

ORACLE SERVICE CLOUD NOVEMBER 2013 RELEASE CAPABILITIES & BENEFITS

This latest release provides significant new features and capabilities across the Oracle Service Cloud pillar in the areas of web customer service, cross-channel contact center, and the service cloud. In this release, customers have access to Oracle RightNow Virtual Assistant, a break-through application that provides proactive interactions that humanize your customers' online shopping and self-service experience, enhancement to the Mobile Agent App to increase agent effectiveness from anywhere and tools to streamline migrations, upgrades, extensions and improve security.

KEY FEATURES

- Virtual Assistant
- Live Chat: Virtual Assistant Escalation
- Live Chat: Page Peek
- Customer Portal: Widget Migration Assistant
- Customer Portal: Connect Object Explorer
- Agent Desktop: SSO Identity Provider
- Mobile Agent App: Smartphone Client
- Mobile Agent App: Mobile Knowledge
- App Builder: SAML 2.0 Token Support
- Infrastructure: Incident Thread Masking
- Cloud Operations: Expanded Data Center Footprint

WEB CUSTOMER SERVICE

Virtual Assistant

Personalize your service interactions and exceed customers' expectations by solving their issues, as opposed to just pointing to answers. The use of natural language dialog and conversation memory, along with access to stored customer information, leads to a radically different and more natural interaction experience. Additionally, contextualized banners provide the opportunity to show offers to drive sales. And, getting started is simplified with standardized tools such as pre-built deployment widgets and pre-built language and vertical libraries to drive greater relevancy and shorter deployment times.

Live Chat: Virtual Assistant Escalation

Transition seamlessly to a live chat agent when necessary. The Oracle RightNow Virtual Assistant checks for agent availability and routes qualified chat requests into specific chat queues. To improve agent productivity and customer satisfaction, Virtual Assistant collects qualifying data up front and maintains the interaction context with the transfer. Chat widgets are designed to support Virtual Assistant so that the customer experience is consistent as they move from the Virtual Assistant to the live agent.

Live Chat: Page Peek

Provide agents with context of customer's journey. Agents are provided with a rendering of the page this visitor was on when they engage in a live agent interaction. This allows for reduced handle times and a better customer experience. Rules-based controls are enabled through Engagement Engine and sensitive data such as account numbers or credit card numbers can be hidden or masked so they are not displayed to the agent.

Customer Portal: Widget Migration Assistant

Improve migrations for web developers with a widget wizard to guide developers through the custom code migration process to newer framework versions. This capability adds an important time saver, both for customers moving to the latest framework and also to improve the efficiency of your development activities going

forward. Additionally, this feature provides code validation and suggestions as to how code can be improved.

KEY BENEFITS

- Humanize your customers' online shopping and self-service experience
- Transition seamlessly from the a virtual assistant to a live chat agent
- Provide agent with context of each customer journey
- Improve migrations for Web developers
- Enhance your customers' web experience with access to meta information
- Enable a more consistent agent experience with Single Sign On
- Adjust to the distinct mobile needs of your support process
- Support for SAML 2.0 federated authentication
- Increase end customer trust by protecting their data privacy
- New regional data centers online

RELATED PRODUCTS

The following related products are available from Oracle:

- [Oracle Web Customer Service](#)
- [Oracle Cross-Channel Contact Center](#)
- [Oracle Service Cloud](#)

Customer Portal: Connect Object Explorer

Connect Objects are a powerful capability for extending the types of interactions you serve both in the contact center and now on the web. With Connect Object Explorer (COE), Customer Portal developers now have the ability to more easily inspect the objects that connect exposes. COE provides meta information for stronger understanding of what Connect provides, along with an easy to use Query Interface which allows for exporting custom queries. This powerful tool provides developers with stronger understanding for their custom object requests.

CROSS-CHANNEL CONTACT CENTER

Agent Desktop: Single Sign-On (SSO) Identity Provider

Enable a seamless agent experience. Oracle RightNow Dynamic Agent Desktop acts as a centralized identity repository so that it can act as a single source-of-truth for user credentials. This out-of-the-box authentication service framework is based on SAML 2.0 – an industry-wide standard for exchanging authentication information – so you will find it easy to “hook up” applications to Oracle RightNow with zero code changes. In addition to simplifying the log-on process across applications, SSO improves security with a centralized credential repository.

Mobile Agent App

Adapt to the unique needs of your support process with added functionality including: support for Apple iPhone; the ability to create and edit contacts; access to survey result history; ability to forward incidents, tasks, and answers; and the ability customize lists and other Mobile Workspaces. And, to make use of organizational intelligence from anywhere, the Mobile Agent App now exposes RightNow Answers.

CLOUD SERVICE

App Builder: SAML 2.0 Token Support

Support of SAML 2.0 Federated Authentication makes it easy to manage integration identities and trusted certificates. This functionality allows administrative management of trusted and revoked trust of certificates used for authentication purposes and expands Connect Web Services for SOAP authentication options, adding support for SAML-based authentication. You can now align with your existing security framework by supporting SAML based authentication and enable API authentication where there is no user account in Oracle RightNow.

Infrastructure: Incident Thread Masking

Automate masking of sensitive data with great flexibility in defining thread masks through regular expressions matching. The mask is applied to thread data and applies to content coming from customer or content coming entered by agent. The data is actually modified in the database, not just at the UI, so even accessing the data from a report or API will hide the Personally Identifiable Information (PII). This functionality enables businesses to better comply with internal governance requirements with increasing end customer trust by protecting their data privacy.

Cloud Operations: Expanded Data Center Footprint

The Oracle Service “Available Everywhere” Cloud Infrastructure is now hosted in eight robust market leading global data centers. Three recently opened data centers are located in Kitakyushu Japan, Sydney Australia, and Amsterdam. All of our data centers are World-class, geographically disbursed, Tier IV “Carrier Class” to meet our strict standards for availability, reliability, and security.

Contact Us

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



Copyright © 2013, Oracle and/or its affiliates. All rights reserved.

This document is provided for information purposes only and the contents hereof are subject to change without notice. This document is not warranted to be error-free, nor subject to any other warranties or conditions, whether expressed orally or implied in law, including implied warranties and conditions of merchantability or fitness for a particular purpose. We specifically disclaim any liability with respect to this document and no contractual obligations are formed either directly or indirectly by this document. This document may not be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without our prior written permission.

Oracle and Java are registered trademarks of Oracle and/or its affiliates. Other names may be trademarks of their respective owners.

Intel and Intel Xeon are trademarks or registered trademarks of Intel Corporation. All SPARC trademarks are used under license and are trademarks or registered trademarks of SPARC International, Inc. AMD, Opteron, the AMD logo, and the AMD Opteron logo are trademarks or registered trademarks of Advanced Micro Devices. UNIX is a registered trademark licensed through X/Open Company, Ltd. 0112

Hardware and Software, Engineered to Work Together