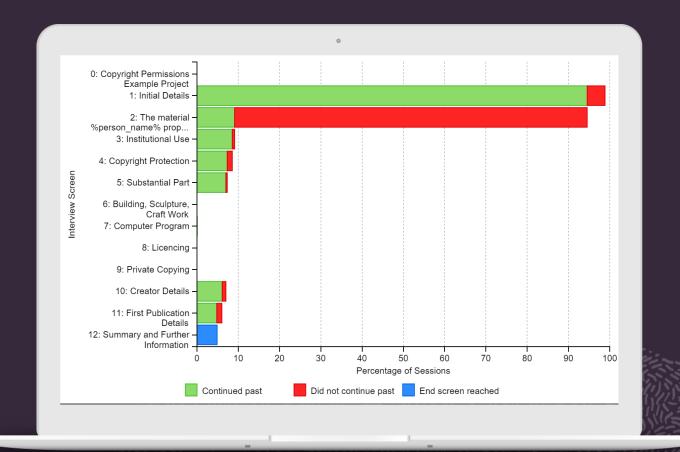
**Empower** business users to configure rules and design user interface.

**Enable staff to easily manage deployments and integrations.** 



### **Increase Consistency and Transparency**

Get detailed explanations for automated decisions. Discover insights into the customer journey with accurate, reliable analytics and reports.



### How do companies leverage Intelligent Advisor?

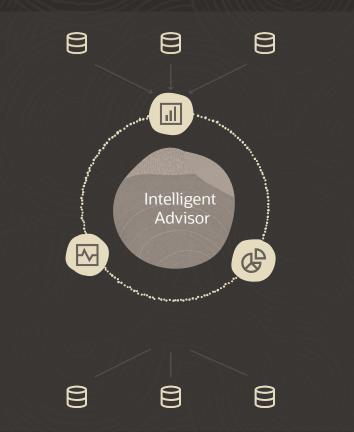
**Customer Facing** 



**Employee Facing** 



#### **Headless/batch assessments**





### **Intelligent Advisor**

\_\_\_

#### **Self-Service Advice**

Empower customers to selfserve for simple and complex requests

#### **Advice Analytics**

Optimize experiences by channel interview and decision analytics.

#### Agent/HR Guidance

Ensure agents/HR reps provide consistent personalized advice and decisions, across all channels in any language

#### **Decision Services**

Easily automate decisions and complex calculations within service workflows and batch processes.

#### **Advice Authoring**

Configure powerful advice experiences, without a programming background.

#### **Decision Compliance**

Transparently record and explain advice given and decisions made ensuring compliance with company policies



## Examples by Industry

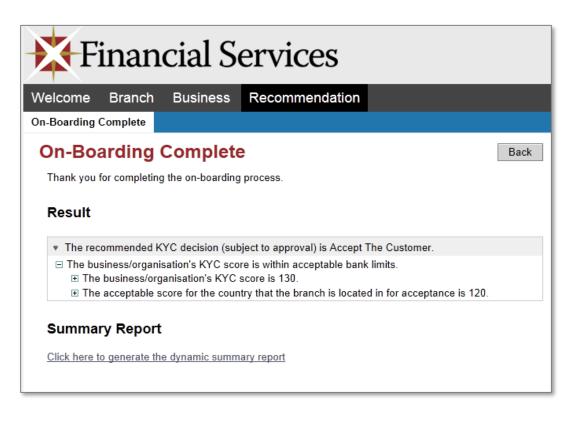


### **Intelligent Advisor in Financial Services**



- Self-service Applications and Online Forms
- Insurance Quoting, Underwriting and Claims Adjudication
- Loan Origination and Pre-authorization
- Needs Analysis
- Regulatory Compliance

# **Example: Financial Services – Customer On-Boarding Dynamic, Personalized and Compliant**



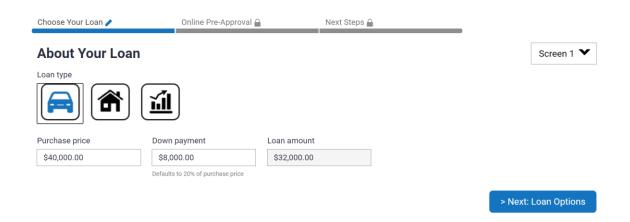
# Intelligent Advisor enables financial services companies to streamline onboarding:

Ensure Know Your Customer (KYC) and Foreign Account Tax Compliance Act (FATCA) obligations are met across jurisdictions

Generate a complete set of unique and personalized pre-filled application forms, product disclosure statements and brochures

Intelligently capture customer information once across all products and services being established

## **Example: Financial Services – Needs Analysis Offer Real-Time Quotation**



# Intelligent Advisor enables financial services to rapidly deploy personalized interviews that:

Recommend products based on the customer's needs and circumstances

Generate advice letters including information on products and pre-filled application forms

Recommend product bundling based on the customer's existing products and financial goals

Determine eligibility for new or modified products

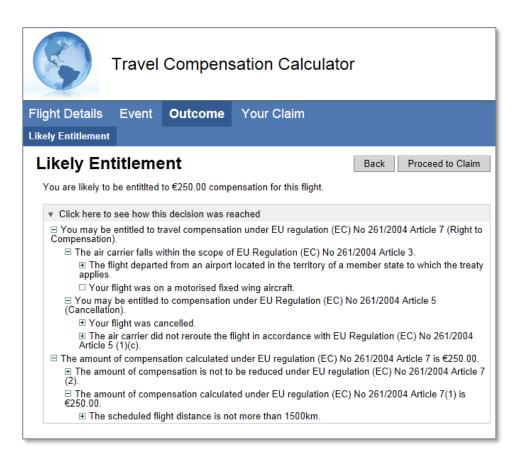
Ensure recommendations comply with corporate and regulatory policies

### **Intelligent Advisor in Insurance**



- Underwriting
- New business
- Automated claim adjudication
- Complex calculations, rating, settlements and payouts
- Fraud detection
- Subrogation alerts
- Regulatory compliance

# **Example: Insurance – Claims Processing Traceability and Transparency**



### Intelligent Advisor enables insurance companies to speed up claims processing:

Easily gather initial claim information with mobile agents, even when no network connection is available

Allow claims adjusters to quickly determine the type and severity of the claim at first notice of loss (FNOL)

Accurately process claims for policies with terms and conditions that change over time

Automate decision making for even the most complex claims

Reduce payments by assessing claims more accurately to ensure only the required pay out is made

# **Example: Insurance – Needs Analysis Offer Real-Time Quotation**



# Intelligent Advisor enables insurance companies to rapidly deploy personalized interviews that:

Recommend products based on the customer's needs and circumstances

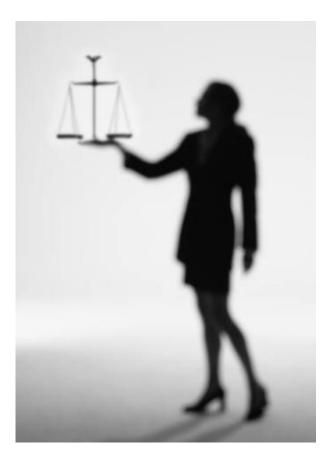
Generate advice letters including information on products and pre-filled application forms

Recommend product bundling based on the customer's existing products and financial goals

Determine eligibility for new or modified products

Ensure recommendations comply with corporate and regulatory policies

### **Intelligent Advisor in Government**



- Central Government
- Eligibility, calculations
- Citizen Self-Service
- Cross Channel Consistency
- Grants
- Visas
- Justice and Public Safety
- Taxation/Revenue Management
- Compliance
- HCM

## **Example: Government – Benefit Eligibility Agile Personalized Citizen Service**



### Intelligent Advisor enables government departments to:

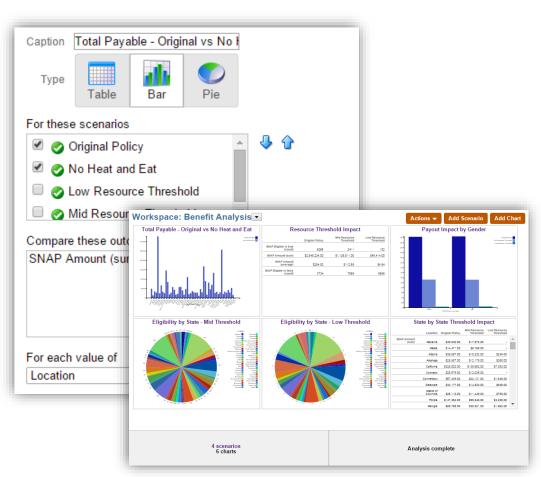
Provide customers self service screening for government assistance and benefits

Enable online application for benefits ensuring all relevant information is captured

Periodically re-determine eligibility as rules and policies change

Improve fairness by following consistent procedures and explaining every decision

## **Example: Government – Benefit Calculations Fast, accurate entitlements**



## **Intelligent Advice empowers** government departments to:

Reduce appeals

Start paying recipients in urgent need sooner

Improve accuracy, consistency and transparency

Easily recalculate all recipient benefits as rules and policies change

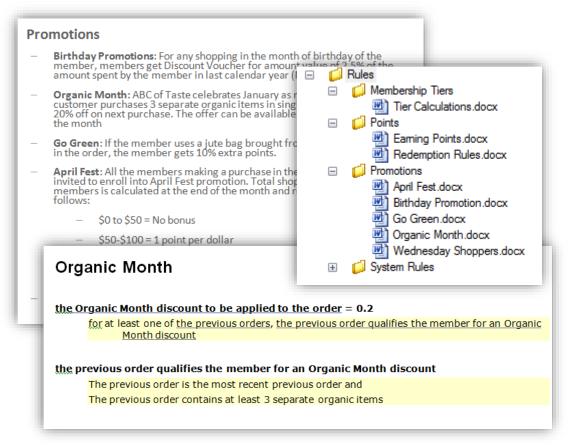
Predict impact on total payment of proposed policy changes

### **Intelligent Advisor in Retail**



- Sales and bonus calculations
- Pricing rules
- Loyalty programs
- Coupon allocation
- Shipping, import duties
- Product matching
- Self-service customer enquiries

### **Example Retail: Loyalty Management Innovative and Personalized**



### Intelligent Advisor enables retail companies to offer enhanced loyalty programs by:

Easily developing tailored tier systems to reward initial loyalty and encourage more purchases

Quickly identifying and rewarding repeat customers

Creating and easily applying promotional coupons and discount codes to connect with members in a more personalized way

Helping solve the problem of members forgetting about their points, reducing the time between purchase and gratification

# **Example Retail – In Store Display Assessments Best Practices and Compliance**



# Intelligent Advisor enables retail companies to ensure compliance for in-store display and other POS by:

- Validating best practices are being followed
- Ensuring compliance with merchandising standards by quickly making decisions with regard to merchandise for display
- Identifying relevant supplier constraints and recommendations
- Making certain that in-store displays are constructed and located to ensure customer and staff safety
- Integrating with promotion and customer loyalty programs

### **Intelligent Advisor in Higher Education**



- Degree or program eligibility
- Fees, enrolment
- Language requirements
- Credit transfers
- Scholarships and grants
- Graduation requirements
- Academic advising
- Academic promotion



# **Example: Education Student Intake Agile Self-Service**

# Intelligent Advisor enables educational institutions to provide responsive, up-to-date self-service to students by:

Matching courses to a student's area of interest

Determining whether they are eligible for a course, including applying for recognition of prior learning

Applying any foreign language requirements Identifying the appropriate documentation, the student needs to provide

Directing the student towards further information and services appropriate to their circumstances

# **Example: Education – Student Services Identify and Respond to Student Needs**

support disability assistance recognition student safety health loans parking **English** housing language clubs graduation requirements documentation transcript fees transfer

### Intelligent Advisor enables educational institutions to respond to student needs by:

Proactively identifying services that might be appropriate for a student

Placing students in the most appropriate service or accommodation for their circumstances

Streamlining application processes

Providing 24/7 self-service answers to common student queries

Adapting as student needs or policies change

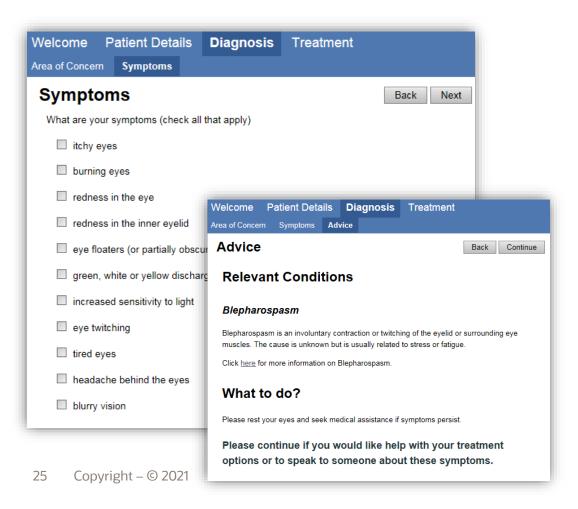


### **Intelligent Advisor in Healthcare**



- Self-service health advice
- Co Pay calculations
- Memberships
- Patient and staff safety management
- Equipment maintenance/repair
- Regulatory compliance, standards and alerts
- Compliance checking of outsourced services
- What-if government incentive and rebate target calculations

# Example: Healthcare – Self-Service Health Advice Personalized and Transparent



# Intelligent Advisor enables healthcare companies to personalize the self-service advice experience by:

Offering dynamic personalized questionnaires based on answers received

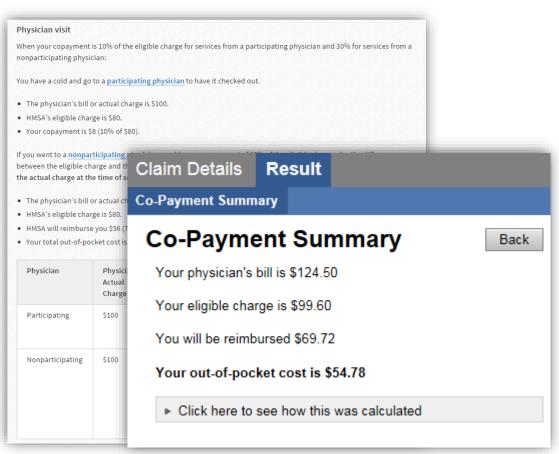
Ensuring high-risk issues are consistently identified and managed appropriately

Directing the consumer to the most appropriate level of medical help

Providing a preliminary diagnosis or health management plan

Ensuring consistency of advice across all channels

### **Example: Healthcare – Co-Payment calculation Accurate and Consistent**



# Intelligent Advisor enables healthcare companies to speed up co-payment processing by:

Automating decision making for even the most complex co-payment claims

Reducing payments by assessing claims more accurately to ensure only the required pay out is made

Providing detailed reasoning for every decision

Accurately processing co-payments for policies with terms and conditions that change over time

Analysing effects of policy change

### **Intelligent Advisor in High Technology**



- Opportunity and deal management
- Account / opportunity segmentation
- Complex approvals
- Customer advocacy policies
- Multinational customer management
- Service / warranty entitlement
- Contract consolidations / co-terminations / compliance
- Joint venture contract considerations for royalty distribution / cost allocations

### **Intelligent Advisor in Automotive**



- Incentive / bonus calculations
- Fleet management
- Warranty management
- Spare parts management
- Billing and claims processing
- Roadside assistance

### Example: Automotive – Warranty Consistent and Personalized Service On-Site



# Intelligent Advisor enables automotive companies to provide personal, fast customer service through:

Stepping through appropriate procedures for warranty claims, including attachment of photographic proof

Calculation of any out-of-pocket costs
Integration with part ordering and other
follow-up actions

End-to-end service within minutes

## Example: Automotive – Incentive and Bonus Calculations Taking Complexity out of the Equation



## Intelligent Advisor enables automotive companies to promote sales by:

Directing the user to relevant price lists and promotions

Ensuring orders are compliant with policy

Easily automating sales incentive calculations

Consistently applying appropriate discounts

Ensuring the latest policies are always being applied in practice through crosschannel consistency



# **Example: Manufacturing – Field Service Dynamic and Compliant**





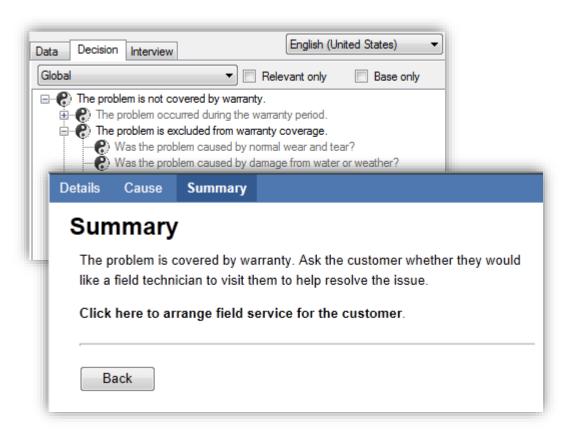
# Intelligent Advisor enables industrial manufacturing companies to provide dynamic field services:

Provide field technicians with dynamic diagnostic tools to assist in repairs

Guide field technicians through device repair processes

Quickly determine repair requirements and best resolution

### **Example: Manufacturing – Warranty Claims Processing Accurate and Enforceable**



### Intelligent Advisor enables industrial manufacturing companies to:

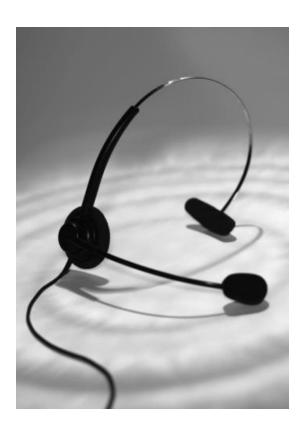
Accurately enforce global, regional and local policies and procedures to correctly adjudicate claims

Quickly determine warranty coverage and best resolution

Reduce fraudulent claims through scoring to determine validity

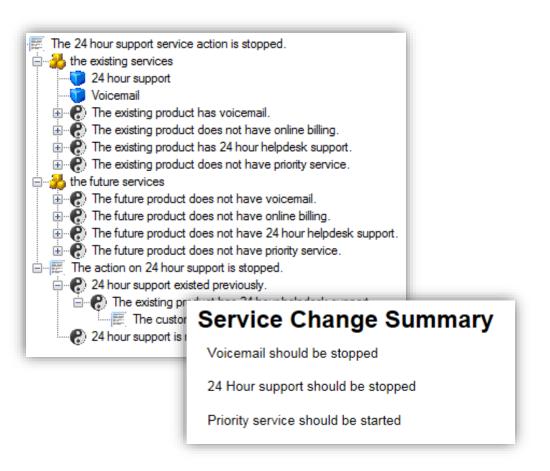
Increase first-call resolution with dynamic diagnostic tools

### **Intelligent Advisor in Telecommunications**



- Product recommendation / allocation / approvals
- Order placement and reversal
- After sales service requests
- Technical troubleshooting
- Warranty management
- Sales bonuses & compensation
- Service feasibility assessment / Service dependencies
- ERP: Tax, HR, Approvals
- Revenue recognition

# **Example: Telecommunications – Product Matching Intelligent and Agile**



### Intelligent Advisor enables telecommunications companies to rapidly respond to changes in services by:

Quickly identifying plans appropriate for a customer's needs

Easily comparing new and previous plan services to determine which aspects need to be stopped, started or retained

Triggering internal processes as required

Accurately calculating costs to customer for product plan changes

Identifying future up-sell opportunities

## **Example: Telecommunications – Billing Accurate and Compliant**

Oracle Intelligent Advisor

# Intelligent Advisor empowers telecommunications companies to automate billing processes to:

- Quickly and accurate create invoices
- Ensure invoices only contain valid line items
- Trigger reporting processes if required
- Ensure relevant regulatory rules are applied
- Enable the same logic to be applied at POS or batch

### **Intelligent Advisor in Utilities**



- Health/safety inspections
- Contract management
- Compliance management
- Document management
- Customer on-boarding
- Service calculations
- Power calculators
- Self-service customer enquiries

### **Example: Utilities – Customer Self-Service Personalized, Dynamic Self-Service**



# Intelligent Advisor enables utility providers to rapidly deploy personalized cross channel interviews that:

Are personalized to the customer's details

Drive customer satisfaction by assisting customers to get the most out of their services (power saving tips)

Quickly direct customers to information that best answers queries

Are rapidly deployed and updated to assist in emergency response

Provide and apply the same information in any language

### **Intelligent Advisor in Travel and Transport**



- Fare rules, Penalties
- Sales and bonus incentives
- Agent management
- Issue reporting
- Passenger entitlements
- Loyalty and membership
- Maintenance / OH&S compliance
- HCM

### **Example: Travel and Transport - Passenger Entitlements Personalized CX**

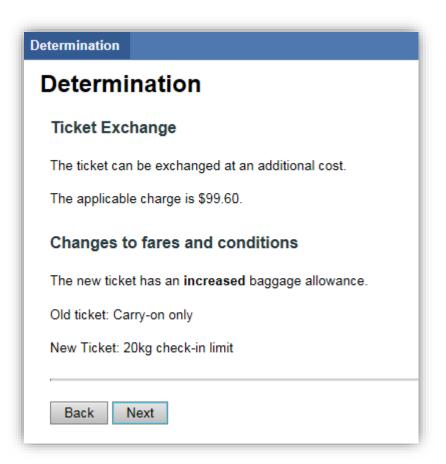


## Intelligent Advisor enables travel and transport companies to enhance the customer experience by:

- Quickly identifying customers that may be eligible for a promotion or upgrade
- Personalizing interactions by reusing data already known about the customer and only asking for additional information where relevant
- Quickly calculating compensation or other benefits where disruptions to travel have occurred
- Rapidly deploy new rules and procedures to the field
- Ensuring interactions can be multi-lingual



### **Example: Travel and Transport – Fare Rules Agile and Responsive**



# Intelligent Advisor enables travel and transport companies to deploy travel and fare rules to the field by:

Identifying and applying traveller entitlements (minimum changeover times, stop-overs)

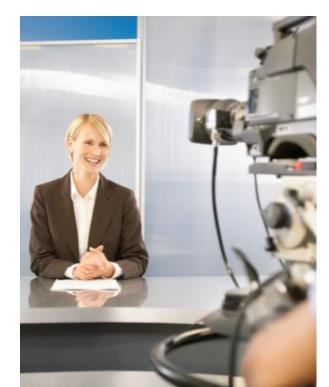
Calculating and comparing fare combinations and discounts

Keeping on-sellers up-to-date with fare and policy changes

Generating fare conditions appropriate for the traveller's ticket

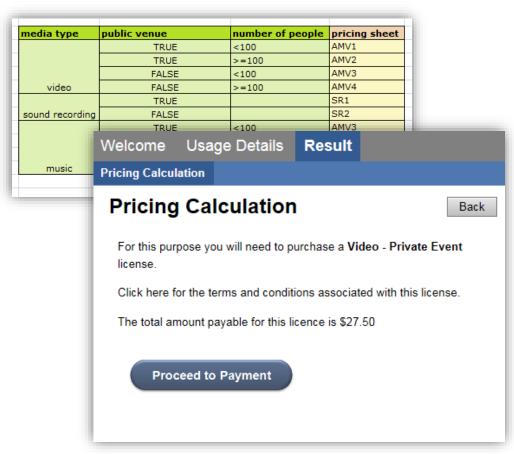
Rapidly deploying policy changes to the field

#### **Intelligent Advisor in Media and Entertainment**



- Advertising sales bonus calculators and incentives
- Pricing of works
- Scheduling and content compliance
- Copyright and reuse
- Lead management
- Complaint processes
- OH&S / human resource management

### **Example: Media and Entertainment: Pricing of Works Accurate and Transparent**



Intelligent Advisor enables media and entertainment providers to accurately calculate the appropriate pricing for works by:

Easily identifying the appropriate policies, price lists, licenses for the specific circumstance in which the content will be used

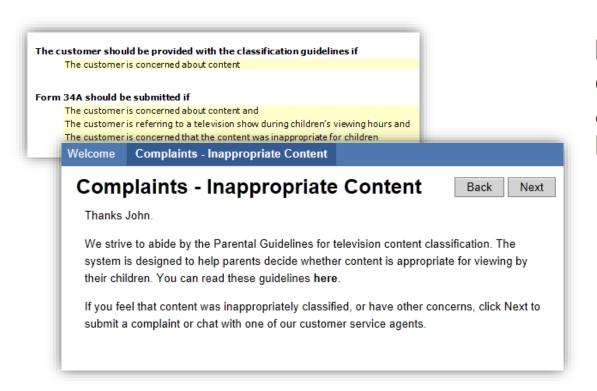
Automating complex pricing calculations

Applying the same rules across self service, agent or batch

Generating appropriate invoices or licensing documents

Analysing effects of proposed pricing changes

### **Example: Media and Entertainment: Complaint Processing Personalized and Responsive**



# Intelligent Advisor enables media and entertainment organizations to appropriately respond to public queries by:

Enabling self-service in any language

Providing consistency in responses across all channels (call center, online, office)

Streaming complainants to the most appropriate channel

Personalising the interaction for improved CX

Flagging issues for escalation as required

#### **Intelligent Advisor in Oil and Gas**



- Deep Water Regulations
- Land Rights Management
- Joint Ventures: Allocation of cost / Distribution of Revenue
- Warranty / Service Management
- Regulatory compliance
- Pricing / Tax calculations
- Complex Territory Management
- Complex Approval Identification
- HR: OSHA, Shift Staffing Compliance

### **Example: Oil and Gas – Environmental Compliance Traceable, Auditable Decisions and Processes**



# Intelligent Advisor enables oil and gas companies to remain complaint with industry regulations by:

Quickly directing staff to policies appropriate for their tasks

Easily stepping through procedures (for example, disposing of hazardous waste)

Providing auto-filled forms based on interview responses to assist with government reporting obligations

Alerting when obligations are about to fall due (site assessments, machinery servicing)

Providing a decision audit report for every decision made and process followed

### **Example: Oil and Gas: Safety Inspections Mobile Compliance**



#### Intelligent Advisor enables oil and gas companies to deliver health and safety guidance in the field by:

Applying only relevant policies and government regulations

Dynamically tailoring the inspection checklist based on previous responses

Ensuring required checks are completed and photographic evidence uploaded if required

Identifying when follow-up tasks need to be created

Keeping in synch with policy updates

### Cross-Industry Use Cases

### **Intelligent Advisor in CX**



- Self service, Call center, Cross Channel Consistency
- Claims processing
- Entitlement calculations
- Customer on-boarding
- Loan origination
- Commissions
- Mobile service
- Eligibility
- Compliance

### **Example: CX – Service Enhancement Dynamic, Personalized Service Experience**



#### **Intelligent Advisor enables** organizations to:

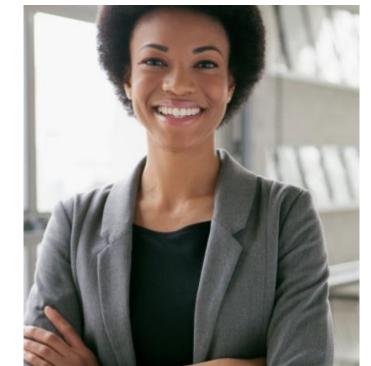
Deliver higher value services via guided self service or assisted channels

Deflect calls by offering personalized selfservice decision making

Ensure customer service agents follow efficient and consistent decision-making processes

Provide full transparency into how service decisions are made

#### **Intelligent Advisor in HCM**



- Variable pay and allowance rules specific to a company
- Unique absence policies
- Career advice/Job Matching
- Disciplinary policies
- Promotion policies
- Job Vacancy screening
- Voluntary Redundancy payments
- Compensation

### Example: HCM – HR Shared Services Agile Self Service



### Intelligent Advisor empower HR departments to:

Increase employee satisfaction by providing consistent and easy to use employee Self Service

Increase transparency and agility, while reducing costs and related effort for implementation and execution

Better manage and understand the impact of policy changes

Ensure policy compliance with all national and international regulations

### **Example: HCM – Employee On-Boarding Fast and Accurate**



### Intelligent Advisor enables HR departments to:

Create and maintain their own guided onboarding interviews

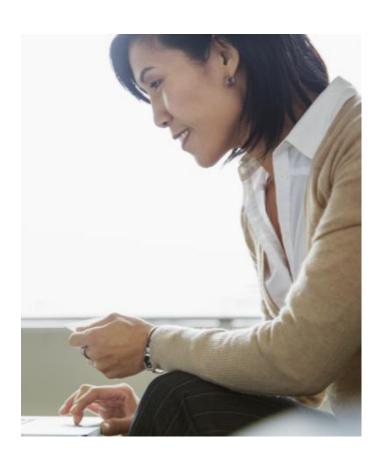
Comply with business and legal requirements Intelligently direct new employees to resources

specific to their individual needs

Generate appropriate documentation

Trigger follow-up action items

#### **Intelligent Advisor in Enterprise Resource Planning**



- Call Centre support
- Self-service (citizen, business, employee)
- E-forms replacement
- Complex eligibility (risk, scoring)
- HCM (retirement, compensation, pensions, benefits, holiday, recruitment)
- Insurance (health, dental, life, disability)
- Financials (payments, improper payments, tax, vehicles, discount/loyalty, payroll, billing)

### **Example: ERP – Process Enhancement Dynamic Pricing, Quoting and Contract Validation**

#### The invoice is in compliance with company policy if

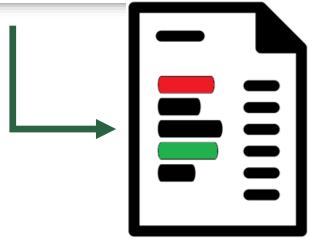
The invoice contains only contractually approved line items and

The invoice falls within the date of contract and

The invoice amount is acceptable

The invoice amount < the maximum invoice amount or

The invoice has received required approvals



### **Intelligent Advisor enables organizations to:**

Dynamically price goods and services including promotions and special offers

Guide quote creation to ensure only valid quotes are created

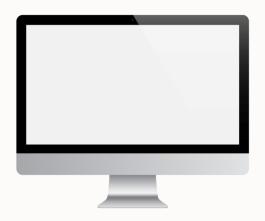
Automatically validate bill of materials to identify incompatible products

Validate orders against customer contract terms

Improve accuracy, consistency and transparency of warranty claims



#### Where to get more information



Intelligent Advisor Generally

https://bit.ly/OracleCXIA



Documentation

https://bit.ly/IANewFeatures



News, Discussion and Updates

https://bit.ly/IAStayInformed

