Oracle Service Cloud
September 2014

ORACLE®

Product Update
News from Oracle Service Cloud Development

Helping You Deliver Modern Customer Service

David Vap,
Group Vice President,
Oracle Applications

On behalf of the Oracle Service Cloud development team, I want to thank you for choosing us as your partner for delivering modern customer service.

Delivering modern customer service is a key differentiator for our customers, which is why Oracle has continued to invest heavily in the Oracle Service Cloud. Since RightNow Technologies was acquired by Oracle roughly two years ago, we've more than doubled the development resources focused on bringing you a more robust product. We've also continued to release new features and product functionality each quarter (see more on May 2014, February 2014, November 2013, and August 2013). In addition, we just announced two acquisitions, LiveLOOK and TOA, that will enable us to offer you increased co-browse functionality and new field service options. Furthermore, we added mobile agent, enterprise social monitoring, engagement engine for pro-active interactions, and policy automation capabilities to the product suite through Oracle technology. Last, we added new data centers in Amsterdam, Sydney, Japan, and Singapore.

As we kickoff our fiscal year 2015, we're driving innovation across the Oracle Service Cloud pillar. We're also placing customer communications at the top of our priorities. This quarterly product update is just one of the many exciting programs we'll be rolling out. Stay tuned for more details.

With the wind-down of summer, many of you are diving into FY15 planning. We look forward to continuing to collaborate and innovate with you as you drive forward your plans to differentiate on and deliver modern customer service.

Connect with Oracle Service Cloud at OpenWorld 2014

20+ sessions. Networking. Sharing best practices.

▶ **Learn More**

August 2014 Release

David Hayden,
VP, Oracle Service
Cloud Inbound Product
Management

We are pleased to announce the availability of the Oracle Service Cloud August 2014 Release, which provides significant new features and capabilities across the Oracle Service Cloud pillar. Highlights include:

- Fully-featured collaboration service
- Optimize agent utilization in Experience Routing
- Leverage preloaded data with Virtual Assistant
- Simplify and improve the design delivery and effectiveness of interviews in Policy Automation
- ODBC and JDBC client-side driver for data access in Oracle Service Cloud's Platform

To learn more, please refer to these resources:
- Documentation
- Tutorials
- What's New in August 2014 (*video*)

Just Released: Service Collaboration Empowers Your Agents and Creates Efficiencies

"None of us is as smart as all of us."
– ancient Japanese proverb

Scott Sloan, *Director, Product Strategy*

Despite our best efforts at knowledge cultivation and desktop integration, agents can't always solve problems by themselves.

Newer agents often benefit from the experience and mentoring of their peers. Sometimes the quickest resolution requires assembling a team of experts and bringing their collective knowledge to bear on a problem.

Unfortunately, much of this "collaboration" happens today by emailing a group of experts or messaging a co-worker or mentor to try to get help. I'm pleased to tell you that Service Collaboration, delivered with Oracle Service Cloud August 2014 for enterprise and enterprise contact center seats, significantly improves on this model by empowering your agents to tap into the undocumented knowledge in your organization directly from the Oracle Service Cloud Agent Desktop.

Service Collaboration provides a fully-featured, integrated social network with your Oracle Service Cloud subscription. Agents can discuss an incident directly from the workspace or participate in the conversation from mobile devices or web browsers. Conversations remain with the incident instead of being lost in email threads. Users can prioritize requests based on urgency or business priority instead of answering the spam that's at the top of their inbox. And everyone can stay informed with real-time notifications and activity streams.

With Service Collaboration, agents get help more quickly and easily; collaborators work on the most important things first; and teams of people work together more efficiently than ever. If you believe your organization can benefit, after upgrading to August 2014, request that customer care provision Service Collaboration for your site.

How Did Nuance Communications Make Their Vision of a 100% Call Logging an Efficient Reality?

Robert Lynch,
Nuance Communications, System and Infrastructure Manager

Hear from Robert Lynch, Nuance Communications' System and Infrastructure Manager

▶ **Read More**

ORACLE®
SAVE THE DATE - VEGAS
WHERE VISION MEETS REALITY

March 31 - April 2nd 2015
Discover How To Become A Modern Customer Service Organization

@ The Venetian
DAY 1 CX (SERVICE/SALES/MARKETING)
DAY 2/3 DEDICATED CUSTOMER SERVICE

SOLUTION GURUS
CX INNOVATIONS, PEER NETWORKING
SUCCESS PRACTICES, CUSTOMER STORIES
INSPIRATIONAL SPEAKERS, INDUSTRY EXPERTS
And all the fun of Vegas...!

Have a Question? Ask the Experts.

● **View Upcoming Sessions and Register**

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

Important Links

- Oracle Service Cloud Community
- Customer Forum
- Developer Forum
- Oracle Service Cloud Support Knowledgebase
- Master Deprecations Knowledgebase Article

Questions or feedback? Please contact Stephanie Kaleva.

Partnership with Progress DataDirect Brings You Enhanced Data Access Capabilities

Mark Ericson, Director, Product Management

With the August 2014 Oracle Service Cloud release, ODBC and JDBC data access capabilities are available through Progress DataDirect, a long-time Oracle partner and the world-leader in data access technologies.

The most common cloud integration scenarios start with data access. ODBC and JDBC are client-side drivers for data access that deliver seamless, out-of-the-box experiences. These drivers allow common, off-the-shelf software to query, extract, and report on data residing in Oracle Service Cloud. Third-party reporting tools, analytics, data integration tools, visualization tools, spreadsheets, and more can gain immediate access to your data.

Key benefits of these new data access drivers include:
- *Plug-and-play interoperability* – works with all software with ODBC or JDBC data access support
- *No programming necessary* – use common reporting/data access software including Excel
- *Firewall friendly* – no need to configure firewall for data access
- *Backward compatible* – you won't have to change your reports or scripts when you upgrade
- *PCI compliant* – PCI hosting customers can now use ODBC/JDBC to access their data

These new ODBC and JDBC drivers for Oracle Service Cloud, available initially as cloud drivers through DataDirect Cloud, offer greater data access convenience, flexibility, and compatibility than ever before. For those needing REST data access, the DataDirect Cloud also provides OData API access to your data.

Progress DataDirect offers a 30-day free trial of the cloud driver; also, until February 28, 2015, **take advantage of a 35% discount off your first year subscription of Progress DataDirect Cloud for Oracle Service Cloud (use Code: ORASC35).**

Learn more from Progress DataDirect.
More information on the deprecation of ODBC Export.

Building Dynamic Forms: Providing Great Experiences While Collecting the Info You Need

Lawrence Morrisroe, Principal Product Manager

Great web service is a delicate balancing act. You have to keep the experience simple enough for anyone (and I mean anyone!) to use, but you also need to make sure you're collecting the information you need as a support organization to get the end-customer to resolution as quickly as possible.

This tricky balancing act is particularly evident on Ask a Question pages. While you may want the user to provide a ton of information, not all fields may be relevant for every inquiry. How do you slim down the complexity to make sure customers don't take one look at your highfalutin mega-form, abandon the web experience altogether, and instead pick up the phone?

Well, dynamic forms are one solution to long complex web forms, and in this How-To Tutorial, we'll walk you through the steps of building a simple dynamic form. It does require some Customer Portal coding skills, but even a novice web developer should be able to take the example and use it as a building block for their own dynamic forms.

Still interested? Read on!

Customer Forum
- More Detailed Reporting on Edits to Answers
- Does Page Peek Work on Any Pages? Or Only Customer Portal Pages?
- Assigning a Product on "Ask a Question" Page
- How to Stop Auto-Closure of Incident on Sending a Response to the Incident from Agent Desktop?

Developer Forum
- Call Integration When Saving an Incident
- Adding New Incident to Existing Contact
- Customizing Answer Display
- Inter Widget Communications
- Passing Value from One Page to Another Page

Alleviate Repetition and Manual Entry, Build New Applications with Oracle Service Cloud Desktop Add-Ins

Are your agents spending hours repeating the same manual steps? Working with multiple external systems and manually updating data between the systems? Needing to develop new applications to work within the Oracle Service Cloud Dynamic Agent Desktop?

Desktop add-ins are a great solution to these common business problems. Learn more about them and some key considerations for getting started.

Josh Bowcott,
Product Manager

10 Tips to Get Your Unified Agent Desktop Strategy in Shape

Okay, time for a checkup. How many different tools and logins do your agents need to access on a daily basis? Like looking down at the bathroom scale in the morning, maybe you don't want to know the answer. If your agents are still slogging through with "swivel chair" integration and "alt-tab" navigation, then it's time to get in shape with a unified agent desktop strategy.

Justin Anderson,
Senior Director,
Product Management

Fortunately, Oracle Service Cloud provides a wealth of capabilities to help unify the desktop environment for your support agents:

1) **Persona-lize.** Map your end-to-end process and define your distinct employee roles. Then design workspaces and task flows specific to each profile. Use workflow and workspace rules to design a tailored process.

2) **Show only what you need.** Simplify cluttered workspaces by applying dynamic workspace rules to only show the fields and tabs a user needs in each situation.

Read more...

Reducing Your Contact Center Volume with Oracle Service Cloud SmartAssistant

Second only to improving the customer experience, reducing contact center volume through customer self-service is probably the most important goal of a customer-facing knowledgebase.

Jeff Elser, *Senior*
Product Manager

To help you meet that goal, Oracle Service Cloud provides a feature called SmartAssistant, which is used to automatically respond to incidents with relevant knowledge. In fact, SmartAssistant can intercept incidents before they are submitted, and, by responding to customers with relevant knowledge, avoid a contact center escalation altogether.

According to Russell Stephens, Head of Customer Channels, New Zealand Post, "SmartAssistant is a great example of how a simple piece of technology can change an outcome. This functionality has reduced inbound e-mail contacts to agents by 10%, enabling staff to devote that time to answering customer contacts on other channels, and improving our efficiency and response time."

To start reducing your contact center volume, let's look at how to set up incident rules to trigger SmartAssistant.

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

Phone:
+ 1.650.506.7000
+1.800.ORACLE1

oracle.com/service