Your customers demand service on their terms – in their own language, anytime, anywhere – and if they don’t get it, they will increasingly stop doing business with you. The Oracle RightNow Virtual Assistant Cloud Service enables your customers to have a conversation with your website in everyday language. A web concierge will offer the personalized and engaging humanized interaction experience your customers demand.

Offering an enterprise concierge experience to your customers requires a number of tightly coupled components to ensure a consistent experience. Oracle RightNow Virtual Assistant Cloud Service is a component of the richest multi-channel service solution on the market.

Conversational Experience

The most important element of a capable enterprise Virtual Assistant is the ability to have an intelligent conversation with your customers online.

- **Everyday Language.** Customers are facing complexity and effort interacting with today’s websites. With the Virtual Assistant your customers can just talk in their everyday language to the website. Through sophisticated natural language analysis, our technology will truly understand your customer’s intent, and thus reduce effort and complexity for your customers.

- **OOTB Intelligence.** In the past creating sophisticated Virtual Assistants required experts to spend many days creating and maintaining the solution. Oracle ships the linguistic resources with the product, meaning that the understanding capabilities can be deployed by business users, as opposed to technical staff, giving them ownership and significantly reducing total cost of ownership.

- **Human-like Conversation.** The built-in dialog management capabilities enable you to offer a meaningful interaction experience that truly resembles the familiar human conversation. This is very different from rigid IVR style decision tree and search experience that can result in dead-ends and frustrated customers.

Interface

A great customer experience is also defined by how well the different applications are coupled on the website.

- **Customer Portal Widgets.** Through widgets in Oracle RightNow Customer Portal Cloud Service, deploying a Virtual Assistant is made easier than ever. A reference implementation is provided which can be customized, branded, connected to different systems and deployed in just a few clicks.

- **Proactive Engagement.** Offer proactive, yet non-intrusive, service when your customers need it. Through integration with the many out-of-the-box Oracle Commerce Engagement Engine rules, the Virtual Assistant can proactively engage with customers in the moments that matter most.
ORACLE RIGHTNOW WEB EXPERIENCE

Oracle RightNow Web Experience is part of the market-leading Oracle RightNow Cloud Service that offers an integrated approach to customer experience. With Oracle RightNow Cloud Service, you’ll be able to provide a seamless customer experience across multiple touchpoints, from your knowledge foundation and contact center to your corporate website and social communities. Deliver exceptional customer experiences that put you ahead and shoulders above your competition.

RELATED PRODUCTS

Oracle RightNow Virtual Assistant is related to:

- Oracle RightNow Customer Portal
  Cloud Service
- Oracle RightNow Chat Cloud
  Service
- Oracle Commerce Engagement
  Engine
- Oracle Knowledge For Web Self
  Service

- **Live Chat Escalation.** Native integration with Oracle RightNow Chat Service allows for seamless escalation to live chat when needed. Escalation is offered based on agent availability.
- **Mobile Support.** Mobile web interface is supported out-of-the-box, enabling you to offer a great service experience in multiple channels.
- **Avatar.** Support for branded digital characters with empathic feedback, emotions, and text-to-speech through emotion triggers. Avatars can be provided by our avatar vendor partners or your creative agency.

Platform

A platform with strong administration, analytics, and deployment capabilities underpins this leading web service suite.

- **Analytics and Reporting.** A wide range of reports allow you to track performance KPIs, read transcripts, and analyze interaction data to truly understand your customers’ needs.
- **Web-based Management Suite.** An intuitive web-based suite to create, edit, and administer the capabilities of the Oracle RightNow Virtual Assistant Cloud Service.
- **Enterprise Cloud Service.** Oracle RightNow Virtual Assistant Cloud Service is part of a scalable enterprise suite delivered in an enterprise mission-critical cloud service.

Benefits

Why is the Oracle RightNow Virtual Assistant Cloud Service important for your organization?

- **Humanized Online Service.** Change your website from an information repository to an interaction channel with a conversational web concierge experience.
- **Relevancy.** Increase relevancy for your customers in an information-dense environment by providing only information the customer needs.
- **Build Loyalty.** Offer personalized help to increase engagement and build loyalty.
- **Increase Opportunities.** Increase opportunities and conversion by offering proactive help at the critical points of abandonment.
- **Increase Productivity.** Increase the productivity of your contact center by qualification and deflection.

Contact Us

For more information about Oracle RightNow Virtual Assistant Cloud Service, visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.