

ORACLE

# Agent integration strategies

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# Program Agenda

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- 1 The challenge
- 2 Oracle Digital Assistant agent integration
- 3 Live agent transfer
- 4 Digital Assistant as an agent
- 5 3<sup>rd</sup> party live agent integration
- 6 Best practices

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## The challenge

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# ” Customer service challenges



Limited number of service agents

Agents can only handle a specific number of customers at a given time

Some user requests take longer than other

Scaling to manage peaks

Deflecting high volume low value requests

“What are the store opening times?”

“What’s my order status?”

“Where can I find the user manual for my device?”

## The solution

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### ” Digital Assistant integration



Removes reoccurring questions and simple actions from human agent queues

Increases the number of requests that can be handled in parallel

Agents focus on high value interactions

Automatically scales

Increases call deflection

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# Oracle Digital Assistant agent integration

Oracle Digital Assistant integrates with Oracle B2C/Fusion Service and 3<sup>rd</sup> Party platforms

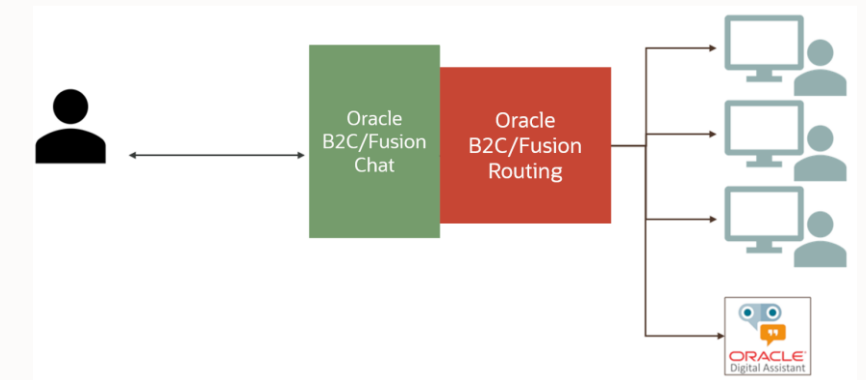
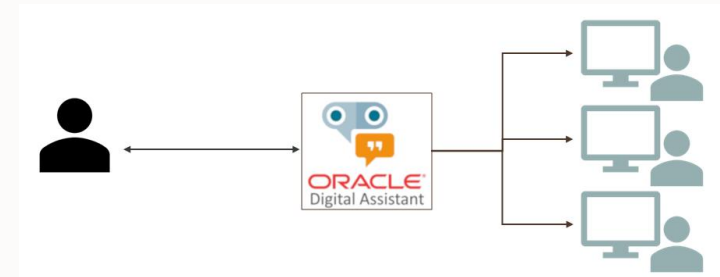
There are **two** main different approaches to this integration

## Live agent transfer

- Hand off a skill's conversation to a B2C Service or 3<sup>rd</sup> Party live agent
- Enhances skills to handle user tasks that require human intervention

## Digital Assistant as an agent

- Digital assistant turned into an automated agent
- Chat starts in the B2C/Fusion Chat Service



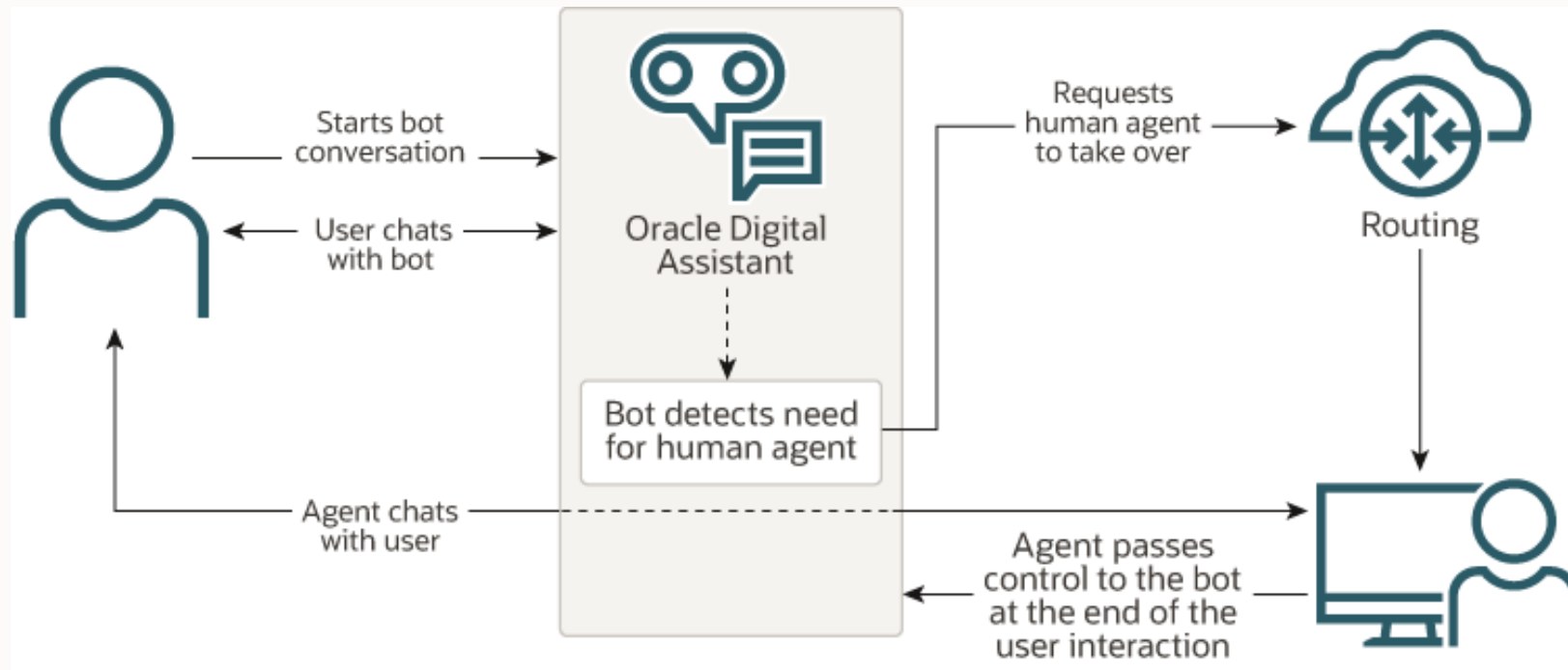
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# Live agent transfer



# Live agent transfer

Uses specific agent integration channel

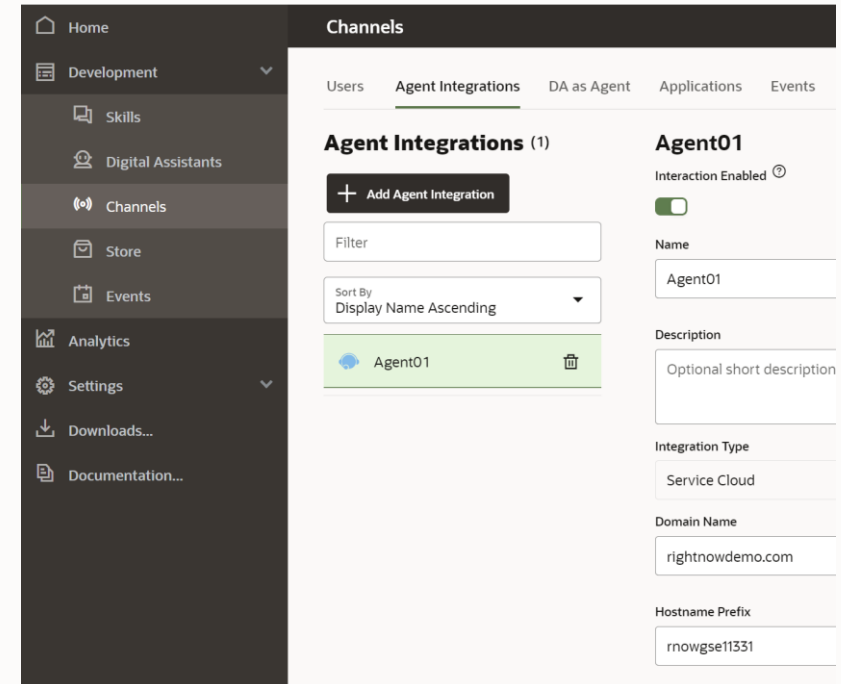
- Channel configures access to Oracle B2C

Built-in dialog flow components direct to agent

- Agent Initiation
  - Creates initial agent contact in dialog flow
- Agent Conversation
  - Handles the user-agent conversation

Use a **webhook** to integrate 3<sup>rd</sup> party agent systems

- Leverages same built-in components
- Sample implementation on GitHub
  - <https://github.com/oracle/cloud-asset-oda-agent-handover>

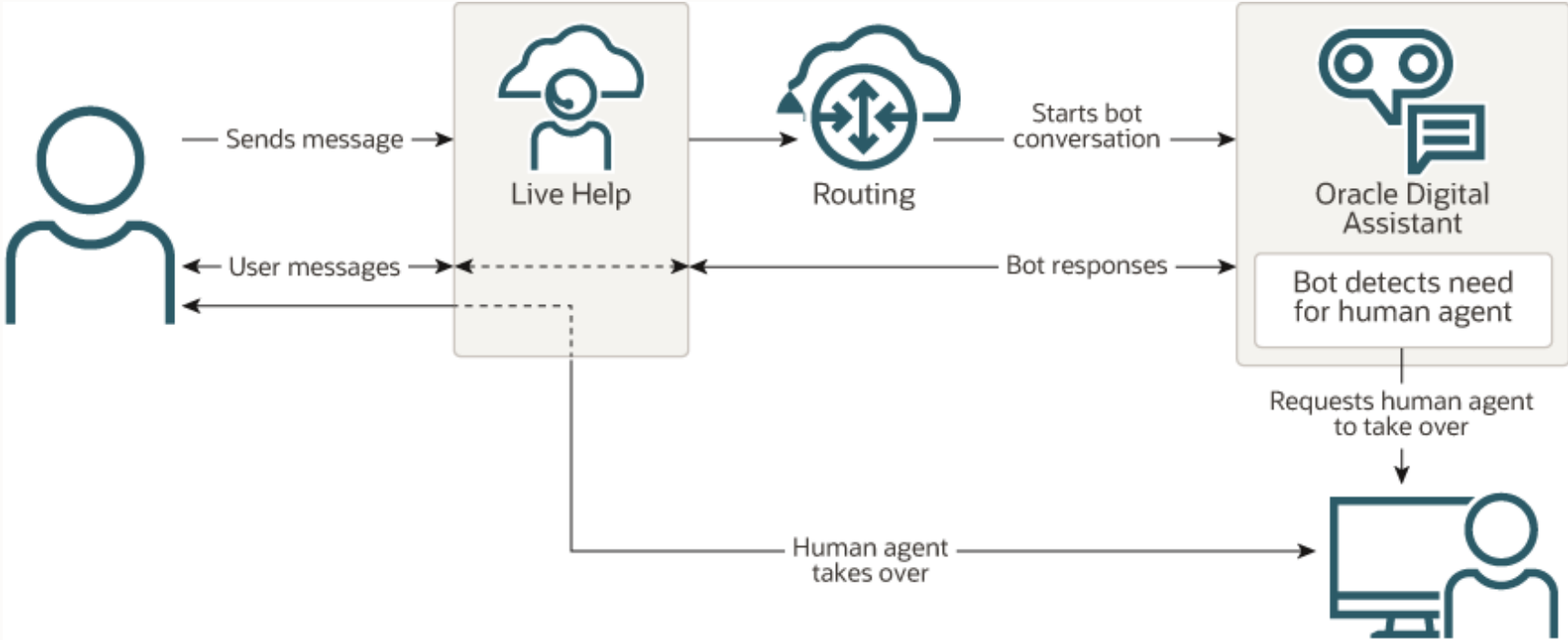


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# Digital Assistant as an agent



# Digital Assistant as an agent

Oracle B2C/Fusion Service uses pre-request form to connect service agents with a customers

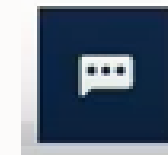
- Qualifies type of request before routing to agent
  - High value requests may go directly to an agent
  - Lower value requests (FAQs or checking order status) can go to the DA
    - How to route a request is defined with rules

Oracle Digital Assistant is deployed as an agent

- B2C/Fusion queue assigns user requests to bot

Oracle Digital Assistant can request live agent support

- If the bot cannot help, it can request human agent support

A screenshot of a chat pre-request form. The form is titled "Chat" and has a dark blue header with a close button. It contains several input fields: "Subject", "First Name \*", "Last Name \*", "Email \*", and "Service Request". At the bottom, there are two buttons: "Cancel" and "Start Chat". Below the form is a text input field labeled "Type a message" with a send button on the right.

Chat

Subject

First Name \*

Last Name \*

Email \*

Service Request

Cancel Start Chat

Type a message

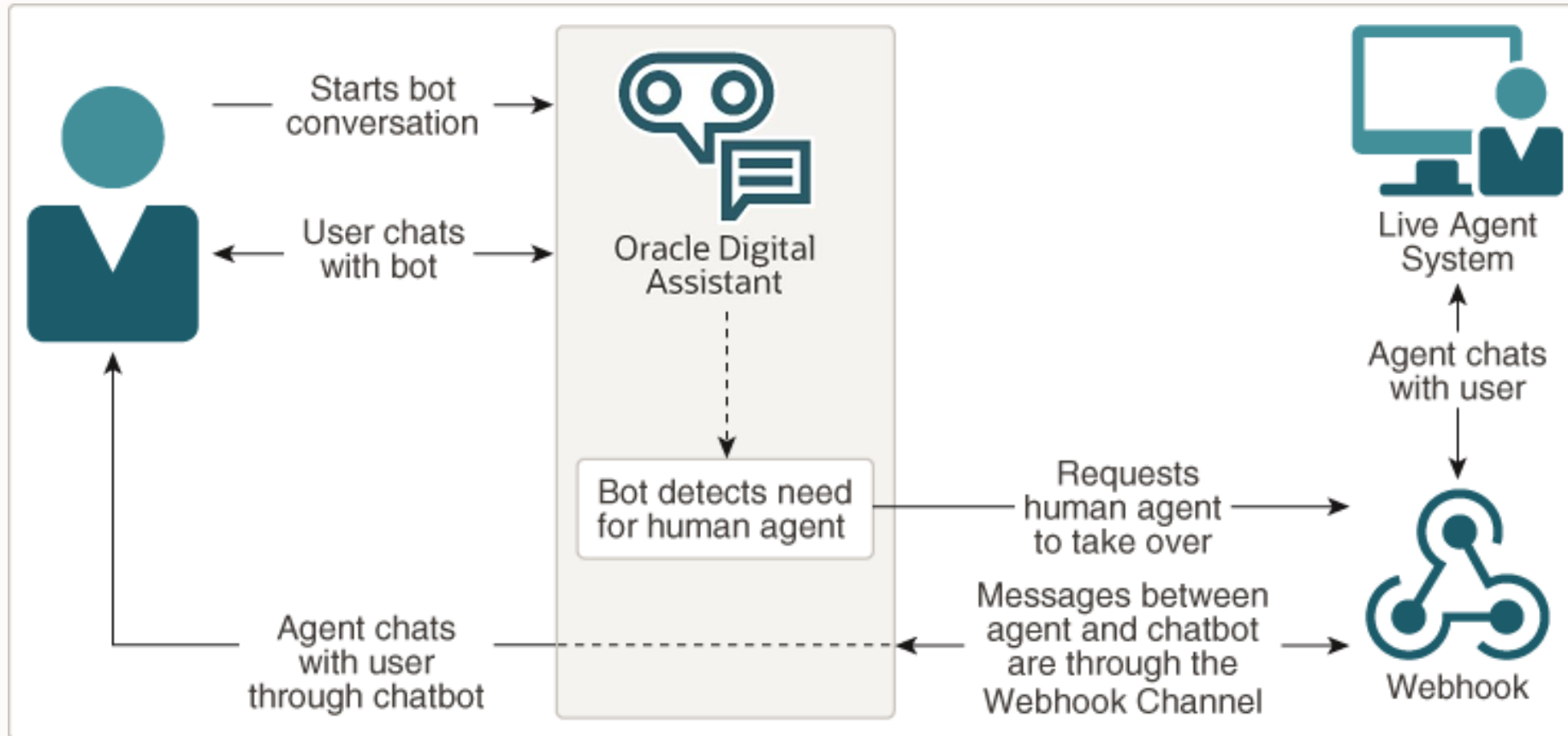


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# 3<sup>rd</sup> party live agent service integration



# Using 3<sup>rd</sup> party agent systems

Oracle Digital Assistant can be configured to work with 3<sup>rd</sup> party agent service systems

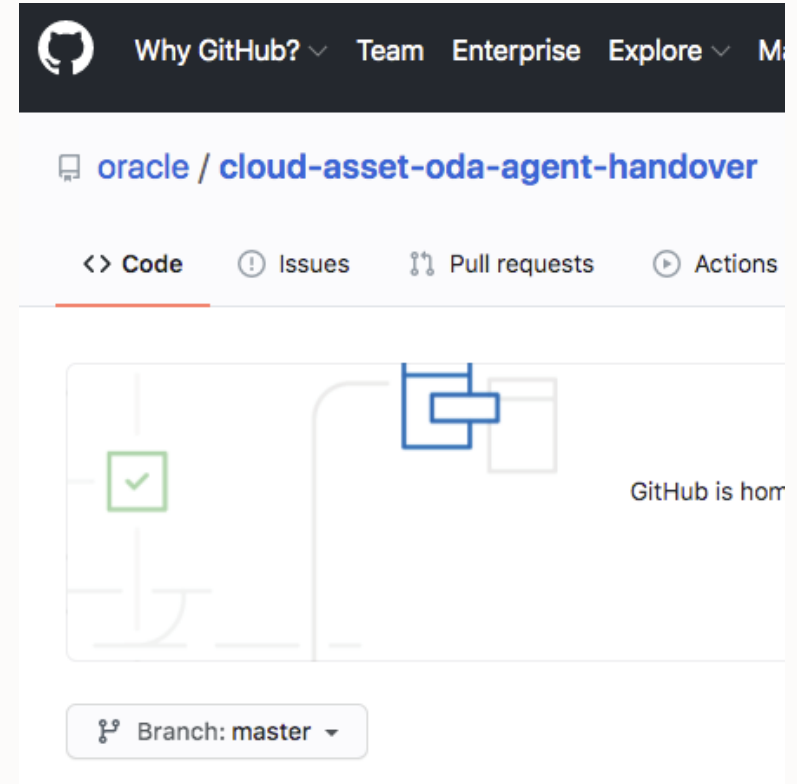
- Uses the webhook channel to connect to 3<sup>rd</sup> party system
- Supports live agent transfer
- Leverages Agent Initiation and Agent Conversation components

Implementation code available on GitHub

- <https://github.com/oracle/cloud-asset-oda-agent-handover>

Tutorial available

- <https://docs.oracle.com/en/solutions/transfer-chat-to-live-agent/index.html>





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Which architecture to choose?

# Which one to choose?

## Agent integration architectures

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### Live Agent

- Subject to agent availability
  - There may be waiting time
- Ideal for cases where the user gets stuck, or for high value use cases important for the organization
  - User gets frustrated
  - Issues with delivery or an order
- Only option for 3<sup>rd</sup> party agent integration
- Feedback form requires a custom integration back to B2C/Fusion

### DA as an Agent

- Waiting time depends on the rules
  - If routed to a DA – no waiting time
  - If routed to an agent – depends on availability
- Full Insights for Customer Service
  - Call Deflection
  - Integration with B2C/Fusion Analytics
  - Session Usage/Statistics
- Web Chat for Service (WCFS) (from 23.02)
- Feedback form is out of the box

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For new implementations we recommend DA as an agent

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More flexibility

Makes use of  
B2C/Fusion features

Better integrated

Full CX insights

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