

# Oracle CX Service

Oracle CX Service delivers personalized service experiences to consumers and businesses. Engage customers on any channel and resolve issues effectively backed by knowledge, intelligence, and automation.

## B2C Service

Customer service for high-volume interactions

## B2B Service

Customer service for high-value accounts



## Digital Customer Service

Omnichannel, self-service interactions

Self service  
Embedded inlays  
Integrated knowledge

Digital Assistant  
Chat and co-browse  
Messaging

Smart engagement  
Video chat  
Email and ask a question form



## Service Center

Empowered agent interactions

Unified desktop  
Case management  
Visual engagement

Integrated knowledge  
Guided resolution  
Telephony control

Customer engagement  
Analytics  
Contextual experiences



## Knowledge

Knowledge management authoring and publishing

Content authoring  
Search  
Guided knowledge

Analytics  
Authoring collaboration  
Smart assistant

Knowledge anywhere  
Proactive answers  
Side-by-side language translation



## Intelligent Advisor

Advice and decision automation

Self-service advice  
Agent guidance

Advice authoring  
Advice analytics

Decision services  
Decision compliance



## Field Service

Field service management

Capacity Management  
Core Application  
Field Collaboration

Communication  
Routing  
Mobility

Smart Location  
Real-Time Traffic  
Forecasting



## Customer Data Management

Customer data quality and enrichment

Clean, complete customer master  
Shared customer 360  
Account data

Contact data  
Data cleansing  
Deduplication

Dun & Bradstreet data enrichment  
Address verification  
Firmographic data enrichment



## Oracle CX Content

Smart content and authoring

Universal Asset Hub  
Collaborative platform  
Smart authoring

Digital asset management  
Machine-driven tagging  
Content recommendations

Video streaming  
Workflows  
API-first, headless



## Oracle CX Unity

Unified customer intelligence

Unified customer profile  
Real-time personalization  
Ad channel activation

Real-time CX  
Identity resolution  
Configurable data models

Built-in AI  
Martech integration  
Data enrichment



To learn more, visit [Oracle.com/service](https://www.oracle.com/service)

