The New Normal: Real-Time Customer Insight

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CX = Constant Experimentation
Artificial Intelligence

Noun: ärdəˈfiSHəl inˈteləjəns

The ability for computer systems to perform tasks that normally require human intelligence.

*Provides improved and automated decision-making benefit to enterprises.*
Plenty of Customer Data
Connected

- Connected Data
- Connected Intelligence
- Connected Experiences
AI - Next Wave of Enterprise Data Journey

Pre-Defined

- Dashboards

Post-Facto Analysis

- Predictive Analysis

PROCESS

- Manual
- Automated
- Autonomous

Real-Time Interaction

Artificial Intelligence

INSIGHTS

- Self-Organizing
AI – Transformational for Every Organization

Artificial Intelligence will reshape every aspect of how we do business

How we interact with our customers
Smart, personalized engagements

How we create new goods and services
New offerings infused with intelligence

How we operate our business
Insightful recommendations and decisions everywhere

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AI Use Cases
AI Chatbot Alexa

Alexa, what’s the weather today?

In Mountain View, CA, it’s sunny and mild with a high of 78 degrees today.
Oracle Adaptive Intelligent Apps for CX

- Personalized Marketing
- Personalized Commerce
- Smarter Sales Reps
- Optimized Pricing
- Smarter Service Agents
Oracle Sales & Service AI Chatbots

- Chatbots with domain knowledge around Sales or Service function
- Chatbots have deep understanding of customer
  - Account history, industry, news, contracts, transactions and support status

Sales And Service Professionals more productive – in office or on the go

Provide customers with better, contextual experiences
Hi George, my name is Mary and I am here to assist you today.

Hi Mary. My main camera has been developing major problems this morning. Every time I turn my camera on, it can’t focus and take pictures. This happens for no particular reason and even when I take a photo. My camera can’t focus whether I’m shooting in auto mode or manually. I have to get away. I have a major corporate event shooting at tomorrow afternoon and I need my camera to work effectively.

It is less than 3 months old and my model number is 45CRUV2, SN 67500012. It is making some noise when it is turned on. The battery lasts only some hours when I turn it on.

Thank you for your patience. A component in InnoTech’s camera model 45CRUV2 may fail for a small percentage of our customers. Since your camera is producing blurry photos and your serial number falls into the eligible range for replacement, we will exchange your camera, free of charge. Would you like to go ahead and initiate a replacement camera?

Depending on the shooting conditions, the camera may not focus and the focus confirmation light may blink even if the subject remains still. In this case, an image will not be captured when the shutter button is pressed completely.

When you are too close to the subject, the camera will not focus. Please move away from the subject to shoot. For more information on the minimum focusing distance for individual lenses, please check the lens specifications in the product instruction manual.

When you add extreme close-up bright objects to the composition or subjects that are moving quickly may also produce blurry effects.
Sales rep leaves customer meeting, starts follow up using AI Chatbot app
Sales rep starts creating a quote for customer

What do you like to do?
- Create Activity
- Create Quote
- No Follow up

No Products Exist – What do you want to add?

10 green servers 3500
Sales rep selects products for quote
Sales Chatbot suggests appropriate discount level

Based on prior quotes with similar customers, you can pre-approve discount up to 15% without manager approval.

The new total will be $435,225. The impact on your compensation will be a decrease of $768.

Do you want to add the discount?

- Yes
- No

Discount Applied.
Sales Chatbot suggests appropriate add-on products
Sales Chatbot suggests appropriate customer contacts for quote
Sales Chatbot builds and sends customer quote
Sales Chatbot tracks customer digital and quote signing.
MatchBot an Ace at ATP Masters Mutua Madrid Open

• Multi Channels
• Natural Language
• Multi Experiences: Tickets, Game, Retail, Facts

We always wanted to position this event as the tournament of the 21st century, of today and the future. This development is positioning us at the forefront of technology and innovation. Visitors will experience a pleasant, simpler and more rapid way to get the information they want.

— Gerard Tsobanian, President & CEO of Mutua Madrid Open
Exelon Delivers Powerful Customer Experience with Oracle Intelligent Bots

- **24/7**: Better and faster customer response 365 days/year
- **Lower Cost**: Chatbots reduce call center cost
- **Fortune 100**: Largest utility company in the U.S.

With Oracle, we are actively developing a ‘channel agnostic’ technology architecture that allows us to build once and quickly apply the new capability across multiple channels. Not only does this allow us to deliver solutions for emerging channels quickly, it also ensures that our customers have a consistent experience however they choose to interact with us.

— Michael Menendez, Vice President, IT, BGE and Exelon Utilities
Broad Set of AI driven Chatbot Use Cases

**Consumer Utility Bot**
- Account Management
- Outages
- Billing & Payment
- Promotions

**Member Retail Bot**
- Account Management
- Scheduling
- Vaccinations
- Store Information

**Consumer Banking Bot**
- Banking Transactions
- Customer Service (FAQ)
- Foreign Travel (ATM)
- Credit Card Applications

**Passenger Travel Bot**
- Find & Book packages
- Tickets
- FAQ
- Reminders

**Aircraft Maint Bot**
- Status
- Reports
- Resources
- Parts

**Insurance Bot**
- Account Management
- Quotes
- Claims
- Payment

**Consumer Banking Bot**
- Banking Transactions
- Customer Service (FAQ)

**Student Banking Bot**
- Banking Transactions
- Customer Service (FAQ)

**Employee Hcm Bot**
- Time Cards
- PTO
- Pick

**Consumer Safety Bot**
- Incident Management
- Status
- Notifications

**Consumer Retail Bot**
- Feedback and inquiries
- Installation requirements
- Product repair
- Account Mgmt.

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Dynamic Data & AI - Summary

• Think beyond CRM data collection
  - Behavioral/Digital, POS, 3rd Party, Sensor/IoT

• We are in the era of Dynamic Customer Data
  - Powered by AI

• Mastery of Dynamic Data/AI = category leadership
  - In B2B and B2C

• Experiment now with AI/Chatbots
  - Lessons learned today = competitive advantage
Thank You

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Appendix
An AI Revolution

The actual path of a raindrop as it goes down the valley is unpredictable, but the general direction is inevitable, and technology is much the same, driven by patterns that are surprising but inevitable.

Over the next 20 years, our penchant for making things smarter and smarter will have a profound impact on nearly everything we do.

The most popular AI product 20 years from now that everyone uses has not been invented yet, that means that you're not late.

– How AI Can Bring on a Second Industrial Revolution
  Kevin Kelly, Founding executive Editor Wired Magazine, TED June 2016
Customer expectations of your brand are skyrocketing, whether you’re a bank, a professional services provider or an online retailer. Fulfillment of those expectations is based on your ability to contextually interact with that buyer across the entire customer journey. Deriving insights from customer data is real-time is the new normal. How will AI and advanced analytics support this evolution?

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