Raising the Bar on Customer Experience

Delivering Enterprise Quality of Service, Consistency and Scale through Artificial Intelligence and Conversational Platforms *Powered by Oracle Intelligent Bots.*

What does it take to delight your customers and prospects, and keep them coming back? In the craziness of the always-on digital world we live in today, all customers, regardless of industry, public or private sector, are looking for fast answers. Not waiting on the phone, downloading apps or chasing URLs. The rise in artificial intelligence (AI) and conversational platforms is changing the game in terms of how organizations can interact with their customers to the point that enterprise interactions can be just as seamless and "delightful" as arranging to meet a friend for coffee.

Advances in AI, machine learning (ML), and natural language processing (NLP) coupled with the rise in conversational platforms such as Messenger, Kik, WhatsApp, and Snapchat are fuelling the significant growth, anticipated in the global chatbot market. A recent report by **Grand View Research, Inc.**, indicates the global chatbot market is expected to reach USD 1.25 billion by 2025, growing at a CAGR of 24.3%. But what is really driving this dramatic growth? Through Chatbots and conversational assistants, organizations can significantly reduce operating costs and more importantly they can _consistently_ deliver superior levels of service that can _dynamically scale_ based on business requirements.

With Oracle Intelligent Bots, an integrated feature of Oracle Mobile Cloud, organizations of all sizes are using Chatbots and conversational assistants like Apple Siri and Amazon Alexa to improve interactions with their customers and employees. Using AI and NLP combined with a sophisticated state machine, Intelligent Bots can be quickly trained to interact and respond, in context, enabling conversations that are more natural and engaging for users.

Delivering Successful Chatbot Projects through Iterative, Customer Focused Engagement

As with all disruptive technologies, the number of frameworks, the volume of information and statistics and the vast number of players in the market is overwhelming. However, it is still relatively early days, and there is a dearth of common standards and established processes for building production quality conversational solutions.

Rubicon Red's proven Messaging Platform as a Service reference architecture combines UI, AI and APIs and has been validated and tested by delivering numerous production quality bots for our customers.

Our phased, iterative workshop-based methodology ensures early engagement with the business around ideation, priorities and requirements.

Our breadth of experience in integration and process automation is critical for delivering enterprise chatbot solutions that integrate seamlessly with core business systems.

Unified Messaging Platform as a Service Reference Architecture
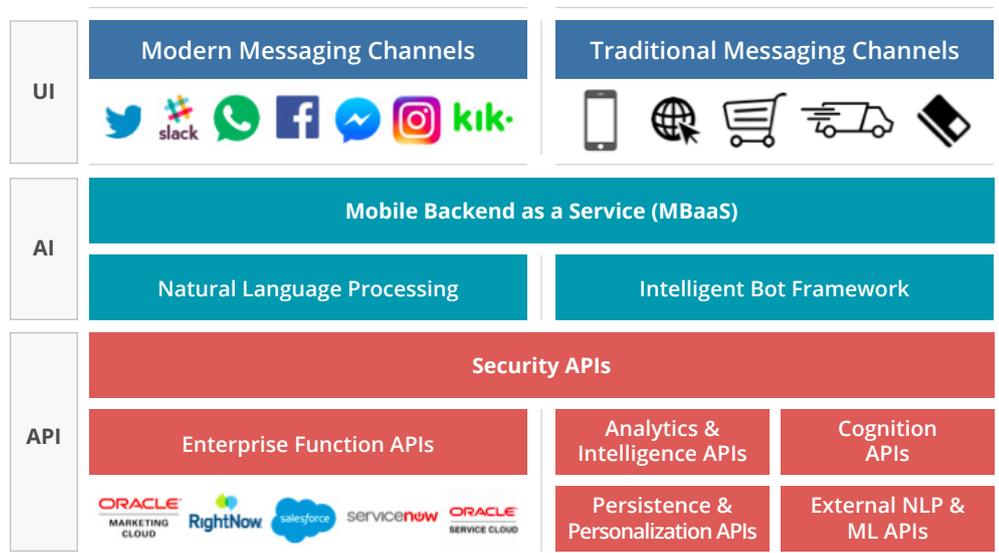
Cloud Kickstart: *Oracle Intelligent Bots*

Based on our experience we estimate 6-12 weeks to implement an enterprise class Chatbot into a production environment. **There are four key project delivery phases:**

Phase	Description	Deliverables
1	**Requirements and UX Design**	Ideation workshops to identify use-case and capture high level functional requirements.
2	**Agile Design and Build**	Implementation of the chatbot framework and realization of defined use case.
3	**Test, Train and Deploy**	Chatbot testing, training and productization, including go-live operations and support model.
4	**Business as Usual (BAU)**	Record, Analyse and Reapply smart intelligence based on production usage.

WHO CAN BENEFIT?

Any organization already using or considering Oracle SaaS or PaaS can quickly realize additional benefits from Oracle Intelligent Bots to consistently deliver delightful customer experiences.

COMMON USE CASES

- Customer Enquiries
- Customer Service
- Service Requests spanning enterprise systems
- Reporting/Analytic Requests

INDUSTRIES

- Hospitality
- Public Sector
- Financial Services
- Telecommunications
- Education
- Utilities
- Health
- Retail

Customer *Success*

Higher Education: University of Adelaide Adjusted ATAR Score Student Enquiries

Challenges / Opportunities

- University Call Center typically overwhelmed in December, with huge volume of incoming phone calls (~1200 calls/day) with 10-15K potential students keen to know their adjusted ATAR score.

Solution

- Implemented Oracle Intelligent Bots
- First Oracle Mobile Cloud, Enterprise go-live, globally
- Potential students interact with chatbot from University's Facebook Messenger page to enquire about adjusted ATARs
- 2001 unique users chatting to Bot first day
- Avg call wait time cut from 40 mins to 90 secs
- 60%+ of users rated interaction "Awesome"

Retail: National Pharmacies Enhances Member Engagement with Chatbots

Challenges / Opportunities

- Enhance member engagement through messaging platforms/ interactive conversations.
- Potential 441K Minutes/Annum Reduction in phone and email queries.

Solution in Progress

- Conversation adaptable to dynamic stories
  - Self Assessment (at home healthcare)
  - Self Item lookups: Stock, Location, Price, Offers
  - Self Administration of Membership
- Dynamic APIs
- Conversation Profiling

Talk to us today to discover first hand, the potential to enhance your own customer experiences, see what's possible and learn how *Rubicon Red* can help you rapidly deliver an innovative approach, to delighting your customers.

Reduced Risk, Lower Cost, **Faster Time To Value**

info@rubiconred.com   1300 799 959   www.rubiconred.com

ORACLE | Platinum Partner Cloud Standard