

Oracle Cloud CX

Oracle has announced new embedded artificial intelligence (AI) capabilities for its Cloud Customer Experience (CX) offering.

- Gen AI assisted answer generation automatically drafts responses to customers, and Gen AI assisted authoring for marketing and sales automatically drafts content for sales and marketing such as draft e-mails and marketing copy.
- Assisted scheduling for field service recommends jobs to technicians based on availability, location, skills, billing status, and other factors.
- Opportunity qualification scoring helps marketers and sellers identify the right individuals to target for business-to-business sales engagements, and seller engagement recommendations tell sellers which products to sell to whom.

Assisted answer, authoring, and scheduling capabilities are available now; scoring and recommendations are scheduled for availability this summer.



AT A GLANCE

Oracle Cloud CX's embedded AI features for assisted authoring, scheduling optimization, and opportunity scoring and engagement recommendations can help sales, marketing, and service teams increase efficiency and productivity while focusing on customer engagement.



DEEP DIVE

Oracle's approach is to embed key AI features directly in the Cloud CX suite, which will appeal to Oracle customers that want to take advantage of generative and other AI capabilities while taking advantage of Oracle Cloud Infrastructure (OCI) and expertise to ensure data privacy and security.



LONG VIEW

AI capabilities such as assisted authoring and recommendations are becoming table stakes in customer relationship management (CRM) applications across sales, marketing, and service. We expect future announcements from Oracle will further differentiate its ability to ground CRM AI with data from across its cloud application suite.



MONEY: The embedded AI capabilities for Cloud CX will be available for existing customers as part of their existing Cloud CX license subscription.



MARKET: Oracle's embedded capabilities enable users to leverage generative AI without prompt engineering or data science; however, some customers may want a more customizable approach.



PEOPLE: Key to successful adoption of generative AI is trust. OCI includes safeguards to ensure no customer data is shared with LLM providers or other customers, and role-based security ensure individuals only get recommendations that they're entitled to.



TECH: Oracle's generative AI runs on Cohere, but customers can choose to use another LLM from a partner, or bring their own.