

Product Update

News from Oracle Service Cloud Development

Bringing You the Best in Cobrowse Technology



*Igor Khalatian,
VP Product
Development and
former CEO,
LiveLOOK*

It's hard to believe it's only been three months since the LiveLOOK team [officially joined the Oracle Service Cloud](#). In this short time, we've worked hard to quickly deliver a stronger Cobrowse integration with the Oracle Service Cloud that reflects the enhanced capabilities that made LiveLOOK the leader in cobrowsing technology.

If you haven't evaluated [Cobrowse technology](#) before or it's been a while, I'd encourage you to take a fresh look at what Oracle Cobrowse can do now. Oracle Cobrowse continues to be available as an add-on to Chat and Agent Desktop and is bundled with the Enterprise Contact Center license. It's also now available as a standalone offering.

Upgrading to the November 2014 release enables you to utilize the newest version of Cobrowse that launches significantly faster and will improve compatibility across customer and agent environments. And of course Oracle Cobrowse includes all of the crucial privacy and security options that made LiveLOOK the choice of some of the largest enterprise brands in the world.

These companies have found that Cobrowse strongly impacts first contact resolution rates and can result in significant reductions to call or chat handling times. It boosts customer and agent satisfaction by creating efficient, personalized interactions where both parties are on the same page – literally.



Read how [Northrop Grumman FCU](#) and [Taulia](#) utilize Cobrowse technology.

As the founder and CEO of LiveLOOK, my goal was always to make cobrowsing an ideal solution for online and mobile customer service. As part of the Oracle Service Cloud, I look forward to continuing to bring you innovative visual sharing capabilities to support your modern customer service strategies.



NetScout Honored for Delivering World-Class Customer Service

NetScout Systems received the NorthFace ScoreBoard AwardSM from Omega Management Group Corp in recognition of achieving excellence in customer service and support.

- Congratulations NetScout!

LAS VEGAS | MARCH 2015
March 31 – April 2

Announcing the MODERN SERVICE EXPERIENCE

Presented by



Learn more

November 2014 Release



*David Hayden,
VP, Oracle
Service Cloud
Inbound
Product
Management
[@dhyden](#)*

We are pleased to announce the availability of the Oracle Service Cloud November 2014 release, which provides significant new features and capabilities across the Oracle Service Cloud pillar.

Highlights include:

- Visitor Browser History
- Enhanced Cobrowse
- Communicate to Preferred Email Address
- Access Service Cloud from Any Browser
- Agent Desktop Enhancements
- Experience Routing Enhancements
- New Regional Hosting Centers

To learn more, please refer to these resources:

- [November 2014 Documentation Overview](#)
- [November 2014 Tutorials](#)
- [What's New in Oracle Service Cloud November 2014 \(video\)](#)

Increase Agent Productivity with the New Enhanced Console



Jens Lundell,
Director,
Development
@Jens


The Enhanced Console has an updated look-and-feel, with a cleaner, modern, and more flexible interface. It is available on-demand in the May 2014 and August 2014 releases and is enabled by default in the November 2014 release.

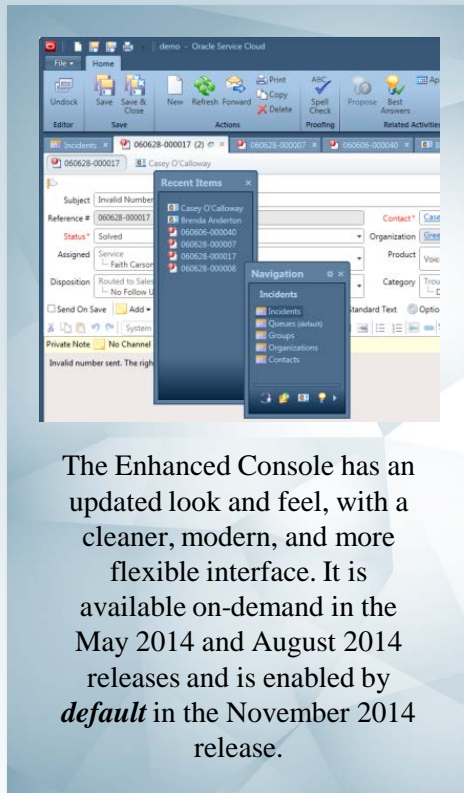
The [May 2014 release of Oracle Service Cloud](#) introduced the Enhanced Console to create the best possible platform for future agent-driven customer service. Further improvements in August 2014 and November 2014 releases increase agent productivity. The Enhanced Console was designed with agent

flexibility and performance in mind. Enjoy a cleaner look-and-feel and a more flexible interface. Open records quickly, as complex workspaces render faster - no flickering! Simplified workgroup functionality enables easier editing of related records, eliminating pop-ups and allowing quick navigation between records. The new type-ahead search feature, recent items lists, better performance with big lists, and resizable, re-orderable report search filters result in faster data entry.

Allow agents to optimize their screen real estate and personalize their interface. Recent Items, Navigation, and Quick Search sections can be put in any order and moved to other areas, including in the status bar, detached and displayed on the desktop, on a separate monitor, or removed altogether.

The Enhanced Console is enabled on a per-profile basis in May 2014 and August 2014. More importantly, it is enabled by **default** starting in November 2014. The legacy console is scheduled for retirement in May 2015. For details, see the [May](#), [August](#), and [November](#) release notes, and the [Enhanced Console Answer](#).


 Questions or feedback? Please join us in the [Agent Desktop Forum](#).



The Enhanced Console has an updated look and feel, with a cleaner, modern, and more flexible interface. It is available on-demand in the May 2014 and August 2014 releases and is enabled by **default** in the November 2014 release.

Questions, feedback, or content ideas? Please email [Stephanie Kaleva](#).

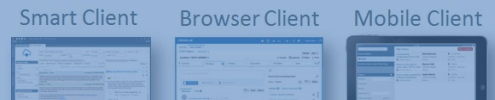
Have a Question?
Ask the Experts.

 View Upcoming Webinars, Register, and Watch On Demand



1 hour.
1x month.
You, your peers, and a subject matter expert.
Tips, tricks, how-tos, and best practices.

November 2014 Release
Webcast Replay



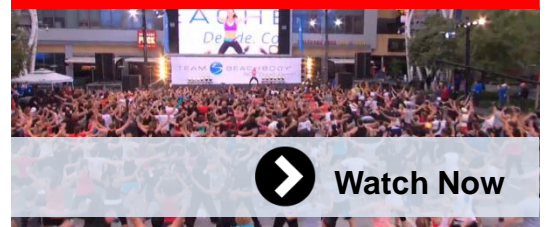
 Watch Now

Customer Showcase

Learn how your colleagues are using Oracle Service Cloud:

- [Illinois Department of Revenue](#) Uses Multichannel Contact Center to Improve Service
- [Pella Corporation](#) Gains Single-View Insight into Agents' and Technicians' Customer Interactions to Improve the Customer Experience

Beachbody Handles
Rapid Growth with
Oracle Service Cloud



 Watch Now

No More Boring Service Email. Please!



Keri Jenkin,
Principal Product
Manager
[@Keri](#)

Are your Service email communications making your customers yawn? Wake them up with messages built with today’s demanding customers in mind!

[Message Templates](#), first released in Oracle Service Cloud November 2012, provide an easy-to-use WYSIWYG editor for customizing system notifications and emails. The standard message templates are designed for optimal viewing on all devices, with clean font and styling, and less clutter when compared to the legacy Mail Scripts included in previous versions.

Using powerful dynamic content, an administrator can easily match system-generated messages to individual business and customer needs, making the outgoing messages highly personalized and relevant. These focused communications, delivered with recognizable corporate branding, also make your emails less likely to be marked as spam.

A key benefit of Message Templates is our patent-pending Incident Response Tracking, which measures the effectiveness of your incident responses by tracking email opens and return clicks into your Customer Portal environment. Also, your Message Templates are upgrade-ready, with all of your modifications carried forward automatically.

Message Templates replace Mail Scripts, a set of PHP files that allowed a developer to code the functionality desired for Service communications. Mail Scripts deprecation began in August 2013. If you have not yet migrated to Message Templates, now is the time! Read more about the [deprecation of Mail Scripts](#), and check the [Upgrade guide](#) for more details on migrating to Message Templates.



Start engaging your customers today with email that is memorable, personal, and relevant with Message Templates. Your customers demand it!

Community Moderation and the Goldilocks Principle



Matthew Lees,
Senior Principal
Strategy Manager
[@Matthew Lees](#)

Customer communities complement your other web service offerings by giving customers a place to ask each other questions, find answers, air concerns,

demonstrate expertise, and share their experience, ideas, and perspectives. All that content will invariably contain gems that provide value to you and your customers. But you can be equally sure there will be some things you wish had been left unsaid!

What you do about those things—the unwanted and difficult discussions—says a lot about your company’s approach to customer experience. Do your community moderators err on the side of transparency and let anything go? Or do they maintain a hard line and clamp down on anything negative? And if it’s somewhere in between, [how do they strike a balance so everything is just right?](#)

Popular Discussions

Customer Forum

- [Cross-site incident management. Anyone figure this out?](#)
- [Service collaboration](#)
- [How to create a summary report?](#)
- [Queue notifications](#)
- [Number of incidents by contact](#)
- [Can a transactional survey be sent twice?](#)

Developer Forum

- [Setting values to custom fields in Java](#)
- [Best practices for passing data between console add-ins](#)
- [Hide/display fields based on product value \(Ask a Question\)](#)
- [Set “send on save” during incident creation](#)
- [Create incidents from social posts](#)

Sure, You Upgrade...But Do You AUTO Upgrade?



Chris Warner,
Principal Product
Strategy Director
[@Chris Warner](#)

Like a trip to the dentist, many of you might consider an upgrade of your Service Cloud site as an event to be postponed for as long as possible. We've felt your pain (so to speak) and worked very hard the last few years to improve the upgrade experience. Your customizations can be made upgrade-ready, your cutover downtime can be astonishingly short, and, most importantly, you get access to the latest features of Oracle Service Cloud.

That's all good, of course, but the Upgrade Team decided it wasn't nearly good enough. We wanted an upgrade process that was so run-of-the-mill you could do it every single quarter. And so we launched the Auto Upgrade Program (AUP), a systematic program for your site that executes a quarterly upgrade. (*Doesn't your dentist tell you to brush regularly?*)

Much of the AUP process is like the traditional upgrades you participate in today, with one important distinction: it runs on a schedule that you can count and plan on. You get the same reminder notices you've received in the past: your upgrade site is ready for testing, your cutover is scheduled and, of course, when your site cutover is complete. And you still have the option to adjust your exact start/end date, as well as extend your testing window if needed.

Why does this regular quarterly upgrade cadence work better? We know some site owners might be concerned the AUP simply means more planning and more risk. But after a year of AUP trials that included over 200 sites, we've learned AUP sites test LESS, and yet, they still encounter fewer upgrade-related issues. The regularity of AUP upgrades means you can focus only on high-priority areas such as advanced customizations and integrations. *More brushing, fewer cavities, so to speak.*



To learn more about the AUP or see if your site qualifies for the AUP, [reach out to the Upgrade Team in the Community](#). *We think your dentist is going to be pretty jealous.*

Mind the Gap! Increase Your Self-Service Deflection Rates by Analyzing Gaps in Your Knowledge Base



Jeff Elser, Senior
Product Manager
[@Jeff Elser](#)

Are you confident your knowledge base contains the information your customers need?

In this article, you'll learn how to find gaps in your knowledge base and prioritize content creation.

We'll explore gap analysis with the Information Gaps report and learn about content prioritization based on search traffic with the Keywords Search report.



[Read more...](#)

Upcoming Regional Events

Feb. 4, 2015: [Salt Lake City User Group](#)
March 2015: [Minnesota User Group](#) (*visit the link for more information on the Group and upcoming meeting dates*)

Important Links

- [Oracle Service Cloud Community](#)
- [Customer Forum](#)
- [Developer Forum](#)
- [Oracle Service Cloud Support Knowledgebase](#)
- [Master Deprecations Knowledgebase Article](#)

Oracle Corporation
World Headquarters
500 Oracle Parkway
Redwood Shores, CA 94605 U.S.A.

Phone:
+ 1.650.506.7000
+1.800.ORACLE1

oracle.com/rightnowcx

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