Oracle CX Service

Oracle CX Service delivers personalized service experiences to consumers and businesses. Engage customers on any channel and resolve issues effectively backed by knowledge, intelligence, and automation.

B2C Service
Customer service for high-volume interactions

B2B Service
Customer service for high-value accounts

🖥 Digital Customer Service
Omnichannel, self-service interactions

Self service	Digital Assistant	Smart engagement
Embedded inlays	Chat and co-browse	Video chat
Integrated knowledge	Messaging	Email and ask a question form

🎧 Service Center
Empowered agent interactions

Unified desktop	Integrated knowledge	Customer engagement
Case management	Guided resolution	Analytics
Visual engagement	Telephony control	Contextual experiences

💡 Knowledge
Knowledge management authoring and publishing

Content authoring	Analytics	Knowledge anywhere
Search	Authoring collaboration	Proactive answers
Guided knowledge	Smart assistant	Side-by-side language translation

☑ Intelligent Advisor
Advice and decision automation

Self-service advice	Advice authoring	Decision services
Agent guidance	Advice analytics	Decision compliance

🚚 Field Service
Field service management

Capacity Management	Communication	Smart Location
Core Application	Routing	Real-Time Traffic
Field Collaboration	Mobility	Forecasting

👤 Customer Data Management
Customer data quality and enrichment

Clean, complete customer master	Contact data	Dun & Bradstreet data enrichment
Shared customer 360	Data cleansing	Address verification
Account data	Deduplication	Firmographic data enrichment

📑 Oracle CX Content
Smart content and authoring

Universal Asset Hub	Digital asset management	Video streaming
Collaborative platform	Machine-driven tagging	Workflows
Smart authoring	Content recommendations	API-first, headless

Oracle CX Unity
Unified customer intelligence

Unified customer profile	Real-time CX	Built-in AI
Real-time personalization	Identity resolution	Martech integration
Ad channel activation	Configurable data models	Data enrichment