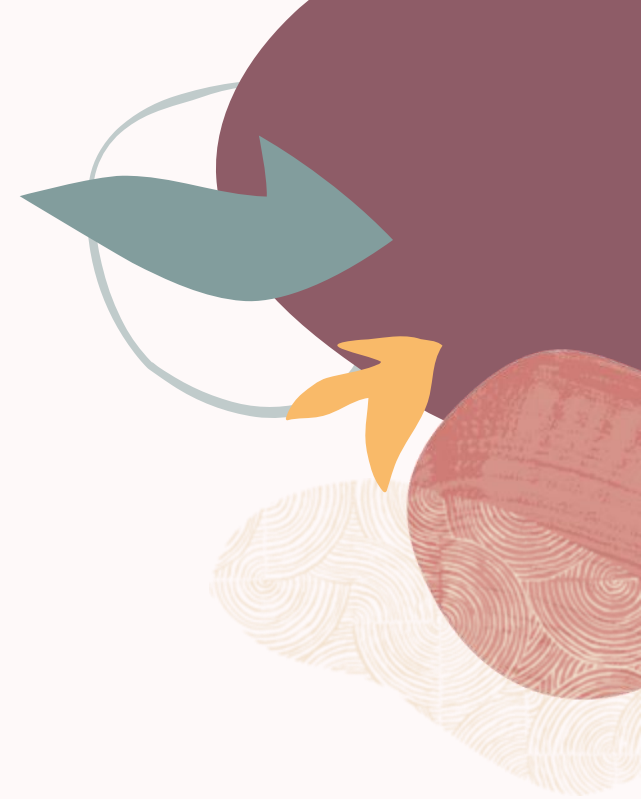


Improve efficiency and quality with Oracle Fusion Service

May 2024



Safe harbor statement

The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, timing, and pricing of any features or functionality described for Oracle's products may change and remains at the sole discretion of Oracle Corporation.

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Oracle CX is building towards a future of
automated, AI-first customer service.



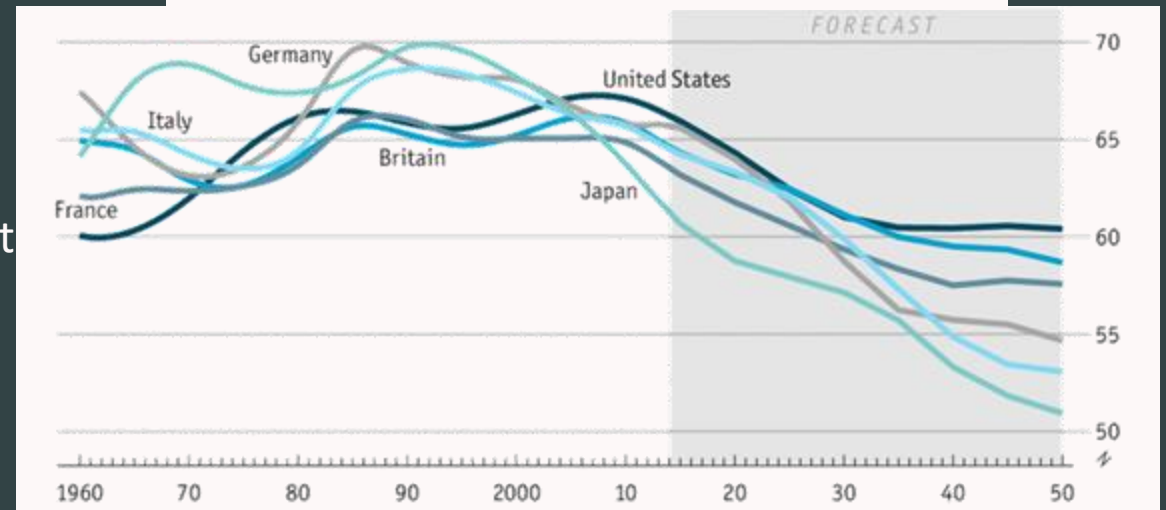
Oracle CX is building towards a future of automated, AI-first customer service.



The world's share of working age population contact center is dropping.

63%

"Many countries suffer from shrinking working-age populations," *The Economist*



[†]Contact centers face new realities, Deloitte Digital, 2023



Oracle CX is building towards a future of automated, AI-first customer service.



Automation and AI will:

- Deflect simple customer inquiries
- Solve complex problems
- Meet customers' modern expectations and improve the customer experience
- Build trust with customers

Service representatives will:

- Design the automated service workflows
- Verify and validate AI output
- Add a human-touch and step in when necessary

Fusion Service's automation and AI development is guided by enabling our customers to achieve three objectives:



Improve agent productivity



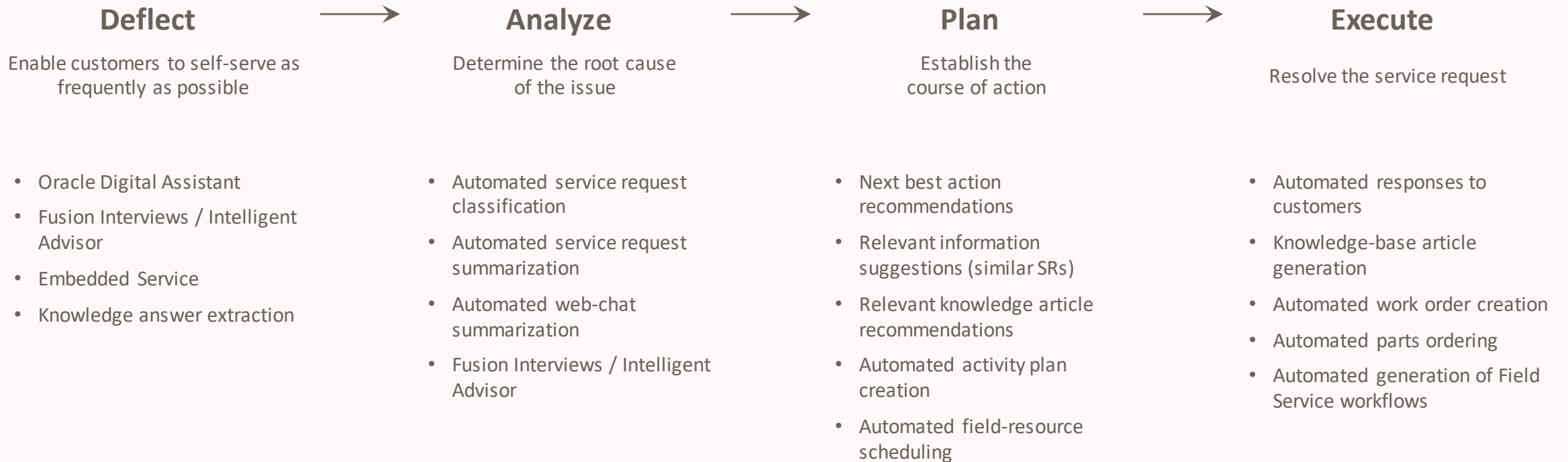
Improve end-user experience and service quality



Enable pervasive organizational transformation



Fusion Service is embedding automation and AI across the customer service lifecycle



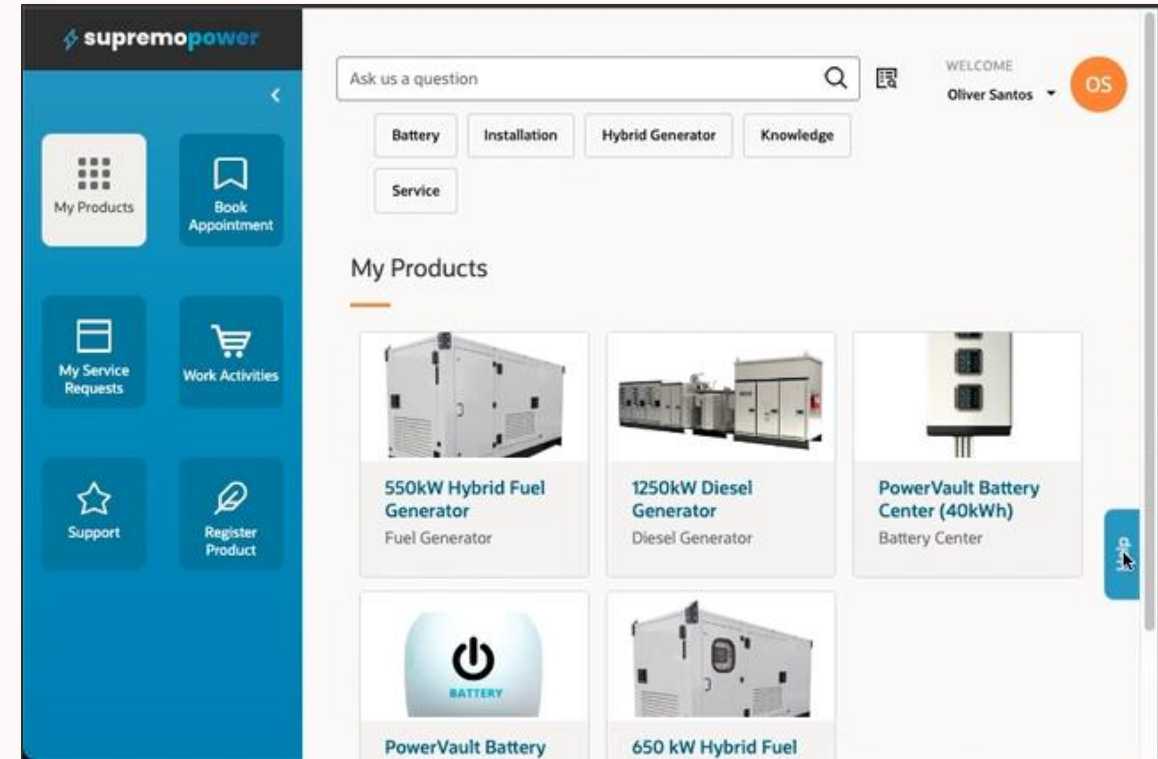
Expand self-service use-cases with Embedded Service and Oracle Digital Assistant, enabled with generative AI

Deflect

Enable customers to self-serve as frequently as possible

- Oracle Digital Assistant
- Fusion Interviews / Intelligent Advisor
- Embedded Service
- Knowledge answer extraction

- A personalized support experience at the point of need
- A "micro-portal" that offers the user access to all critical information
- Digital Assistant leverages LLMs to response to complex inquiries



Expedite escalating issues from tier-1 to subject matter experts with Generative AI written web-chat summaries

Analyze

Determine the root cause of the issue

- Automated service request classification
- Automated service request summarization
- Automated web-chat summarization
- Fusion Interviews / Intelligent Advisor

- Assists agents capture most relevant information from the chat transcript
- Expedites the transfer process—eliminates manually informing the SMR
- Removes manual quality assurance process requirements

The screenshot shows a customer service interface for a contact named Adam Parker. The contact's subject is "Getting errors on my treadmill". The job title is "Accountant" and the account is "LightHouse Pvt (Standing Rock Indian Res, US)". A search bar contains the text "What would you like to do?". Below this, there are two main sections: "Additional Contact Information" and "Asset Information".

Additional Contact Information

Contact ID	CDRM_70947
Contact Time Zone	
Contact Since	Tuesday, December 31, 2013
Contact Address	200 Oracle Parkway, REDWOOD SHORES, CA 94065

Asset Information

Show Assets for This Contact The Primary Account

Filter Assets

Recent Service Requests and Recent Interactions sections are also visible on the right side of the interface.

Expedite the planning process by utilizing relevant recommendations

Plan

Establish the course of action

- Next best action recommendations
- Relevant information suggestions (similar SRs)
- Relevant knowledge article recommendations
- Automated activity plan creation
- Automated field-resource scheduling

- Guided troubleshooting provides an efficient path to quickly resolve customer issues.
- “Similar SR” recommendations helps agents understand how previous issues were resolved
 - Particularly impactful for unusual requests

The screenshot displays the Oracle Service Request Viewer interface. At the top, the Oracle logo is visible. Below it, the page title is "All Open Service Requests". The main heading is "3D touch not working", with a status of "Low" and "Service Request Number SR0000011011". A "Try Add Attachment" button is present. The interface is divided into three columns: "Activities", "Problem", and "Relationships". The "Activities" column shows a list of recent actions, including "Title changed to 3D touch not..." and "Title changed to 3D touch issues", both by Gabrielle Lee. The "Problem" column shows the category, product, and description. The "Relationships" column shows a message: "You don't have any relationships now."



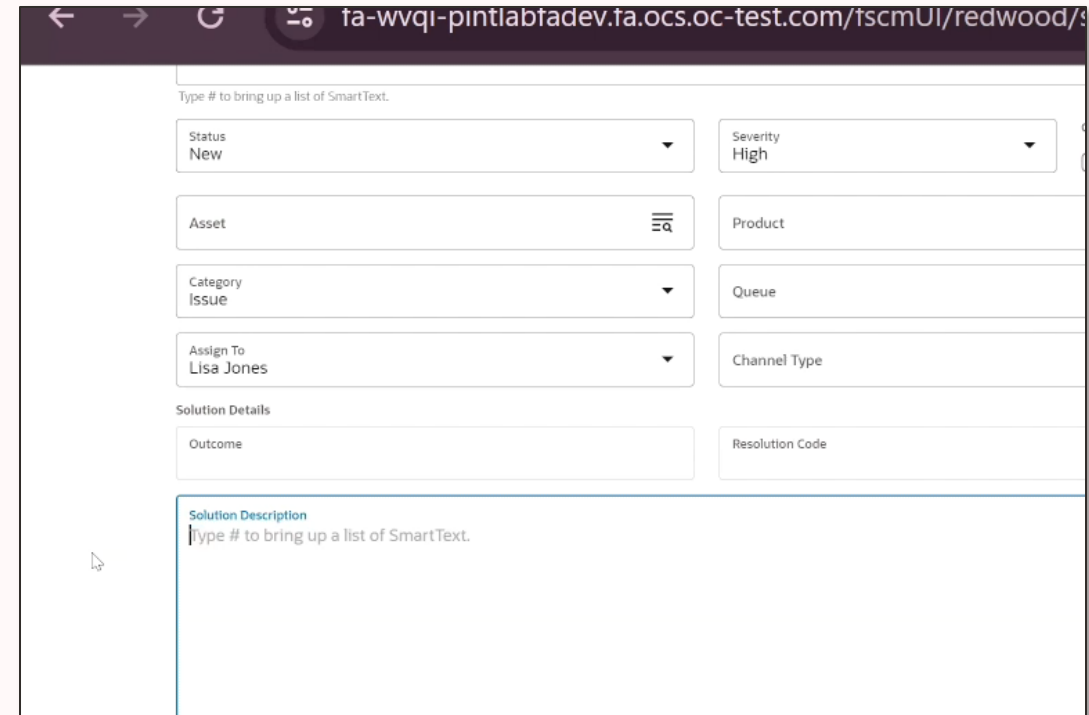
Generative AI written responses to service requests

Execute

Resolve the service request

- Automated responses to customers
- Knowledge-base article generation
- Automated work order creation
- Automated field-resource scheduling
- Automated parts ordering
- Automated generation of field service workflows

- Generative AI utilizes multiple sources to write its response:
 - The service request problem description
 - The service request history
 - Related knowledge articles,
 - Related service request resolutions.
- All generative AI responses must be approved by the service representative



The screenshot displays a web interface for managing service requests. At the top, the browser address bar shows the URL: fa-wvqi-pintlabtadev.fa.ocs.oc-test.com/tscmUI/redwood/3. Below the address bar, there is a search prompt: "Type # to bring up a list of SmartText." The interface is organized into several sections:

- Status:** A dropdown menu with "New" selected.
- Severity:** A dropdown menu with "High" selected.
- Asset:** A text input field with a search icon (magnifying glass) to its right.
- Product:** A text input field.
- Category:** A dropdown menu with "ISSUE" selected.
- Queue:** A text input field.
- Assign To:** A dropdown menu with "Lisa Jones" selected.
- Channel Type:** A text input field.
- Solution Details:** A section containing:
 - Outcome:** A text input field.
 - Resolution Code:** A text input field.
- Solution Description:** A large text area with a search prompt: "Type # to bring up a list of SmartText."

The embedded *AI advantage* from Oracle

**Oracle security
practices**

to protect your
data

**Modern user
experience**

to enhance
productivity

**Customer-
specific
tailoring**

to make results
relevant

**Native OCI
infrastructure**

for performance
and simplicity

Oracle named a Leader in the Gartner MQ for the CRM Customer Engagement Center



Unified enterprise platform

- Part of the broader Oracle applications suite
- Well-suited for businesses that have high-volume, high-complexity service orchestration needs with dependencies on back-end business systems



Unified agent workspace

- Streamlined agent UI that displays key information in activity stream panels
- “Smart text” hashtags to insert responses to customers from a professionally prewritten library
- Scalable knowledge management solution (KMS) and a decision-tree-based assistant



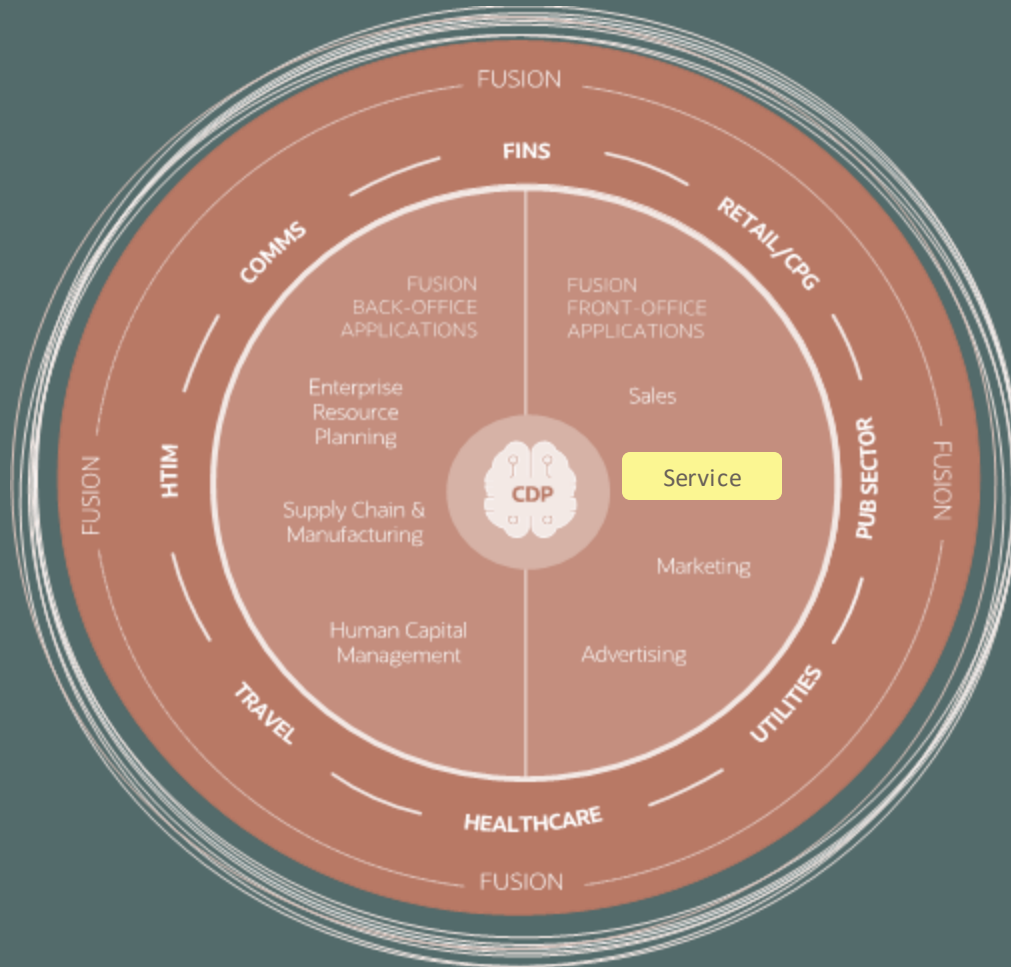
Collaboration capabilities

- Supports many-to-many, multithreaded case conversations between customers and service agents,
- Supports private threaded conversations visible only to internal employees
- Enables collaborative support models such as huddles and intelligent swarming

Fusion Service is one component of Oracle's unified enterprise applications suite

The Fusion development platform offers shared-services benefits to Fusion Service customers:

- Real-time access to customer or asset information
- Low-code/no-code application developer to enable non-technical users (Oracle Visual Builder)
- Award-winning, consumer-grade UX design system (Redwood™)
- Industry-first development approach





From all of Oracle Service... Thank You!

