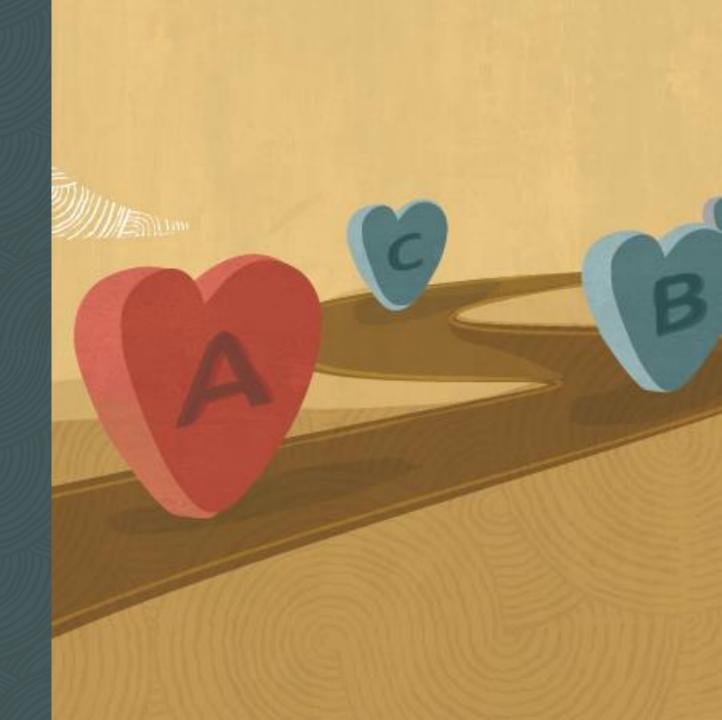
Oracle B2C Service 25A Roadmap

January 2025



Safe Harbor

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.





Role Based Segmentation of Roadmap

Customer Experience



Agent Experience



Administrator Experience



Developer Experience





Customer Driven Enhancements

25A Roadmap

Customer

Customer Portal

 Session Authentication for Customer Portal APIs

Agent

Agent Chat

- Suggested Responses Powered by 3rd Party Service
- Agents can Select the Language for Translation
- > Toast & Desktop Notifications are configurable
- > Trigger workspace rules from engagement panel buttons
- ➤ Engagement Panel v17 is generally available Incidents and Agent Insights
- Send on Save Support in BUI
- New Rich Text Thread Editor
- Standard Text Editor
- Update Font Awesome Version

Analytics

- o Add Report Management In BUI Navset
- * BUI Report Management: Deferred Reports Statistics
- Chat Infolet Dashboard
- * KA Infolet Dashboard
- KF Infolet Dashboard

Legend

- ☐ Web Chat for Service Upgrade Required
- o Pushed in bi-weekly builds
- Requires 25A Upgrade
- Requires Engagement Panel Update



Administrator

Enhanced Business Rules

- Decimal Support
- o Rule display improvements (View)

Element Manager

 Configuration Management of Customizable Menu Product, Category, Disposition

Unity Integration

o Unity Insights - IAs in Service Cloud

Job Scheduler

- Job Execution Log,
- Option to pass PHP parameters to scripts
- Last day of the month scheduling

Outbound SMS

- o Automated Campaign creation in Responsys
- o KPMs for SMS in Service Cloud

Knowledge Advanced

- Syntax Highlighting in Source Mode
- Custom Tags in New Rich Text Editor
- Author note on article unpublish
- Article Publish/Unpublished Report
- User-group and Views filter on Recommendation
- Replacement token-based list of Articles
- Record Content View Events

Knowledge Foundation

Audit Log on Proposed Answer

Hot Topic

Interface Specific Language support for Topic Names

Developer

External Objects and Integrations

 Send Client Authentication In Body For OAuth2 Flow

Service Health Metrics

- Dashboard UI
- o Error metrics include additional information

Event Delivery Service

Error logs for events

RightNow OIC Adapter

Support OAuth Authentication

Extensibility Framework & APIs

- Execute Rule Runtime Log Reports via APIs
- o ROQL blacklist enhancement

Data Management and Database

o Autonomous Data Warehouse Data Sync





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Session Authentication for Customer Portal APIs

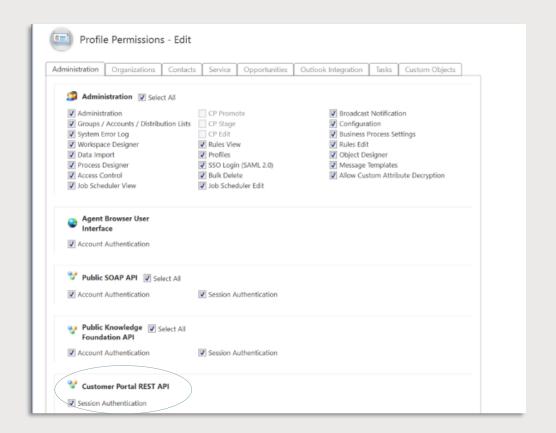
25A: Customer Portal

Capability Highlights

 Session Authentication: Admins can use JWT based session authentication to access Customer Portal (WebDAV) API

Key Benefits

 Security: Enhances the security while accessing CP API for customizations.





Role Based Segmentation of Roadmap

Customer Experience



Agent Experience



Administrator Experience



Developer Experience







Suggested Responses – Powered by 3rd Party Service

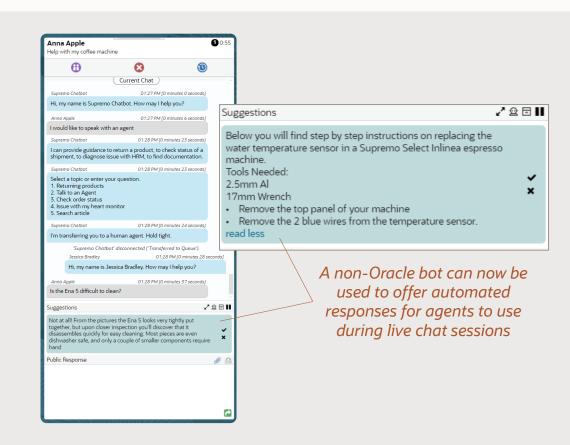
25A: Agent Chat

Capability Highlights

- Suggestions provided by a third-party service is now available during live chat sessions
- Agents receive suggestions from your bot of choice

Key Benefits

 Agent Efficiency: Chat Agents are more efficient when using artificial intelligence









Agents can Select the Language for Translation

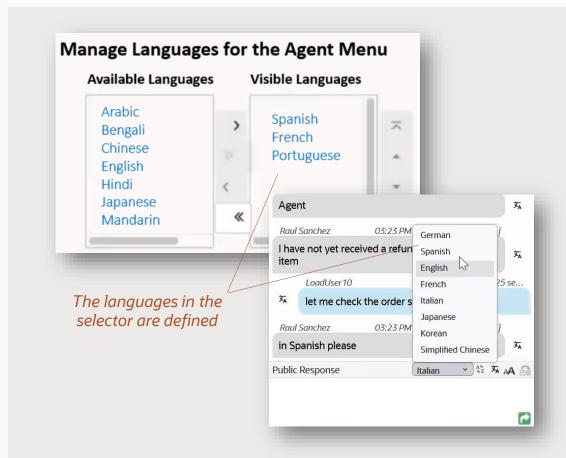
25A: Agent Chat

Capability Highlights

- A language selector is now configurable so that agents can control the language used for translating messages during a live chat session
- Administrators define the language set available to agents within the language selector

Key Benefits

 Agent Efficiency: Chat Agents are more efficient when using artificial intelligence







Toast & Desktop Notifications are Configurable

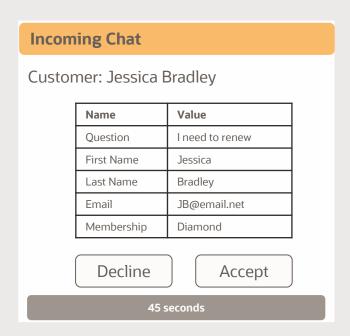
25A: Agent Chat

Capability Highlights

 Chat toast & desktop notifications are now configurable to include custom data

Key Benefits

• Agent Efficiency: Enhance efficiency for agents by sharing more information prior to opening a chat session





Trigger Workspace Rules from Engagement Panel

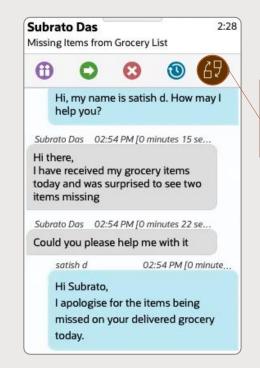
25A: Agent Chat

Capability Highlights

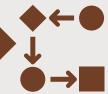
- Chat buttons can invoke a method that fires an action event, such as a workspace rule
- Extensions are required for this enhancement

Key Benefits

 Agent Efficiency: Chat Agents are more efficient when automation is in place



Create task for the RMA team



Add a custom button to the chat header that invokes an event





Engagement Panel v17 is Generally Available

25A: Agent Chat

Capability Highlights

- The latest & greatest version of the Engagement Panel is now the default version in production
- This update is seamless for chat agents

Key Benefits

• Easy Administration: Administrators now have less steps to complete when implementing chat features

Features included in this update:	Related answer:
Chat Magnification	Answer ID 12452
Queue Color for the Chat Toast	Answer ID 12597
Transfer options for Chat	Answer ID 12597
Automatically Accepting Chats	Answer ID 12742
Terminate Confirmation Dialog	Answer ID 12618
"Not in Focus" Timer	Answer ID 12669
Sound Alerts	Answer ID 12741
Rich Text Menu Is Updated	Answer ID 12711
Agent Suggestions for Chat	Answer ID 12841
Language Translation for Chat	Answer ID 12842
Action Buttons for Chat	Answer ID 12845
"Not in Focus" Timer Reports	Answer ID 12846
Transfer Queue Allow List	Answer ID 12853
Send a Zoom Link from Within a Live Chat	Answer ID 12929
Chat Header can be Color Coded for Wrap-up	Answer ID 12711





Send on Save Support in BUI

25A: Incidents and Agent Insights

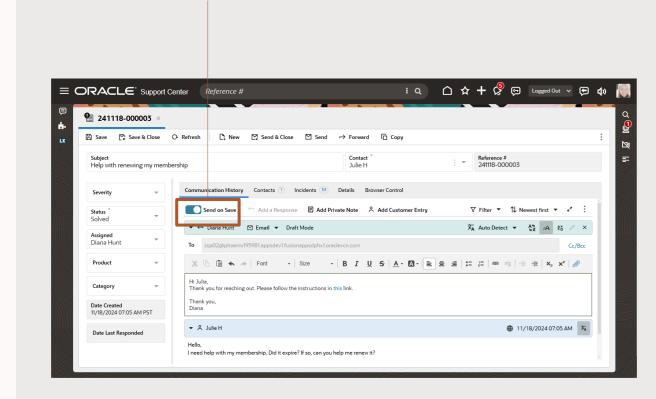
Capability Highlights

• Send on Save options will be supported in Agent Browser UI

Key Benefits

• Employee Optimization: Enhance usability efficiency for agents in the browser user interface

Send on Save







New Rich Text Editor

25A: Incidents and Agent Insights

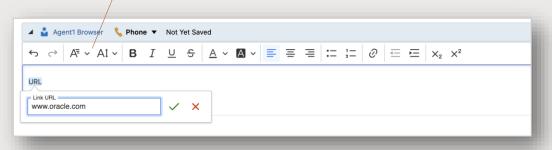
Capability Highlights

- **Incident threads** will have a new rich text editor
- Font Family and Font Size will have a new icon
- Linking and Unlinking a URL will display a dialog to confirm the link

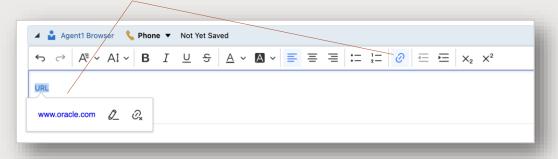
Key Benefits

• Updated Look and Feel: Allow agents to format text in varies ways making email threads easier to read and enhance the user experience

Font Family & Font Size



Link & Unlink a URL







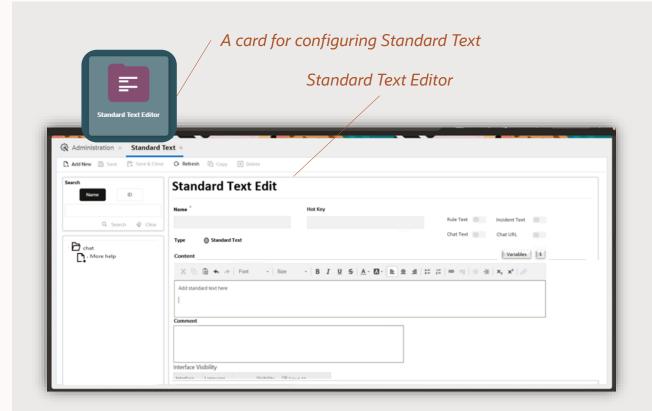
Standard Text Editor

25A: Incidents and Agent Insights

Capability Highlights

• Standard texts can be created in the browser ui

- Supervisor Optimization: Creating content that is used multiple times to maximize agent efficiency
- Reduce Swivel Chair: Reduce the number of use cases that requires an administrator to leverage the legacy console







Update Font Awesome Version

25A: Incidents and Agent Insights

Capability Highlights

• Font Awesome version will be upgraded to 6.5.1

Key Benefits

• Employee Optimization: Enhance usability efficiency for agents in the browser user interface







BUI Report Management in Navigation Set

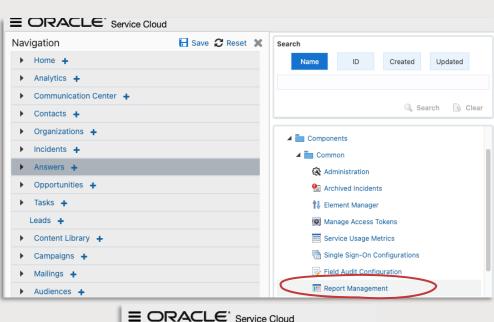
25A: Analytics

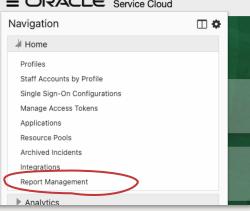
Capability Highlights

Report Management can be added to BUI
 Navigation set by configuring a profile's or account
 navigation based on permissions

Key Benefits

• Ease of access: Analytics admins/admin can easily access the report management features by adding to their BUI navigation set









BUI Report Management: Deferred Report Statistics

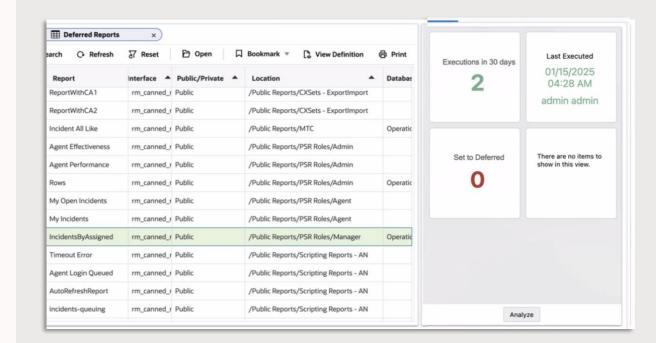
25A: Analytics

Capability Highlights

• Statistics reports to review the execution and deferred details

Key Benefits

• Informed Decision making: Admins can make informed decisions based on statistics to un-defer or improve the report design.







Chat Infolet Dashboard

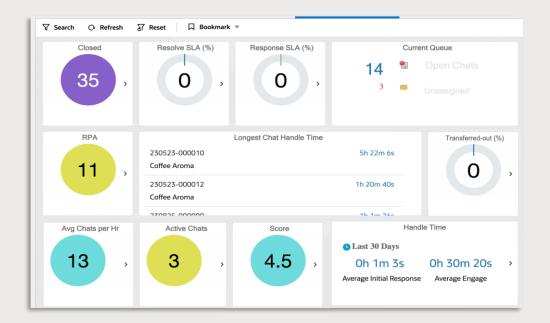
25A: Analytics

Capability Highlights

• Infolet Dashboards promote essential, easily consumable information about chats handled

Key Benefits

• Easy to consume Data: Provide a visually rich means of displaying essential or summary of chats information with a modern look for chat agents.







Knowledge Infolet Dashboard

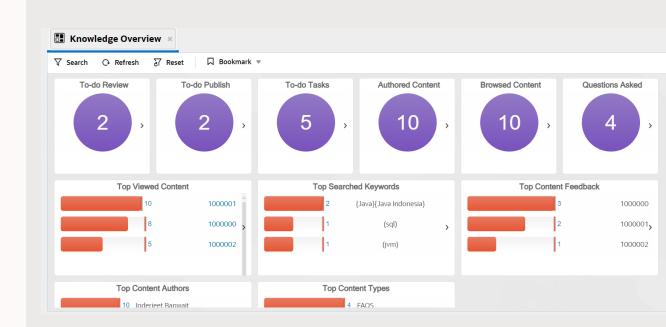
25A: Knowledge Advanced

Capability Highlights

 Author Infolet Dashboard depicting most sought after metrices in a grid layout.

Key Benefits

 Provides an overview of tasks at hand and content trends helping authors monitor content and perform daily tasks efficiently.



Knowledge Infolet Dashboard





Knowledge Infolet Dashboard

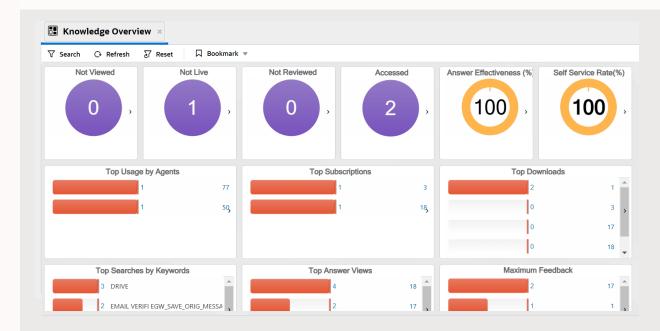
25A: Knowledge Foundation

Capability Highlights

• Author Infolet Dashboard depicting most sought after metrices in a grid layout.

Key Benefits

 Provides an overview of tasks at hands and content trends helping authors monitor content and perform daily tasks efficiently.



Knowledge Infolet Dashboard



Role Based Segmentation of Roadmap

Customer Experience



Agent Experience



Administrator Experience



Developer Experience







Decimal Types support

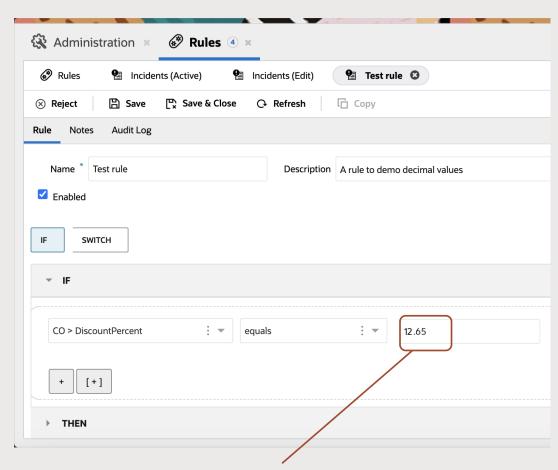
25A: Business Rules

Capability Highlights

 Decimal field support provides the ability to use decimal values for customer fields of decimal type

Key Benefits

• Effectiveness: The admins can now use the custom fields of all data types in rules and achieve effective automation



Decimal value supported in custom fields





Rule display improvements (View)

25A: Business Rules

Capability Highlights

• The display in view mode will be enhanced to be like the display in edit mode

- Readability: Improves the visibility and readability of complex rules in BUI
- Effectiveness: Improved readability makes managing of rules easier and saves time for admin







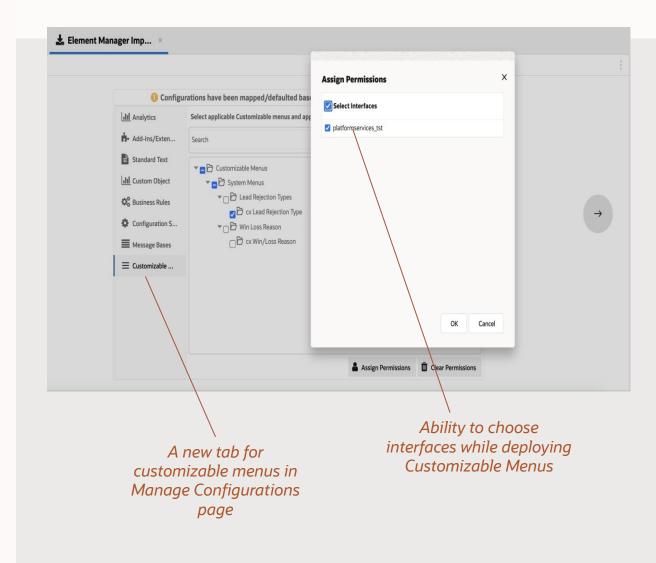
Configuration Management of Customizable Menus, Product, Category & Disposition

25A: Element Manager

Capability Highlights

- Dependency management allows administrators to choose to include the dependent elements during export
- Modify values of elements view Manage Configuration page during import

- User Efficiency: Administrators can include dependent elements and ensure the deployment is always successful during import
- User Productivity: Eliminates the need to change the values of elements post deployment







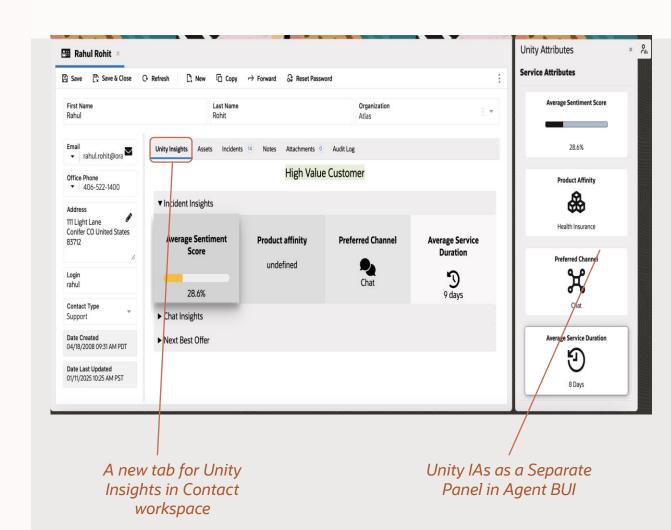
Unity Insights - IAs in Service Cloud

25A: Unity Integration

Capability Highlights

- Automatic creation of Intelligent Attributes (service) in Unity upon activation of propagation of service data to Unity.
- Intelligent Attributes (service) of the contact is available in Service Cloud in a separate panel in BUI.

- Improved Customer Satisfaction: Agents now equipped with IAs from Unity can provide a better service to contacts.
- 360° profile: The IAs provides a 360° profile of the contact aiding in better understanding the individual choices and preferences.







Job Execution Log

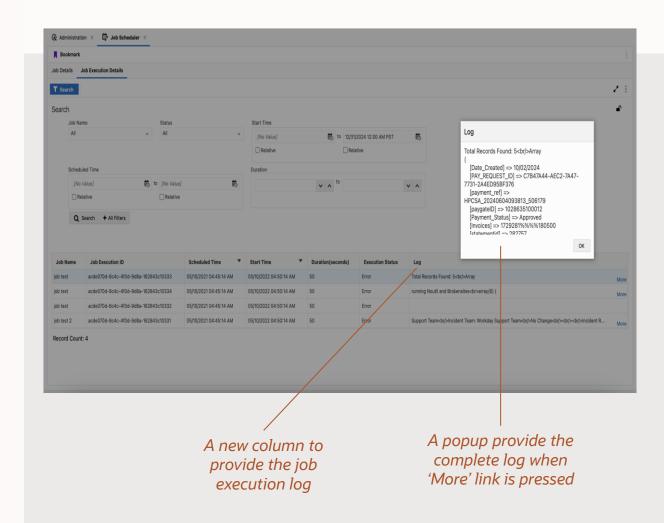
25A: Job Scheduler

Capability Highlights

• The Execution Log including the error log, if any, will be provided in the Job Execution Details page

Key Benefits

 Debugging: Admins can easily debug and find the cause of a failed job, along with the error log provided for the particular execution of the job







Option to pass PHP parameters to scripts

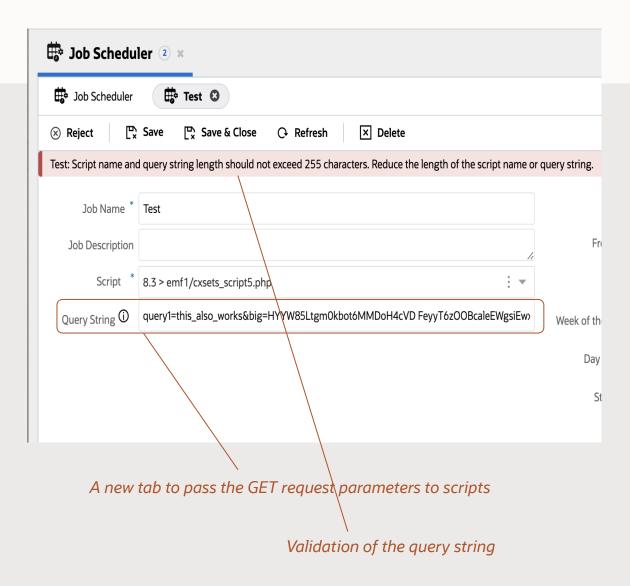
25A: Job Scheduler

Capability Highlights

 Ability to pass the GET request parameters to the PHP script from the Job Scheduler page

Key Benefits

 Reusability: Administrators can reuse the same PHP script for different jobs by passing the GET parameters for each job from the BUI page







Last Day of Month Scheduling

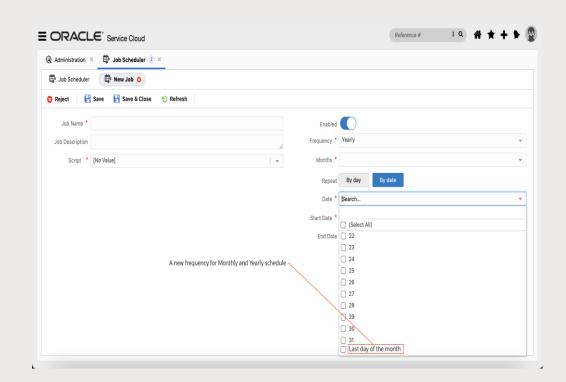
25A: Job Scheduler

Capability Highlights

 'Last day of the month' will be an Additional Frequency supported for Monthly and Yearly scheduling

Key Benefits

• Flexibility: Administrators can now schedule jobs to be run only on the last day of the month for Monthly and Yearly schedules







Automated Campaign creation in Oracle Responsys

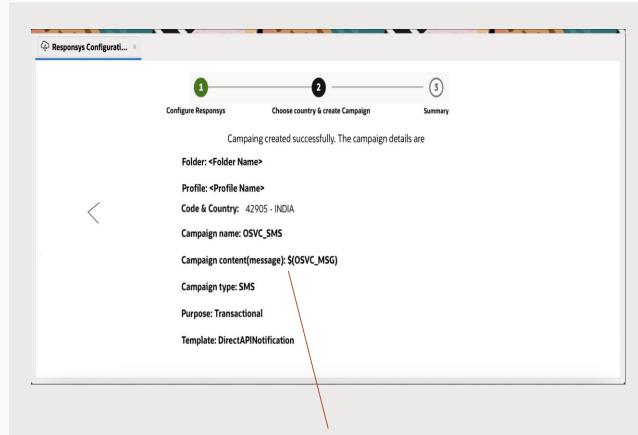
25A: Outbound SMS

Capability Highlights

 The Campaign with the desired properties in Responsys will be created upon activation on the integration from Service Cloud.

Key Benefits

- Efficiency: Eliminates the need to manually create the Campaign in Responsys by an admin and quickens the process.
- Accuracy: Eliminates human error in Campaign creation and ensures the integration is successful in the first attempt.



The campaign details displayed in the Configurator screen post the activation.





KPMs of SMS in Service Cloud

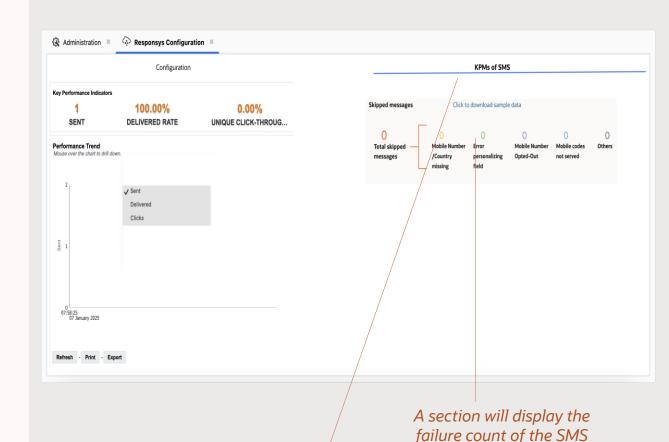
25A: Outbound SMS

Capability Highlights

• The **Key Performance Metrics of the SMS** will be imported and displayed within the Responsys admin card.

Key Benefits

- Insights: The KPMs of SMS provides details such as number of SMS Sent, Delivered, and Clicks.
- Ease of use: Admins can view and consume the metrics of SMS within in Service Cloud console without the need to log into Responsys.



A new tab will display the SMS Sent, Delivered and Clicks in number and in trend chart.





Editor Syntax Highlights

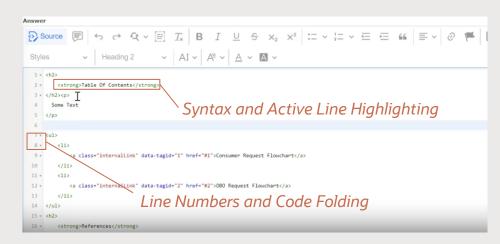
25A: Knowledge Advanced Authoring

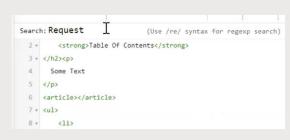
Capability Highlights

- Syntax and Active Line Highlighting support in source mode
- Line numbers and Code folding support in source mode
- Search and Replace text while in source mode
- HTML tags are now Auto-closed and Autocompleted
- Auto-support for bracket closing and managing trailing spaces

Key Benefits

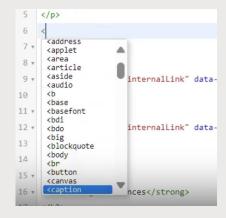
• Author Ease of Use: The authors can easily edit, reference and modify content in source mode





Search and Replace

HTML Auto Complete







Custom Tags in New Rich Text Editor

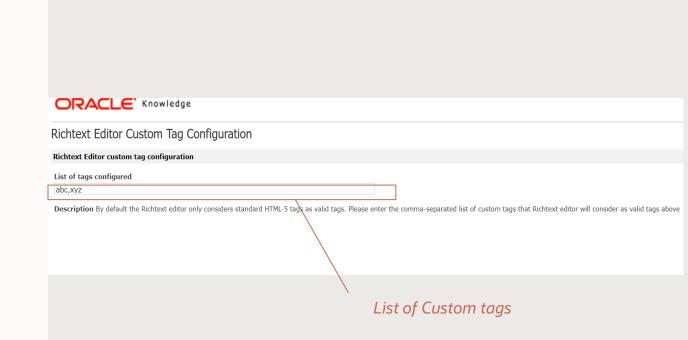
25A: Knowledge Advanced Authoring

Capability Highlights

 Custom Tags can be added to the configuration to be recognized in the editor.

Key Benefits

• Author Ease of Use: Provides with more flexibility in authoring and designing HTML content.







Author Note on Article Unpublish

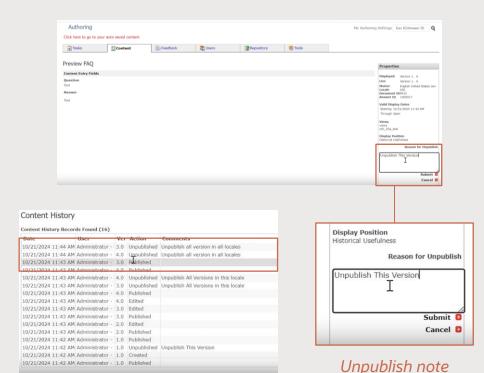
25A: Knowledge Advanced Authoring

Capability Highlights

- Authors can add a note while unpublishing
 - A version of the article
 - All versions of the article in that locale
 - All versions of the article in all locales
- These notes are visible on the content history

Key Benefits

 Monitoring: The reasons for unpublishing will be clear for future references



Unpublish notes available at

Content History





Article Published/Unpublished Report

25A: Knowledge Advanced

Capability Highlights

 OOTB report listing Articles published and unpublished with columns showing answerld, summary, documentld, views & date when published or unpublished.

Key Benefits

 Monitoring: Helps authors/admins to get an overall view of Articles going live or getting unpublished.

A	Answer ID	Summary	Document ID	Date	
Action: Published (4 items)					
	1000006	Reports for Demo	FA7	10/17/2024 01:47 AM	
	1000004	check in Reports	FA5	10/16/202×09:50 PM	
	1000001	What is Java?	FA2	10/16/2024 05:11 AM	
	1000000	What is PHP?	FA1	10/13/2024 08:14 AM	
Action: Unpublishe	d (2 items)			
	1000002	What is Kotlin?	FA3	10/16/2024 05:30 AM	
	1000003	What is SQL?	FA4	10/16/2024 05:30 AM	

Published/Unpublished Report





User Groups and Views Filter for Recommendation List

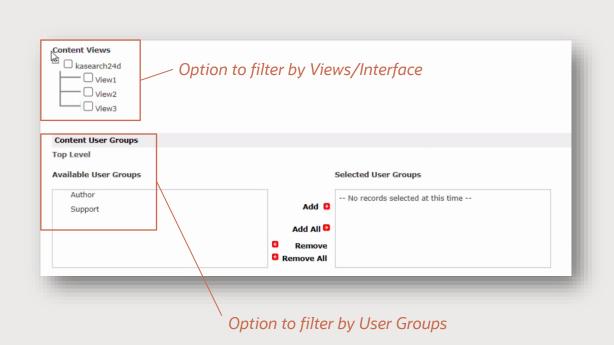
25A: Knowledge Advanced Authoring

Capability Highlights

• Filter Content Recommendations based on content views/interface and also by user groups

Key Benefits

 Ease of Filtering: Administrators can easily assess content based on views and user groups filters and take actions based on recommendations







Replacement Token based List of Articles

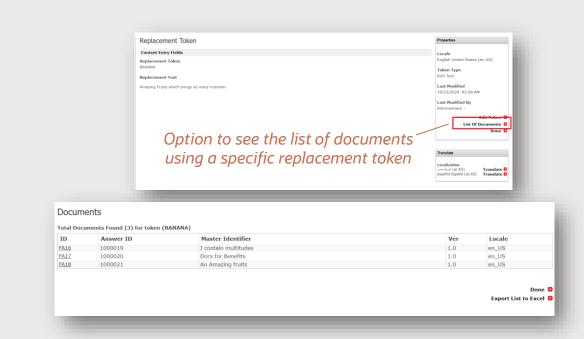
25A: Knowledge Advanced Authoring

Capability Highlights

• List of Documents that use a specific replacement token can be retrieved

Key Benefits

• Ease of Retrieval: Administrators can better monitor and edit documents that use a specific token



List of documents





Record Content View Events

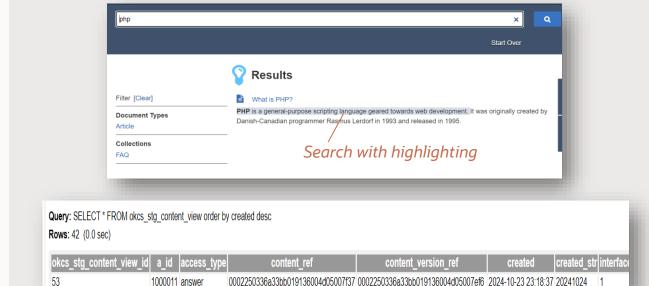
25A: Knowledge Advanced Authoring

Capability Highlights

 Recording of content view events is made available when search highlighting is enabled

Key Benefits

• Improved Monitoring: Reports can now have content view events recorded for better monitoring and search statistics



Event recorded and available in reports for better monitoring





Audit Log on Proposed Answer

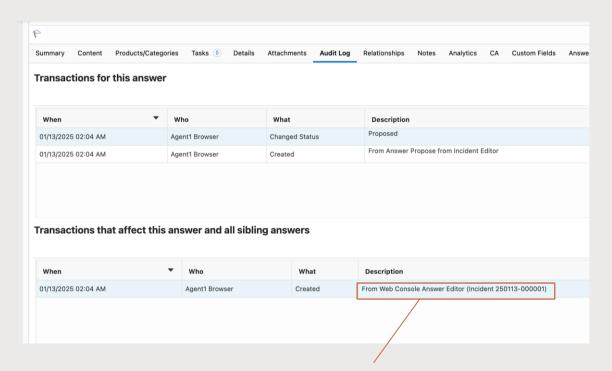
25A: Knowledge Foundation

Capability Highlights

 Answers proposed from incidents now have incident numbers associated in the audit log

Key Benefits

 Improved Tracing: Proposed answers can be traced to understand which incident led to their creation, understand the root question and update content if needed



Incident Number on Audit Log of Proposed Answer



Al Feature



Interface Specific Language support for Topic Names

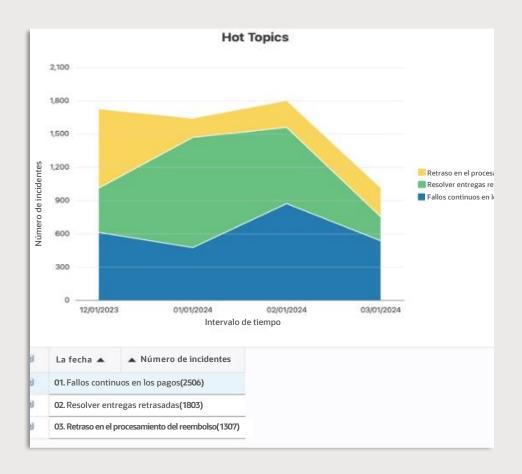
25A: Hot Topics

Capability Highlights

 More Language support for topic names in addition to English as supported by OCI based on logged-in interface.

Key Benefits

• Easy to understand: Provides the topic names in the language of the logged-in interface making it easier to understand for a wider range of admins.





Role Based Segmentation of Roadmap

Customer Experience



Agent Experience



Administrator Experience



Developer Experience





Send client authentication in body for OAuth2 flow

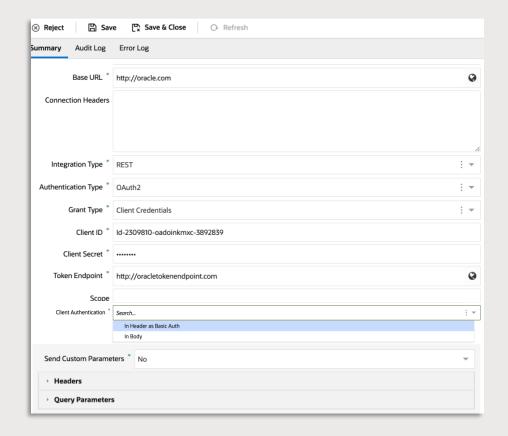
25A: External Objects & Integrations

Capability Highlights

• Send Client Credentials as Body for the authentication of OAuth2 flow

Key Benefits

• Scope expansion: Provide options to integrate with more services where the service expects the client credentials in body of the request.







Dashboard in Browser UI

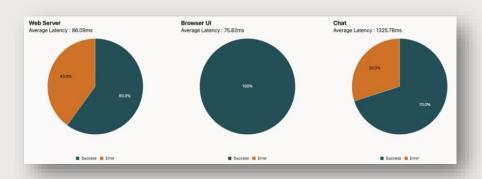
25A: Service Health Metrics

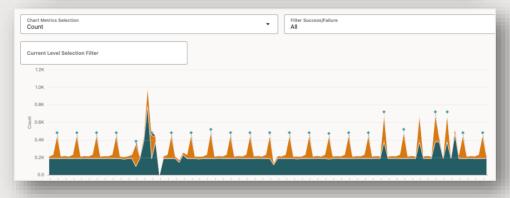
Capability Highlights

- Easily view service health data from within the Browser UI
- No development resources are required for Administrators to utilize this dashboard

Key Benefits

 Observability: Provides data for the overall health of the CX service, where such data was not previously available









Error Metrics & URL Data

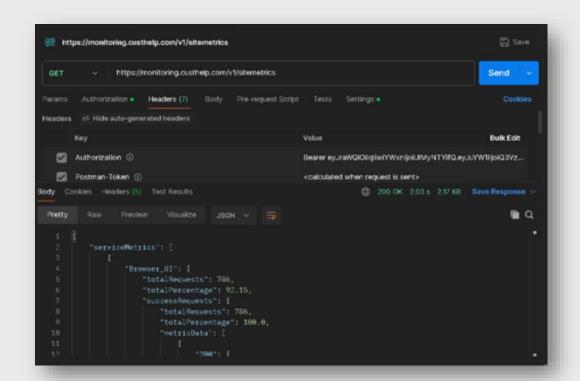
25A: Service Health Metrics

Capability Highlights

- Error metrics are available by site, so Administrators can understand the errors received by service, over time
- Top 10 URLs show their respective error counts for a status code

Key Benefits

• Observability: Provides data for the overall health of the CX service in an easily understandable format







Error Log for Events

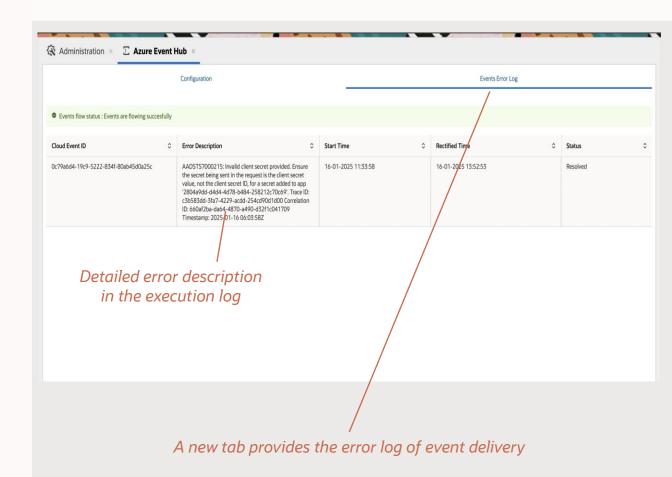
25A: Event Delivery Service

Capability Highlights

- Error log providing the error messages encountered in delivery the event to a destination
 - Cloud Event ID
 - HTTP error code (OIC)
 - Error Description
 - Start Time
 - Rectified Tie
 - Status

Key Benefits

- Debugging: Admins can easily identify the cause of failure of delivery of events to the destination and act upon it
- Retrievability: Admins can access the most recent 200 error messages or error message from the past 7 days







Support OAuth Authentication

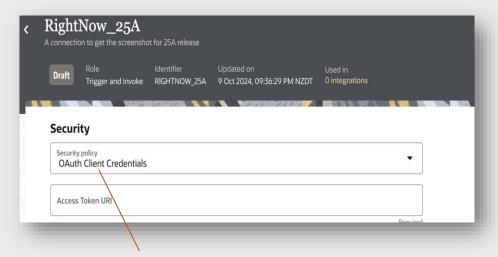
25A: RightNow OIC Adapter

Capability Highlights

 Additional OAuth authentication type is supported by the Oracle B2C Service OIC adapter in addition to the existing SOAP authentication

Key Benefits

• Enhanced Security: The connection between Oracle Service Cloud and Oracle Integration Cloud will be more secure and ensure data is not intercepted in between



The OAuth authentication type in the dropdown





Execute Rule Runtime Log Reports via APIs

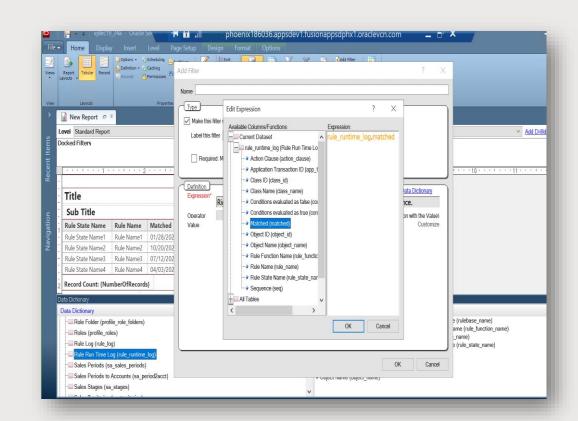
25A: Managed APIs

Capability Highlights

 Ability to execute the custom report created on Rule Run Time log table via REST APIs

Key Benefits

• Extensibility: The external systems can now get the data be executing the REST APIs







ROQL Blacklist enhancements

25A: Managed APIs

Capability Highlights

 The blacklisted ROQL queries will have the Connect Source, the line number of the ROQL, and the path of the particular file that invokes the ROQL query in the Service Request.

Key Benefits

• **Debugging:** The developers can easily identify the issue with the ROQL query with the additional details provided in the Service Request and fix the issue quickly.

```
roql_blacklist_add_55198.log
The following ROQL query has been blacklisted:
SITE_NAME : bushra_rogl_e2e
INTERFACE NAME : bushra rogl e2e
UPDATED : '2024-12-04 02:21:28'
CREATED: '2024-12-04 02:21:28
QUERY_TEXT : 'SELECT Incident FROM Incident WHERE ID = 1 # manually added SRC:Public API:Connect PHP: /cgi-bin/bushra_roql_e2e.cfg/scripts/custom/roql_test_file.php:19'
MAX_JOIN_SIZE : 2000000
EXPLAIN_HASH : ''
SQL_TEXT: "SELECT t1.i_id AS 'ID' FROM incidents t1 WHERE (t1.i_id = 1) LIMIT 20001 # ROQL Hash [x3kAjouSB+2E3BFDBdR48D/htc0wFzVRYTRGkawTN2I=]"
FINGERPRINT: 'x3kAjouSB+2E3BFDBdR48D/htc0wFzVRYTRGkawTN2I='
IP_ADDRESS : '209.17.43.241'
APPLICATION CONTEXT: 'cxu custom script'
              'analysis_required': False,
         'eval_pending': False,
        'force_max_join_size': False,
        'force_reporting_database': False,
        'is_acceptable_query': False,
        'is_marginal_query': True,
        'is_simple_query': False,
        'is_unacceptable_query': False,
        'whitelist': True}
```

The log file showing the Connect Source, the line number of the ROQL, and the path of the particular file that invokes the ROQL query





ADW Data Sync

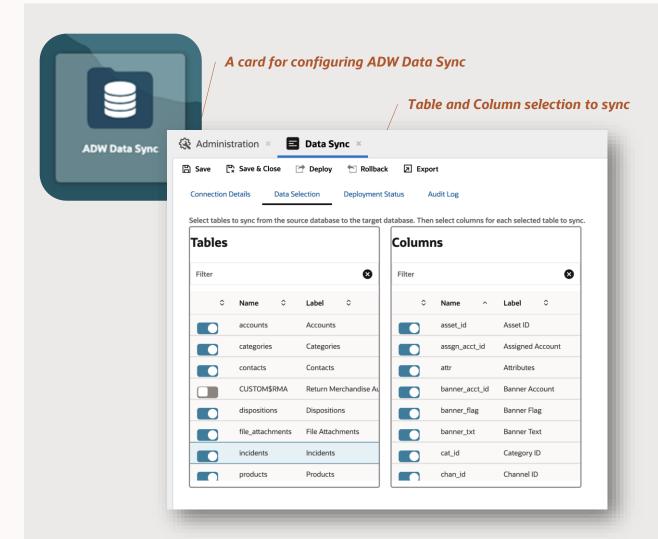
25A: Data Management

Capability Highlights

 Data Sync services will provide the initial sync of historical data from B2C Service Cloud database to customer's ADW instance

Key Benefits

• Provide Customer with their own data warehouse





Thank You





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