

ORACLE

# How to expose your digital assistant to different channels

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# Program Agenda

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- 1 Overview
- 2 User channels
- 3 Agent integration
- 4 External events
- 5 Voice support

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- 1 **Overview**
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”

Channels are configurable adapters that connect digital assistants and skills to messengers or endpoints to exchange messages

# Oracle Digital Assistant channel types

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## User channel

- Handle user-bot interactions

## Oracle Agent integrations

- Integrate with Oracle B2C and 3<sup>rd</sup> party agent systems
- Integrate digital assistant as an Oracle B2C and B2B Agent

## External Events

- Application initiated conversation (AIC)
- Events

## System

- Embedded testers



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# About user channels

User interacts with Skill/Digital Assistant through messenger

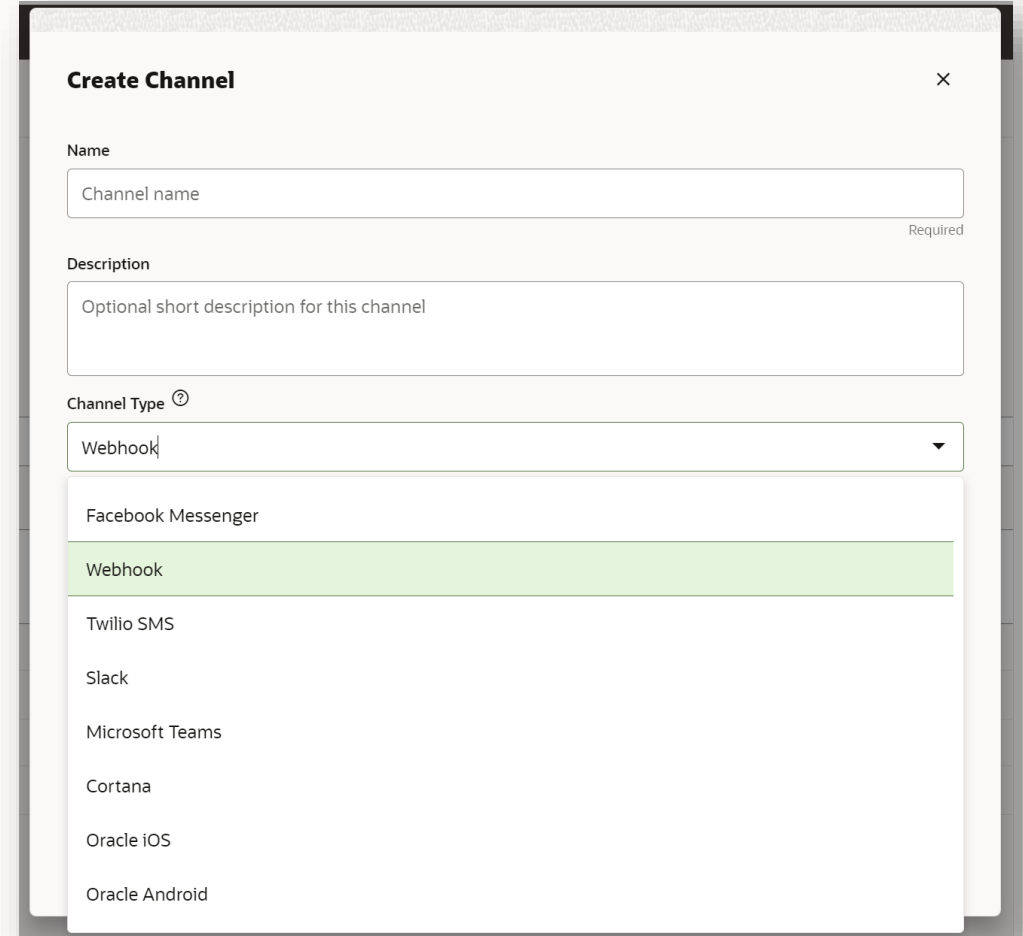
- Native integration from a list of supported channels
- Custom with a Webhook

Channels convert message formats between bot and messenger

- Adapters
- Ensure optimal rendering of bot responses

Native user channels handle all configuration and interactions

- No custom code is required to connect a digital assistant or skill to a messenger



The screenshot shows a 'Create Channel' dialog box with the following fields and options:

- Name:** A text input field labeled 'Channel name' with a 'Required' indicator.
- Description:** A text input field labeled 'Optional short description for this channel'.
- Channel Type:** A dropdown menu with a help icon. The selected option is 'Webhook'. The list of options includes: Facebook Messenger, Webhook (highlighted), Twilio SMS, Slack, Microsoft Teams, Cortana, Oracle iOS, and Oracle Android.

# User channels

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## Built-in

Out-of-the box support

- Facebook Messenger
- Slack
- Microsoft Teams, Cortana
- Twilio/SMS
- Oracle Web, Oracle Android, Oracle iOS

Configuration only

- Everything handled

Not every channel supports the same features

## Webhook

Custom integration

- Code required to connect and transform message payload formats
- May require custom message server

Integrate 3<sup>rd</sup> party and custom messengers

Oracle Bots Node SDK support

- Generate webhook starter
- Utilities to transform digital assistant messages



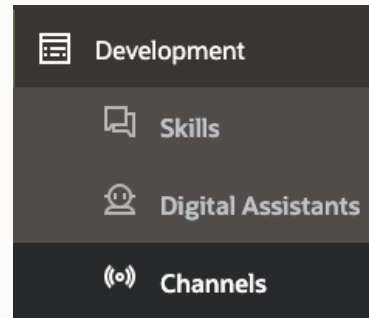
# Channel configuration and routing

Native user channels are declaratively configured

Each channel must be

- Mapped to a skill or digital assistant
- Set to enabled

Configuration fields are specific for needs of channel provider

A screenshot of a 'Create Channel' configuration form. It includes fields for 'Name' (Channel name), 'Description' (Optional short description for this channel), and 'Channel Type' (Facebook Messenger). Below the form is a list of channel types: Facebook Messenger, Webhook, Twilio SMS, Slack, Microsoft Teams, Cortana, Oracle iOS, and Oracle Android. The 'Facebook Messenger' option is highlighted in green.A screenshot of a 'DesignCampWeb' channel configuration modal. It features a 'Channel Enabled' toggle switch, a 'Route To' dropdown menu with the text 'Select skill or digital assistant to route messages to', a 'Stop Channel Routing' button, and a search bar containing the text 'Expense'.

## Native channel responsibilities

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” By and large, messengers behave the same, except when they don't

Formats incoming messages to Oracle Digital Assistant payload format (CMM) and outgoing messages to message provider specific format

Deals with known messenger provider limitations

- Available UI widgets
- Message lengths
- Etc.

See Oracle Digital Assistant product documentation for known messenger provider limitations

Allows the use of markup independent of whether the messenger understands it

# Rich text formatting

Cross channel feature available since Oracle Digital Assistant 22.08

HTML tags can be used to format skill messages

At runtime, HTML tags are replaced with messenger specific equivalents

- If there is no direct equivalent, then the closest equivalent is used

See Oracle Digital Assistant product documentation for details

Style	HTML Tags and Attributes
bold	<code>&lt;strong&gt;</code> ; <code>&lt;b&gt;</code>
italics	<code>&lt;em&gt;</code> ; <code>&lt;i&gt;</code>
headings	<code>&lt;h1&gt;</code> ; <code>&lt;h2&gt;</code> ; <code>&lt;h3&gt;</code>
unordered lists (including nesting)	<code>&lt;ul&gt;</code> ; <code>&lt;li&gt;</code>
ordered lists (including nesting)	<code>&lt;ol&gt;</code> ; <code>&lt;li&gt;</code>
preformatted text	<code>&lt;pre&gt;</code>
blockquote	<code>&lt;blockquote&gt;</code>
newline	<code>&lt;newline&gt;</code>
hyperlink	<code>&lt;a href=""&gt;</code>
image link	<code>&lt;img&gt;</code>
table	<code>&lt;table&gt;</code> ; <code>&lt;th&gt;</code> ; <code>&lt;tr&gt;</code> ; <code>&lt;td&gt;</code>
font size	font-size (e.g. <code>&lt;p style="font-size:large;"&gt;Large Font&lt;/p&gt;</code> )
font color	color (e.g. <code>&lt;p style="color:red;"&gt;Red Font&lt;/p&gt;</code> )

# Oracle Digital Assistant channel support in conversation tester

Simulates native and webhook channels

- Does not emulate native channel
- Available for skill and digital assistant testing

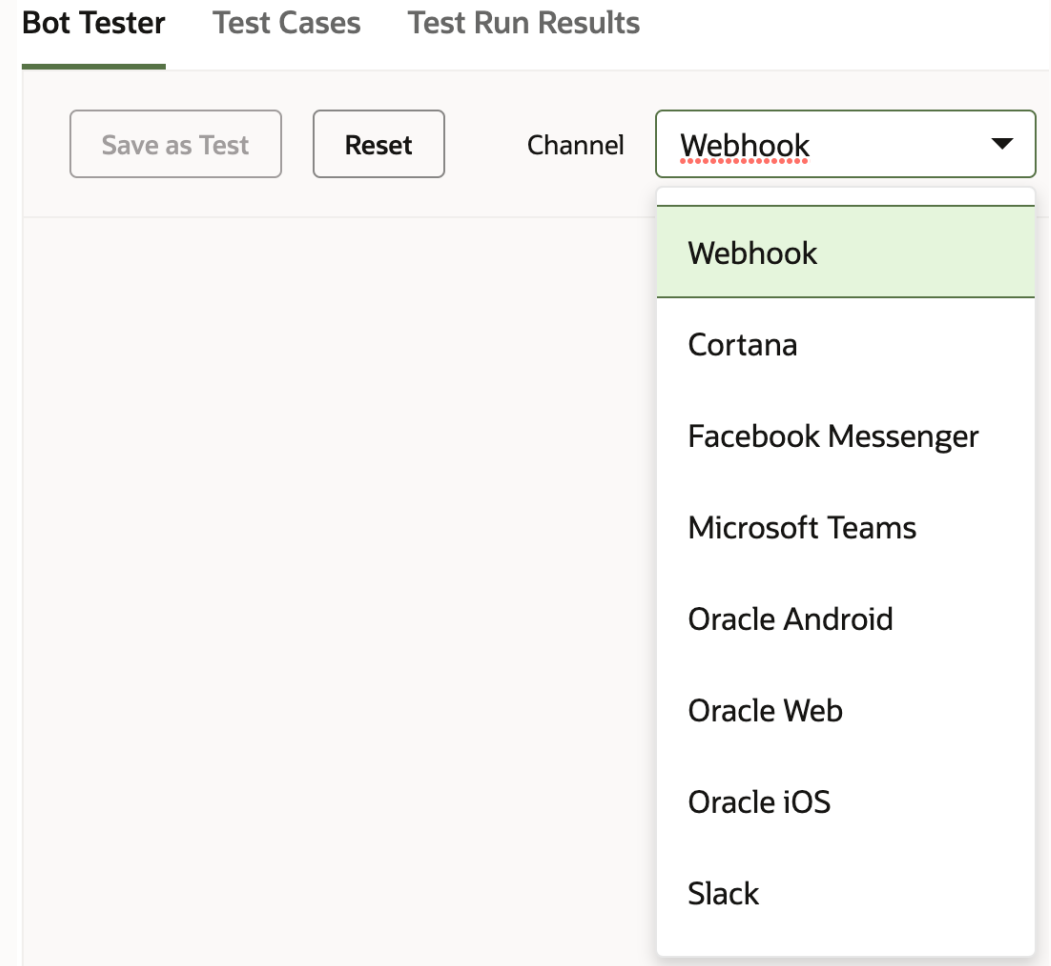
Notifies about known channel limitations

- Message size
- Lack of support for postback actions
- Layout limitations

Can record automated tests for a channel

- Use "Save as Test Case" option

Does not replace native channel testing



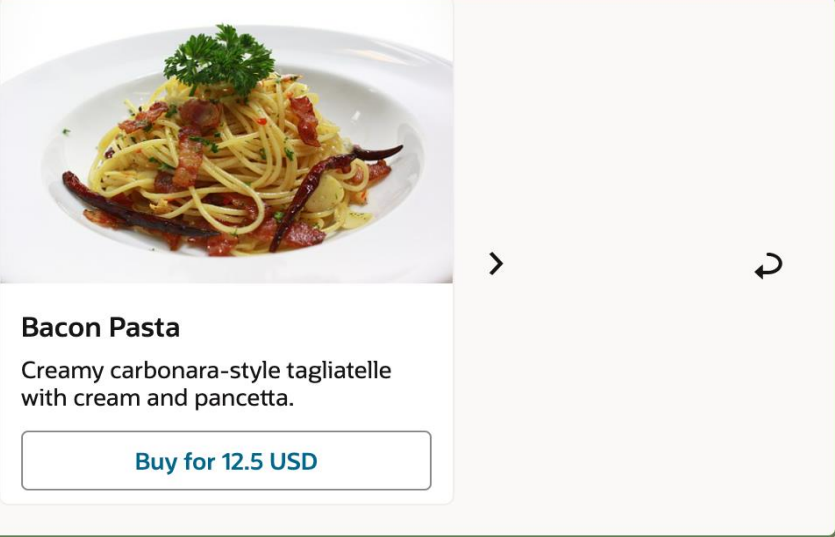
# Example: Web vs. Slack

Support for horizontal cards

No support for horizontal cards

Bot Tester Test Cases Test Run Results

Save as Test Reset Channel Oracle Web



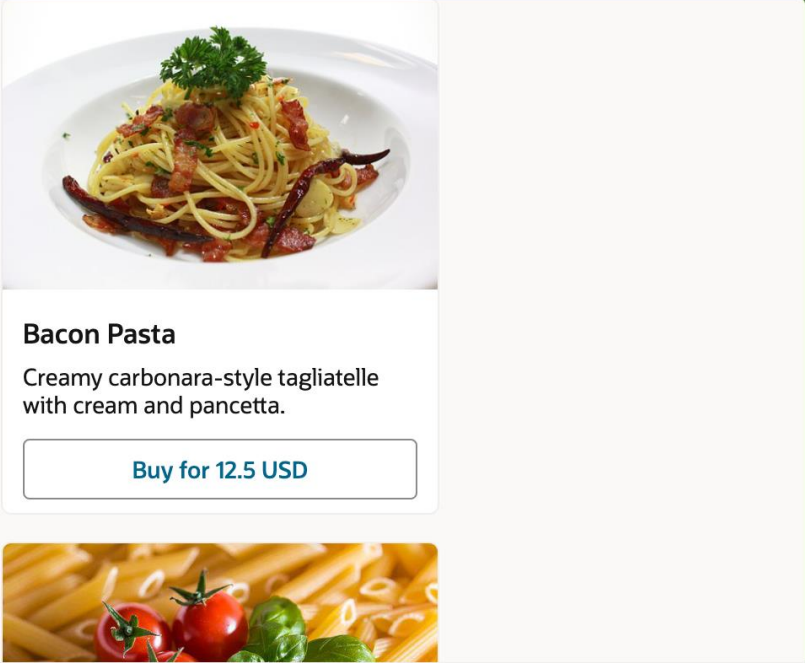
Bacon Pasta  
Creamy carbonara-style tagliatelle with cream and pancetta.

Buy for 12.5 USD

Type Here... Speak Attach


Bot Tester Test Cases Test Run Results

Save as Test Reset Channel Slack



Bacon Pasta  
Creamy carbonara-style tagliatelle with cream and pancetta.

Buy for 12.5 USD



Type Here... Attach



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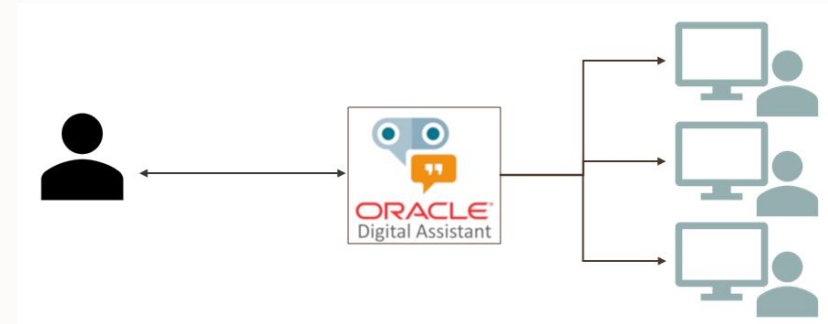
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# Agent integration

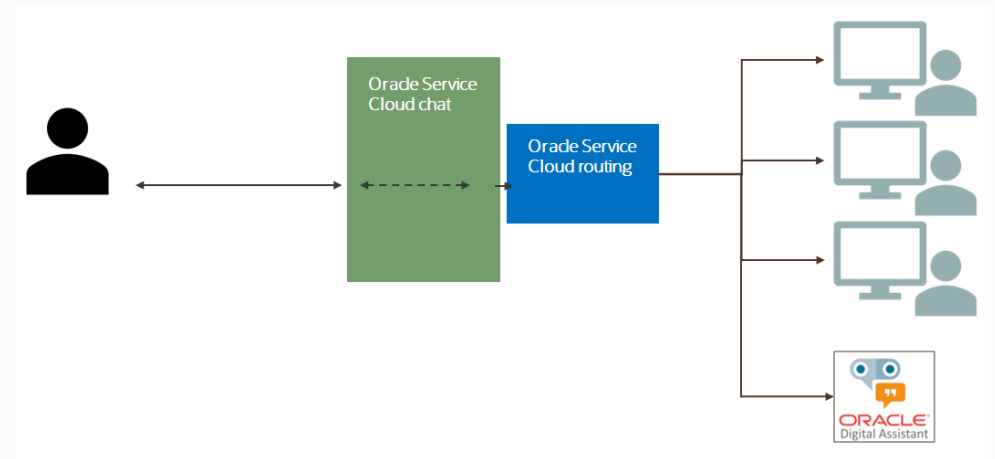
## Live-agent integration

- Connects skills with human agent in Oracle B2C or 3rd party
- Invocation from within bot conversation



## Digital assistant as agent

- Enables Oracle B2C to route to digital assistant as an agent
- Frees human agents from service requests that can be automated



## Agent Assist

- Deploy ODA as an assistant to the agent
- Real-time information to assist the agent



# Agent use cases

## Digital assistant as agent

Oracle B2C/B2B queue(s) for automated support service

Bot handles user requests for specific problem and product categories

Digital assistant can pass requests to human agent if the bot cannot help or if the user requests support by a human

B2C includes Intelligent Advisor and Knowledge Foundation Integration

**Create Agent Channel**

Name  
Channel name Required

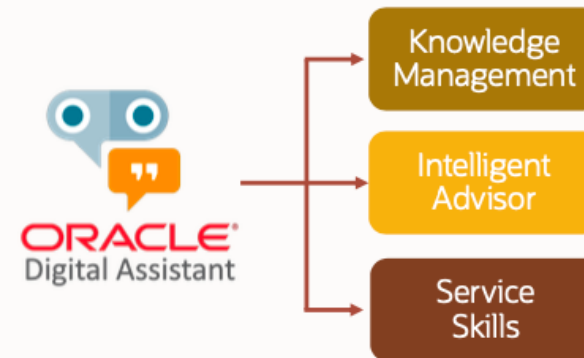
Description  
Optional short description for this agent channel

Service  
B2C Service (Service Cloud) ▼  
B2C Service (Service Cloud)  
B2B Service

User Name  
The agent's user name Required

Password  
The agent's password Required

Create





# Agent use cases

## Live agent support

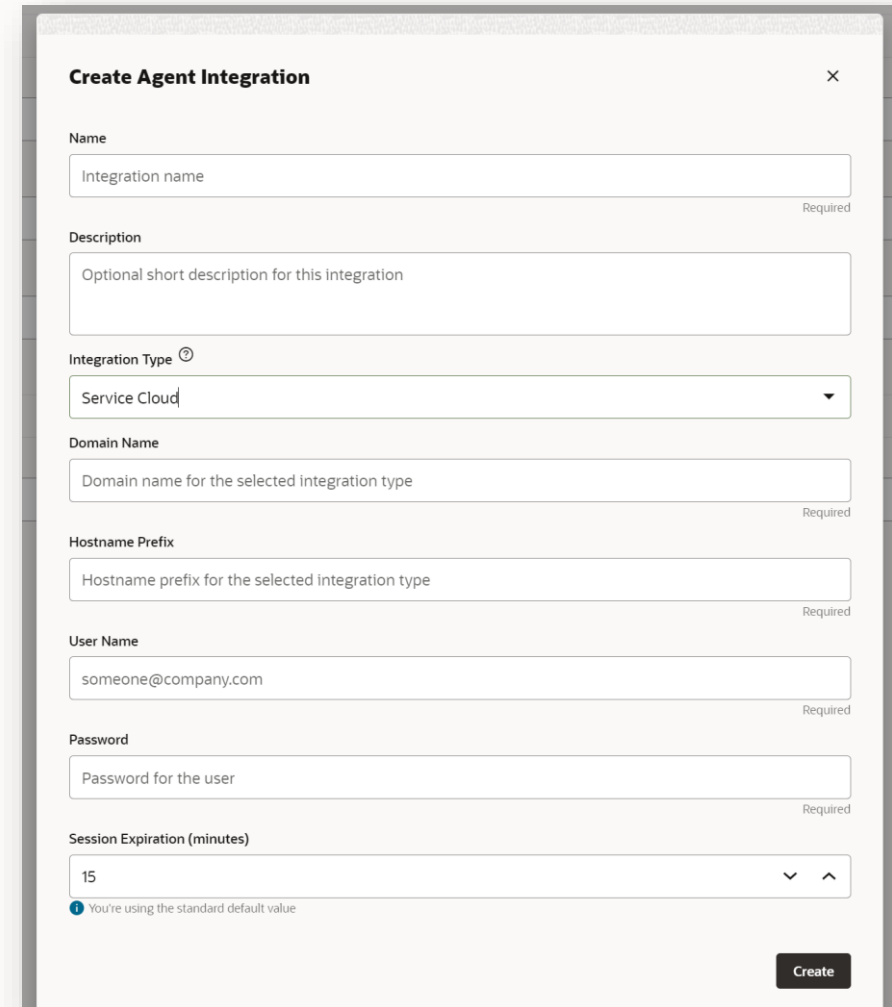
Bot passes conversation to B2C live-agent if it cannot solve a request or when a user wants to escalate a topic

Conversation can be passed back to bot by agent for user to continue in the bot

Uses same conversation channel

- No need for user to switch the medium

Conversation history passed from bot to agent



The screenshot shows a 'Create Agent Integration' form with the following fields and values:

- Name:** Integration name (Required)
- Description:** Optional short description for this integration
- Integration Type:** Service Cloud (with a help icon)
- Domain Name:** Domain name for the selected integration type (Required)
- Hostname Prefix:** Hostname prefix for the selected integration type (Required)
- User Name:** someone@company.com (Required)
- Password:** Password for the user (Required)
- Session Expiration (minutes):** 15 (with up/down arrows)

A note at the bottom states: 'You're using the standard default value'. A 'Create' button is located at the bottom right.

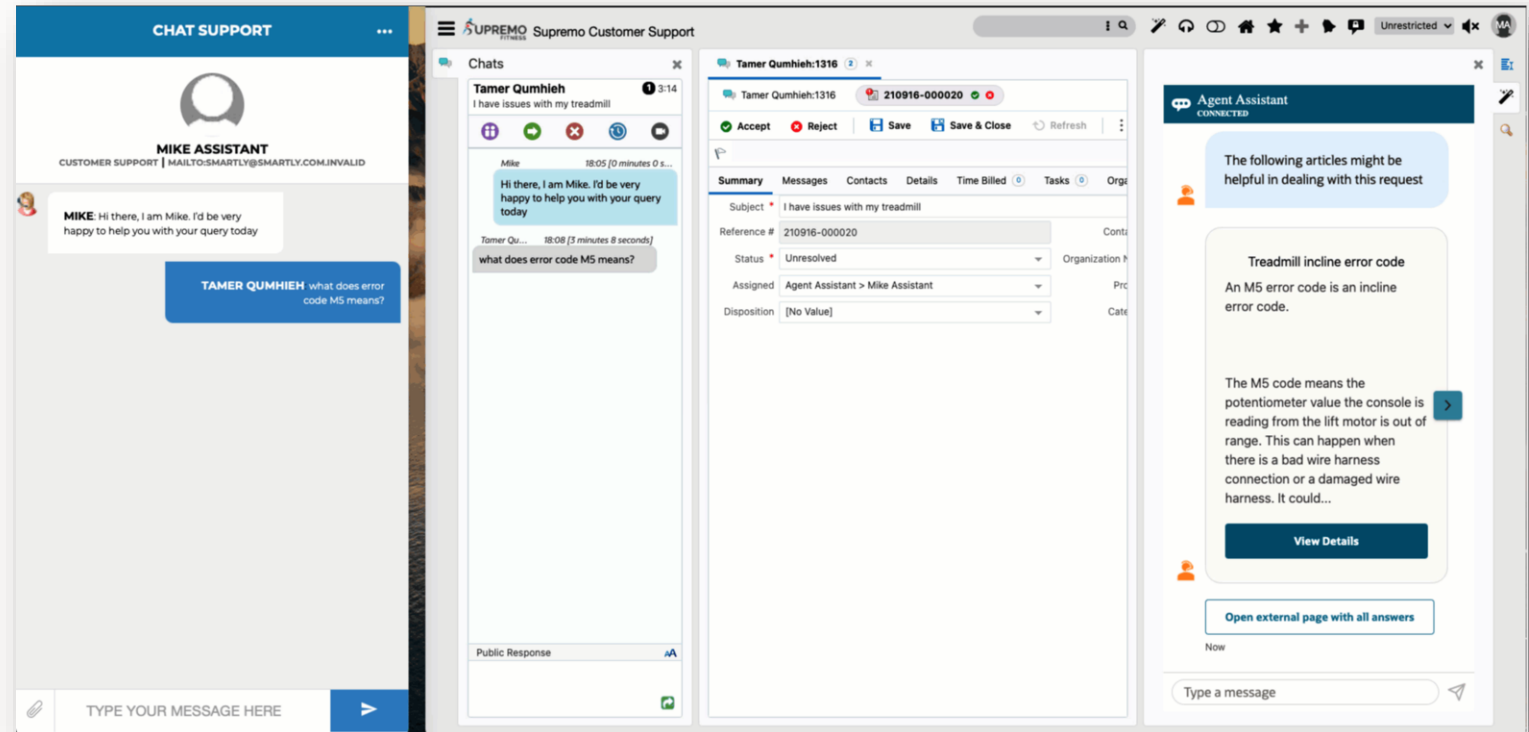
# Agent use cases

## Agent Assist

Real-time information to assist the agent

Ensure common and consistent responses and information

How to respond to customer frustration, inappropriate language

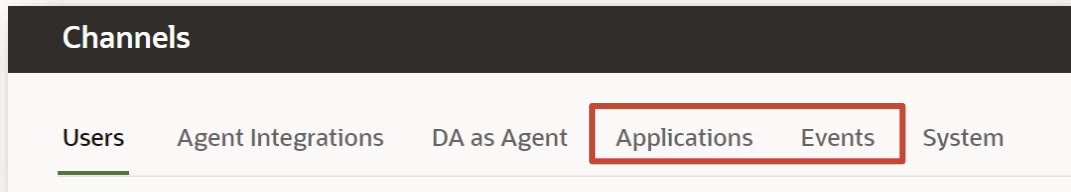


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# External Events



Applications\* and Events Channels allow for a bot to start user conversation

- Triggered by an external event

It requires

- An application channel
- An external application to send the user request
- Applications: A Skill/DA that maps the incoming payload to a dialog flow state
- Events: An Application Event mapped to a flow that starts with the Notify User state

\* also referred as Application Initiated Conversation

## Events

Only supported in Visual Dialog Flows  
Supports all channels

## Applications

Only supported for YAML Dialog Flows  
Only supports SMS, MS Teams, Slack



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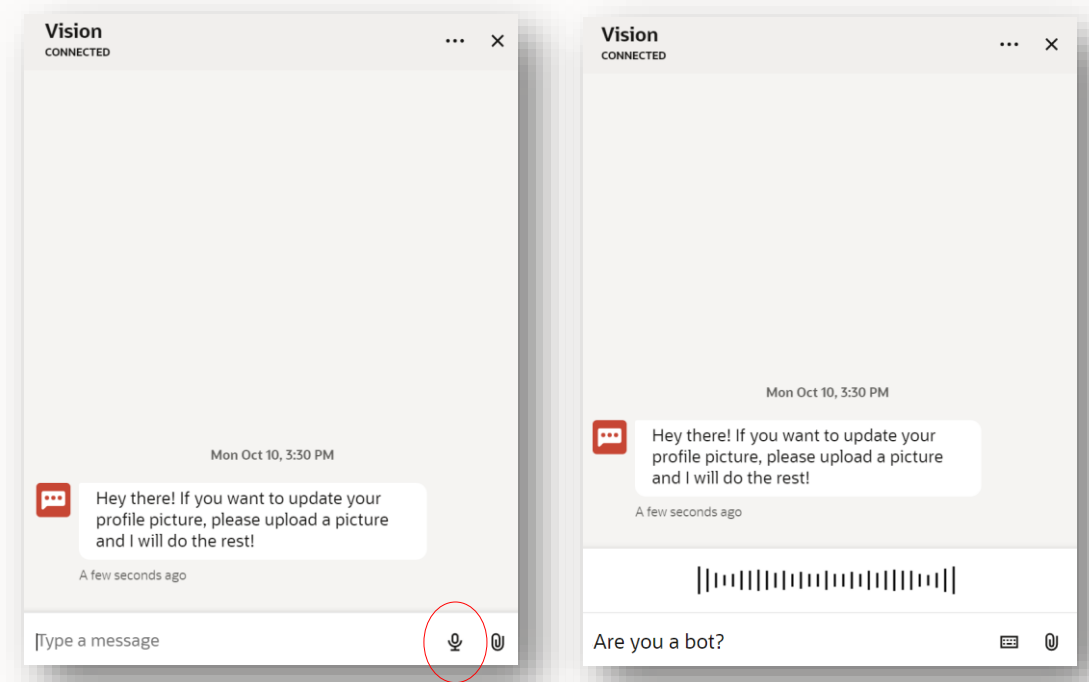
# Voice

Some channels have integrated speech recognition which allow user to talk directly to the widget

- Oracle Android
- Oracle iOS
- Oracle Web

Other options requiring Webhook as a channel

- Alexa, Google Home
- Twilio Voice API



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