ORACLE DATA SHEET

# Oracle Service Cloud Dynamic Agent Desktop

Oracle Service Cloud Dynamic Agent Desktop guides your agents with relevant knowledge, dynamically learning from every interaction so every agent can perform like your best agents to quickly address the customer's immediate issue. By unifying enterprise systems and guiding call center agents through business processes across channels, agent pools, and geographies, Oracle Service Cloud Dynamic Agent Desktop delivers happy customers and highly productive agents.

### KEY FEATURES

Fast, accurate, consistent customer experiences across all channels

- Dynamic guidance to step agents through workflow processes with structured and unstructured contextual cues
- Unified enterprise data centralized and presented contextually
- Telephony integration enabling desktop softphone, computer telephony integration (CTI) screen pop, and universal queuing
- Cloud delivery for rightsizing to match dynamics of business
- Agent scripts and workflow processes configurable by business users
- Channel integration for seamless, unified management of customer interactions via traditional and social channels

### KEY BENEFITS

- Increase customer and agent satisfaction
- Increase agent productivity and lower cost
- Ramp up new agents faster
- Provide consistent customer experiences across channels
- Adapt quickly to changing business needs

## Addressing Contact Center Challenges

Contact centers face an ever-increasing set of challenges that can get in the way of cost-effectively and consistently delivering great customer experiences. These challenges include:

- Inconsistent customer experiences across interaction channels
- Low agent productivity and inconsistent knowledge delivery
- Difficulty controlling or reducing costs
- Gaining and keeping customer loyalty

Oracle Service Cloud Dynamic Agent Desktop help your organization overcome these challenges by empowering your contact center staff to deliver high-quality customer experiences consistently across channels, agent pools, and geographies while maximizing productivity and minimizing cost.

## Unified Management of Channels

Customers use many channels to communicate. They expect a unified, quality brand experience regardless of the channel they use. Oracle Service Cloud Dynamic Agent Desktop enables your agents to consistently deliver great customer experiences by centrally managing all customer interaction channels from a unified, consistent interface. Oracle Service Cloud Dynamic Agent Desktop manages all the customer interaction channels supported by Oracle Service Cloud, including:

- Voice self-service and intelligent routing
- Web self-service
- E-mail response management
- Chat
- Cobrowse
- Feedback
- Support communities

- Cloud and social media monitoring and management

Oracle Service Cloud Dynamic Agent Desktop enables centralized case (incident) tracking and management across all these channels. All channel communications are captured and accessible in a single customer record.

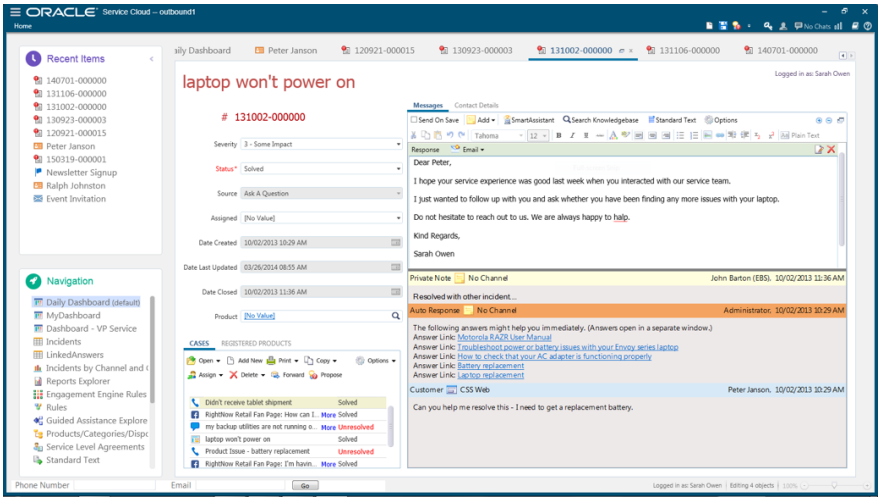


Figure 1. Oracle Service Cloud Dynamic Agent Desktop

## The Right Information at the Right Time

Oracle Service Cloud Dynamic Agent Desktop guides agents with contextually relevant, just-in-time information. The capabilities that deliver the right information to agents in the context of an immediate customer need include:

- **Desktop workflow.** A drag-and-drop workflow engine that steps agents through one or many business processes while automating tasks in the background enables you to codify customer interaction best practices.
- **Contextual workspaces.** These workspaces present only the information the agent needs in the context of the conversation and the customer issue at hand.
- **Guided assistance.** A troubleshooting tool guides agents to the correct resolution, expediting agent ramp-up and ensuring that even novice agents can solve customer problems like an expert.
- **Agent Collaboration –** Collaborate in context of an incident between agents and subject matter experts.
- **Social integration** – Oracle Service Cloud Social Monitor integration provides the ability to respond to Twitter and Facebook directly within the dynamic agent desktop in context of a service incident.
- **Policy Automation** - Oracle Service Cloud provides seamless integration to a decision automation solution based on the proven Policy Automation platform. Policy Automation is used by hundreds of millions of people around the world to determine real-time advice such as benefit eligibility, welfare payments, tax obligations, education course credits, license and permit eligibility, and insurance premiums.
- **Experience routing -** Assign incoming chats to the most appropriate agents based on skill insights, priority, and wait time as well as the agent's queue affinity and workload
- **Agent scripting.** Agents are guided by customer interaction scripts such as cross-sell and up-sell offers to drive revenue.

**ORACLE CONTACT CENTER EXPERIENCE**

Oracle Service Cloud is part of the market-leading Oracle Service Cloud that offers an integrated approach to customer experience. With Oracle Service Cloud, you'll be able to provide a seamless customer experience in 33 languages across multiple touchpoints—from your knowledge foundation and contact center to your corporate Website and social communities. Deliver exceptional customer experiences that put you head and shoulders above your competitors.

**RELATED PRODUCTS**

Oracle Service Cloud includes Oracle Service Cloud Dynamic Agent Desktop as well as these other products:

- Oracle Service Cloud Platform
- Oracle Service Cloud Social
- Oracle Service Cloud Web Experience

- **SmartAssistant feature.** This feature leverages Oracle Service Cloud Knowledge Foundation and patented artificial intelligence technology to suggest answers, reducing agent handle times and ensuring consistent knowledge delivery.
- **Standard text.** Templates for frequently used responses and URLs streamline agent processes and eliminate errors.
- **Hot keys.** Shortcuts for common functions and insertion of standard text optimize agent performance.

## Centralizing Enterprise Knowledge

Most call center agents need to toggle between many disparate systems to find information, which lowers their productivity. Add-ins to Oracle Service Cloud Dynamic Agent Desktop solve this problem, by easily embedding and centralizing disparate enterprise information—such as order and shipping status, return merchandise authorization, address lookup, credit card validation, and maps—in the agent desktop. Oracle Service Cloud Dynamic Agent Desktop brings the disparate information needed to deliver a superior customer experience right to agents' fingertips.

Computer telephony integration (CTI) and desktop call control add-ins are also used to enable CTI screen pop and softphone functionality within the agent desktop, further enhancing agent productivity. Oracle Service Cloud Dynamic Agent Desktop integrates with leading telephony systems to enable this functionality.

## Infusing Community

Oracle Service Cloud Dynamic Agent Desktop enables you to capture the power of social communities to provide a superior customer experience, help minimize support costs, and build your brand. Through the agent desktop, you can leverage customer-generated content to build your knowledge foundation, providing agents and customers alike with a rich, searchable source of information. Incidents can be escalated from the community to the agent desktop through integrated incident process workflow, enabling agents to respond quickly.

## Accessibility

Organizations require solutions that meet the needs of all agents. Oracle Service Cloud Dynamic Agent Desktop offers an option that exposes agent functionality that is accessible. The interface includes managing incidents, contacts, organizations, and answers through an accessible web interface developed in collaboration with visually impaired users. This interface complies with the Oracle Accessibility Guidelines.

## Integrated Customer Feedback

Capturing the voice of your customers is critical to ensure you are delivering a great customer experience and continuously improving that experience. To do this, you need to capture the customer's feedback across all channels. Oracle Service Cloud Feedback is a fully integrated, multichannel enterprise feedback solution that enables you to capture real-time feedback across voice, web, e-mail, and chat channels. Most importantly, integrated business rules and workflow enable you to take immediate follow-up action.

## Proactive Engagement

Customers appreciate organizations that reach out proactively with personalized, relevant information. Through Oracle Service Cloud Outreach, organizations can deliver timely e-mail notifications that customers appreciate, such as reminders, status updates, recall notifications, and proactive chat via the engagement engine. Proactively engaging with your customers can not only lower your contact center costs by pre-empting service issues, it can also help drive revenue.

## Business Insight Analytics

Managing contact center operations requires robust business insight. Contact center managers need real-time information for making on-the-fly decisions, and they require long-term data for monitoring and spotting trends. Oracle Service Cloud Agent Desktop provides real-time operational reporting as well as an on-demand data warehouse for long-term, advanced trend analysis and deep managerial insight.

## Oracle Service Cloud

Oracle Service Cloud Dynamic Agent Desktop is part of Oracle Service Cloud Service Suite, which provides:

- Mission-critical software as a service (SaaS). Ensures short time to deployment and flexibility, combined with enterprise scalability, performance, security, and reliability.
- Oracle Service Cloud Connect products. Enable Oracle Service Cloud to easily coexist within and leverage existing organizational technology infrastructure and data, with adapters for enterprise integration.
- Multi-patented knowledge foundation. Delivers knowledge across all customer communication points and learns from every interaction.

CONTACT US

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

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