

The image features the Oracle logo in white, centered on a red rectangular background. The background of the entire image is a dark blue and black bokeh effect with vibrant light trails in shades of blue, green, and red, suggesting a digital or data environment.

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La rivoluzione nel Customer Care

ChatBot, Intelligenza Emotiva e Machine Learning per una Customer eXperience senza limiti

Milano, 16 Febbraio 2017

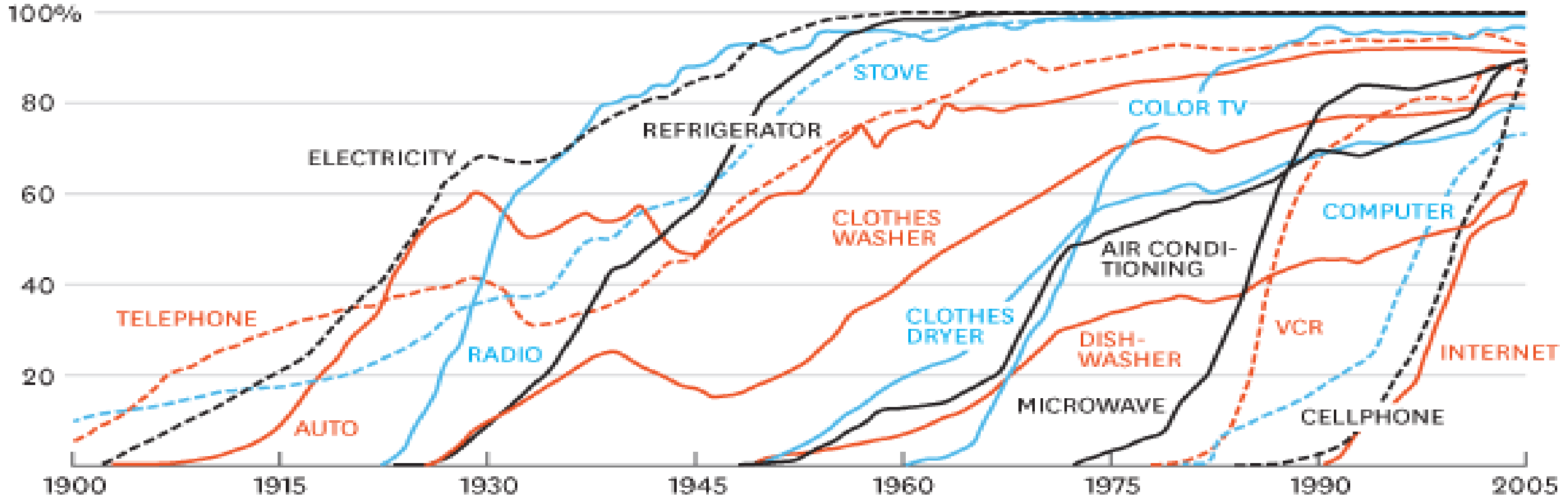
Massimo Savazzi

CX Sales Development Manager Italy

Safe Harbor Statement

The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described for Oracle's products remains at the sole discretion of Oracle.

PERCENT OF U.S. HOUSEHOLDS



SOURCE MICHAEL FELTON, THE NEW YORK TIMES

HBR.ORG



Around-the-clock
Availability



Consumer
Expectations



Real-time
Fulfillment



Flawless
Engagement



Personalized
Service



Information any
time, Anywhere



Insight



Business Model



Speed to Market



Employee
Expectations



New Markets

Customer Experience

FORRESTER®

71% of B2B businesses
have made it a top
priority to improve their
customer experience

WALKER

2020: Customer experience
will overtake price and
product as the key brand
differentiator.



When?

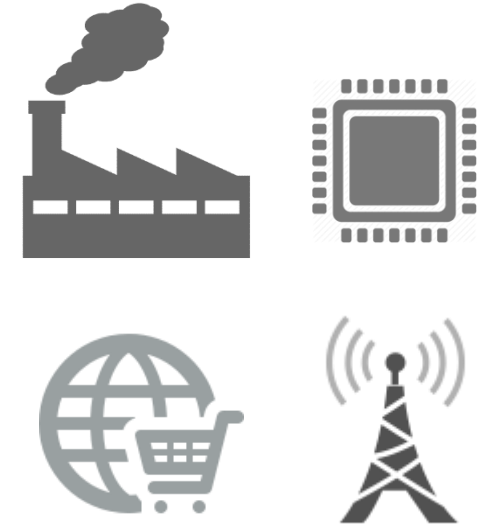
- October 2016

Who?

- 800 CMOs, CSOs, Senior Marketers and Senior Sales Executives
- Manufacturing, High-Tech Engineering, Online Retail and Telecommunications

Where?

- UK, France, Netherlands and South Africa



A new technology
revolution:

78%

of brands say they will
have implemented
artificial intelligence
and virtual reality by
2020

Customer insight:
Only

48%

of brands say they
regularly combine data
from multiple sources
to inform their sales
and marketing



Adaptive Intelligent™ Apps

Adds New Business Value to CX, HCM, SCM and ERP and Amplifies Any Oracle Cloud Application With Smarter, Contextual Results



CX Cloud

Adaptive Intelligent™ Offers Adaptive Intelligent™ Sales



HCM Cloud

Adaptive Intelligent™ Candidate Experience



SCM Cloud

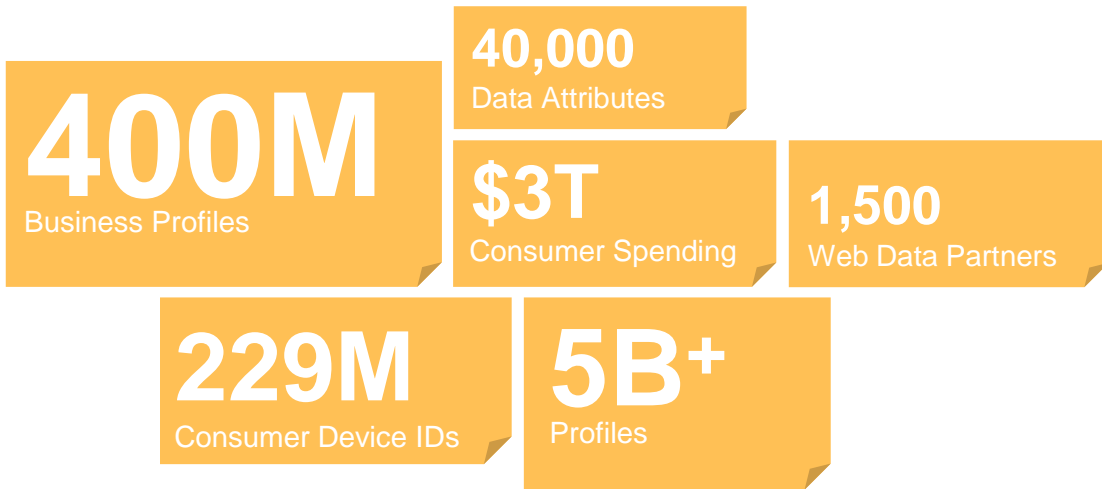
Adaptive Intelligent™ Planning & Bidding



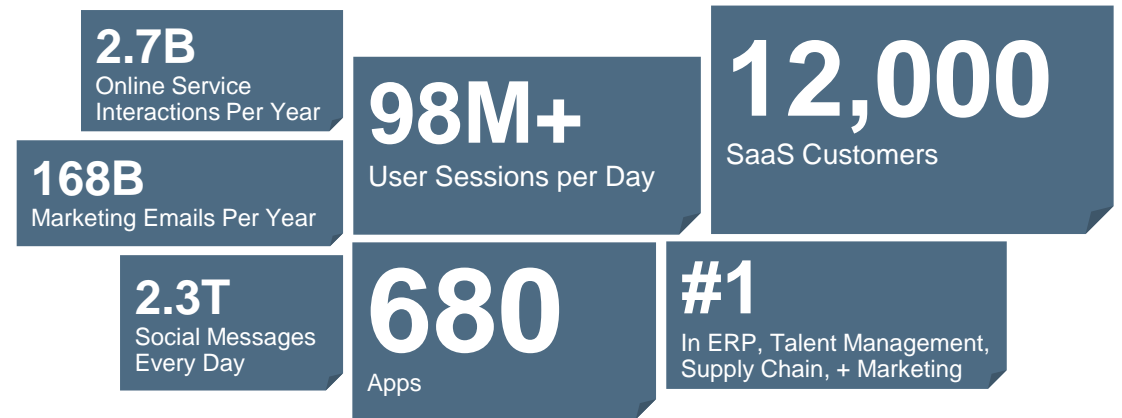
ERP Cloud

Adaptive Intelligent™ Discounts

Most Data

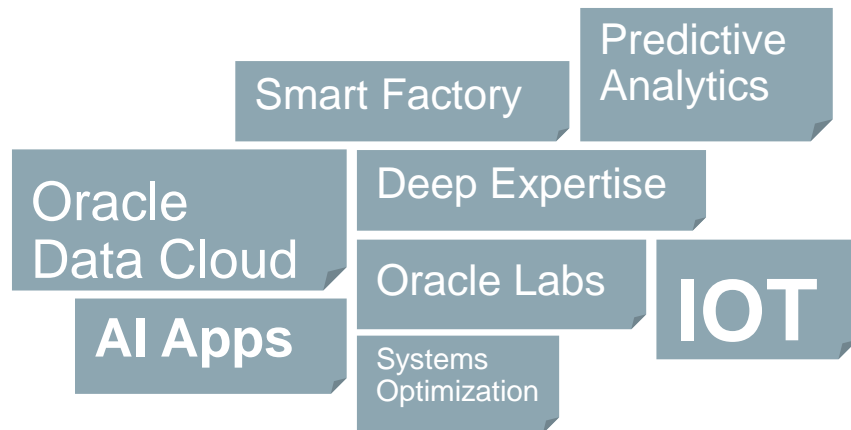


Most Complete SaaS Applications Portfolio

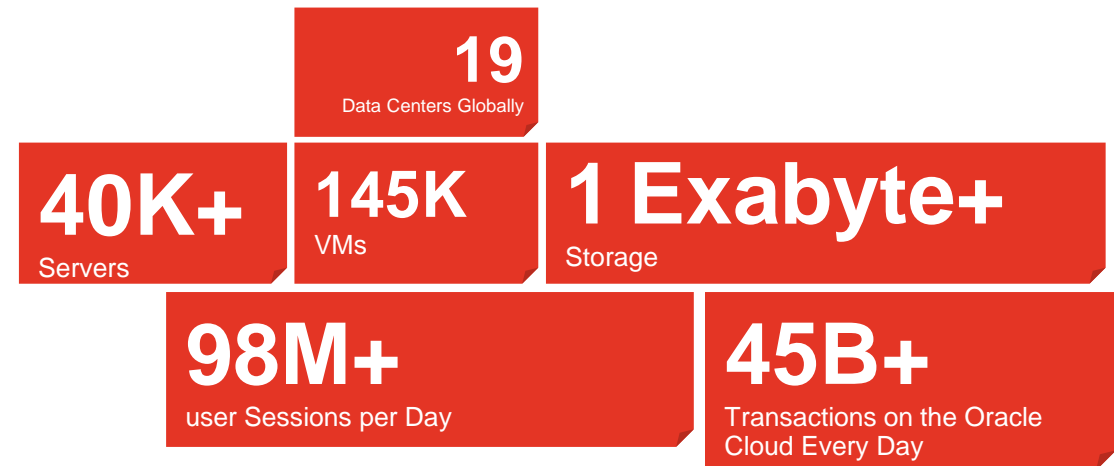


Oracle: Excellence Across Four Core Requirements

Layered Decision Science



Most Scalable Infrastructure



Adaptive Intelligent™ Apps

Applications-First, Hybrid Approach

- Web-Scale Consumer and Business Data
- Sophisticated Decision Science with Supervisory Controls
- Scalable Cloud Infrastructure

Web-Scale Data



Decision Science

Machine Learning

Outcomes

Smart Offers
& Actions

Best-Fit
Candidates

Best-Value
Freight

Optimized
Payment
Terms



CX Cloud



HCM Cloud



SCM Cloud



ERP Cloud



Adaptive Intelligent™ Apps

Learn From Your Behavior and
'Others Like You' in the Moment

React, Change and Adapt Based on
Continued Use – Click By Click

Deliver Increasingly Relevant And
Optimized Outcomes In Real-Time



Adaptive Intelligent™ Apps

Process and Derive Insights from
Web-scale 3rd-Party Data

Synthesize Context – Weather, Life
Events, Real-Time Actions, Social
Activity, and Much More

Identify and Serve Up – in Real Time –
the Best Individualized Outcomes

How Adaptive Intelligent™ Apps Work



Oracle Virtual Assistant



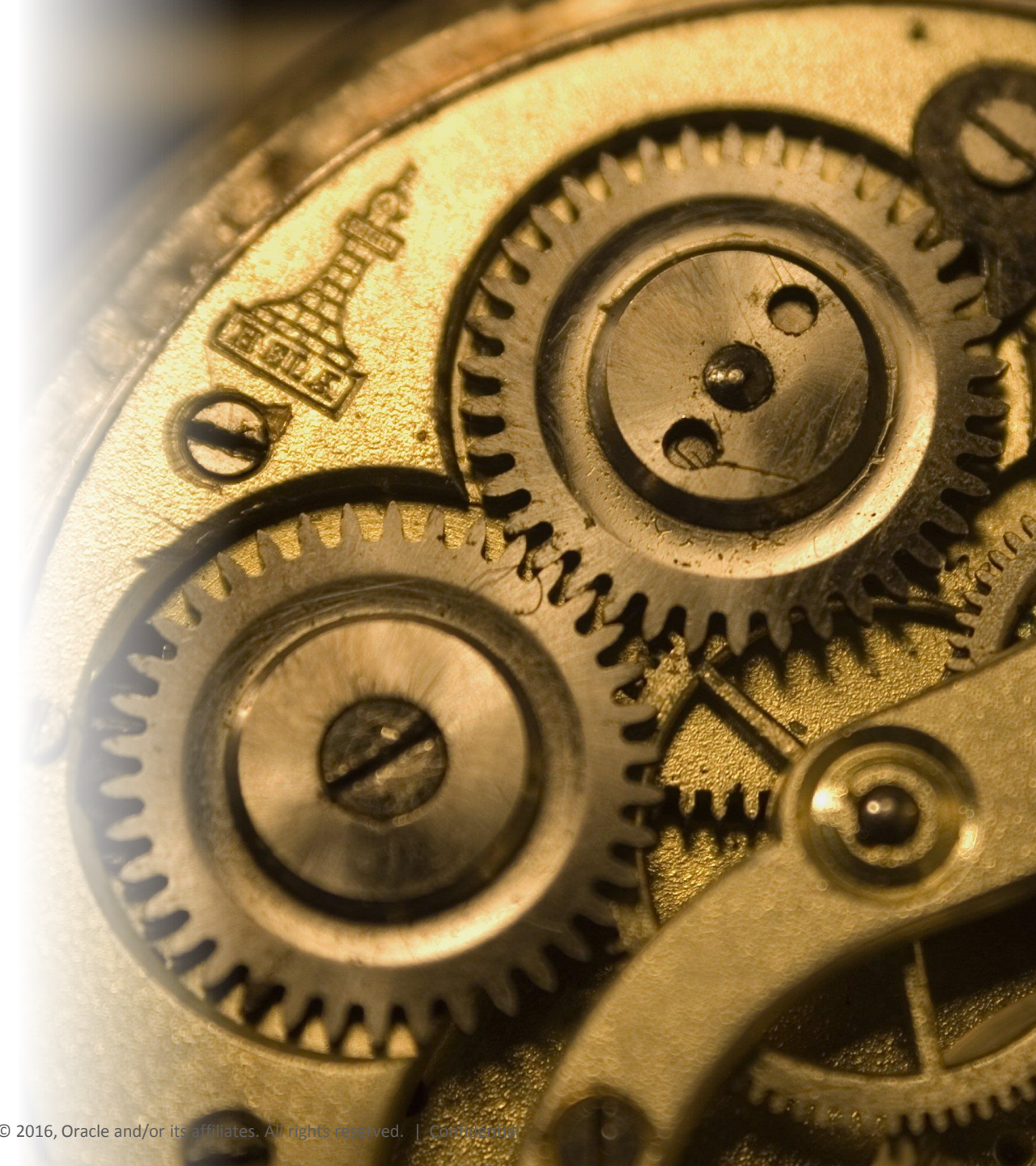
Why are Virtual Assistants relevant to Service?

- Provide a **differentiated experience** by offering a modern, conversational engagement
- **Improve efficiencies** by resolving predictable interactions at low cost
- Provide a **capacity buffer** to smooth agent availability issues and channel transitions



Why Now?

- **Big industry movers** are setting consumer expectations (Siri, Alexa, Facebook)
- **Technology maturity:** Natural language is reaching an acceptable level of accuracy
- **Shifting preferences** and interaction paradigms (mobile-first, text-first)



Setting Expectations



The Hype: Fully automated driverless cars!



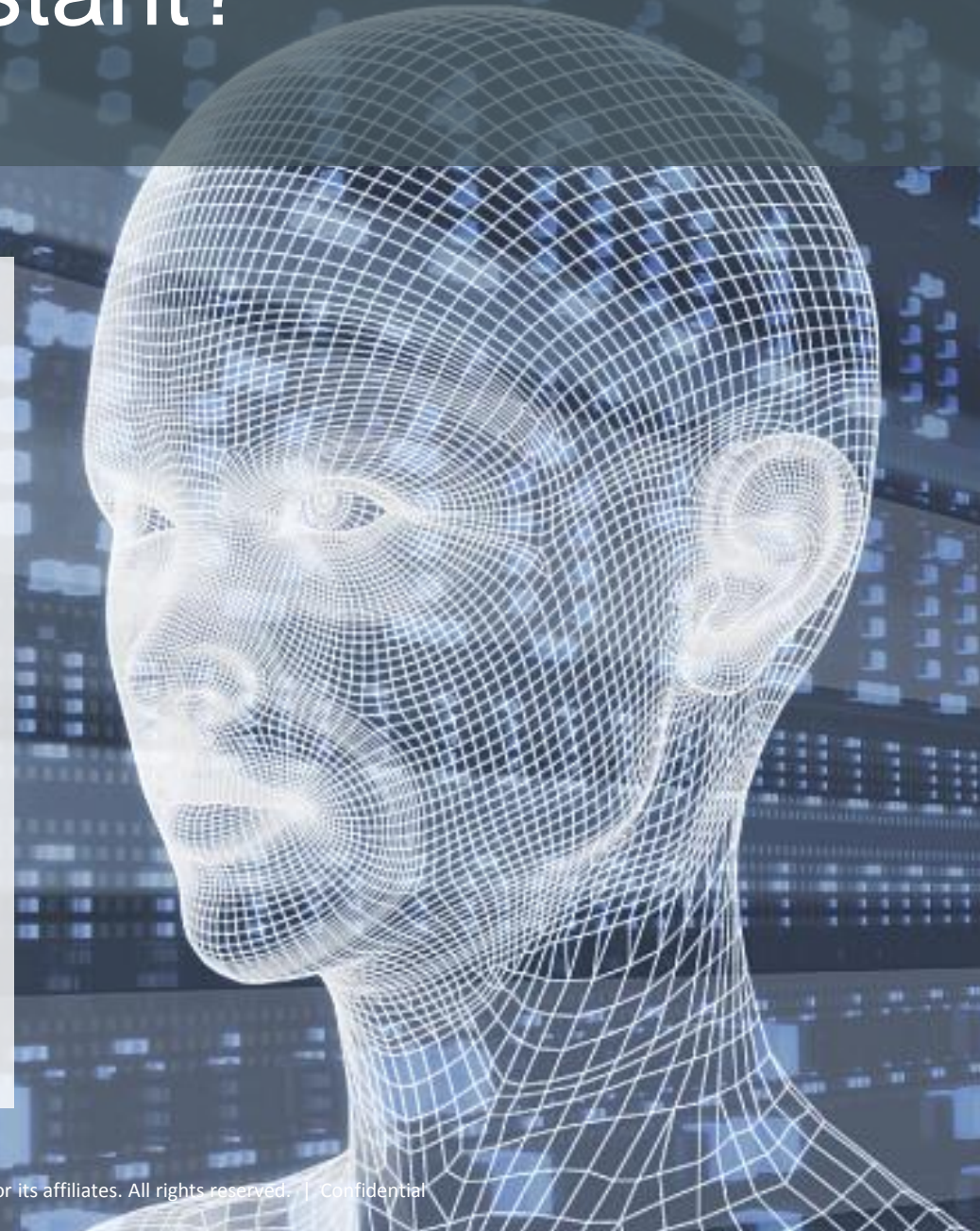
The Reality: Focused, incremental improvements (auto-parking, emergency braking, adaptive cruise control...)

What is Oracle's Virtual Assistant?

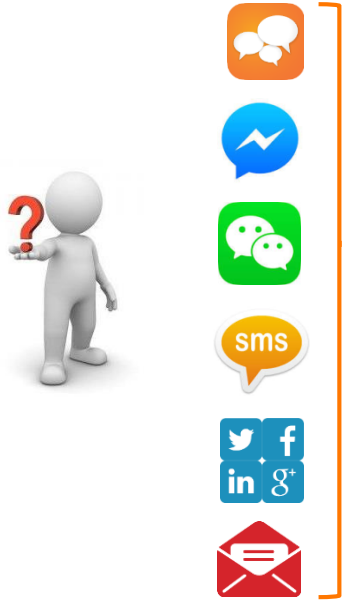
A conversational experience: VA supports real-time, natural interactions via its powerful natural language capabilities

An integrated application: VA augments existing Oracle investments, working closely with current interaction channels and knowledge

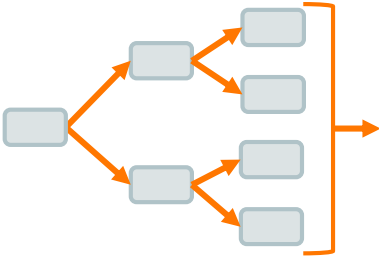
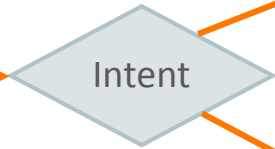
Low Maintenance: VA comes with domain relevant language assets (starting with Customer Service) to deliver immediate value and lower TCO



Customer Journey with Oracle Virtual Assistant



Channel Server



- Answer Question
- Navigate to Page
- Create Incident
- Next Best Action/Offer (Adaptive Intelligence)
- Escalate to Live Agent
- Retrieve Information
- Create Transaction
- Update Transaction

VA



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