

ORACLE®

Oracle Digital Assistant

The Complete Training

Oracle Digital Assistant Overview

Safe Harbor Statement

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Topic agenda

- 1 ➤ About Oracle Digital Assistant
- 2 ➤ Skills
- 3 ➤ Digital Assistant
- 4 ➤ Channels

Topic agenda

1 ➤ About Oracle Digital Assistant

2 ➤ Skills

3 ➤ Digital Assistant

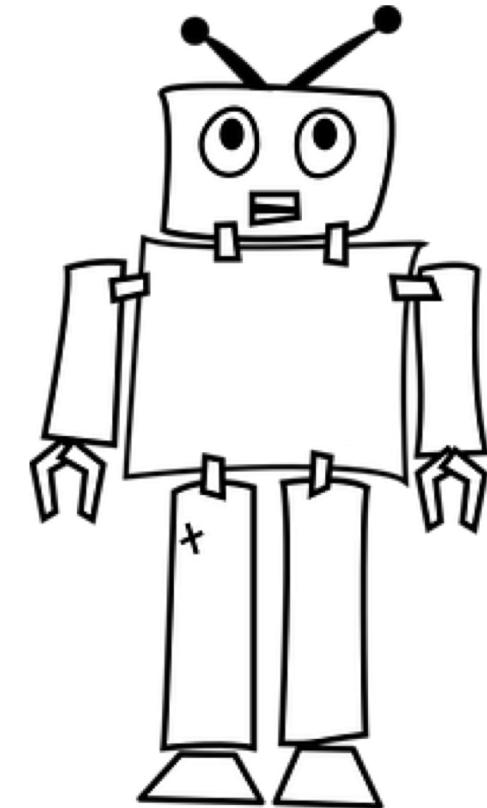
4 ➤ Channels

Digital Assistant

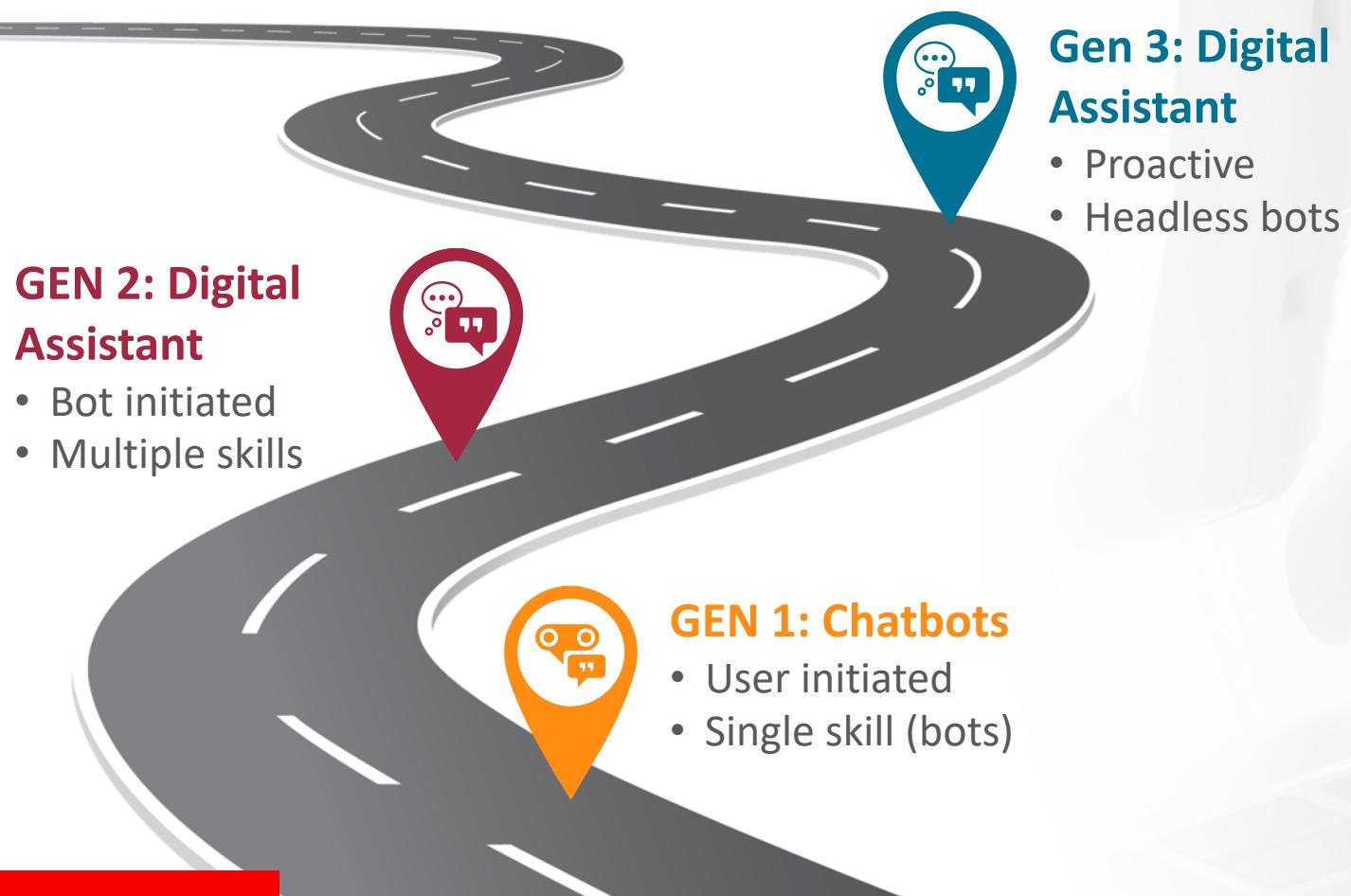
- Until now, chatbots solved simple business problems
 - Customer service automation
 - Automation of structured processes
 - Self-service
- Digital assistants are user oriented
 - Assist users with various related or unrelated tasks
 - Conversations are context aware
 - Assistants learn about the user
- Digital assistant is the future of chatbots



A digital assistant is a **computer program** that uses **artificial intelligence** and **machine learning** to combine independent chatbots into a single conversational interface that assists real users throughout their day



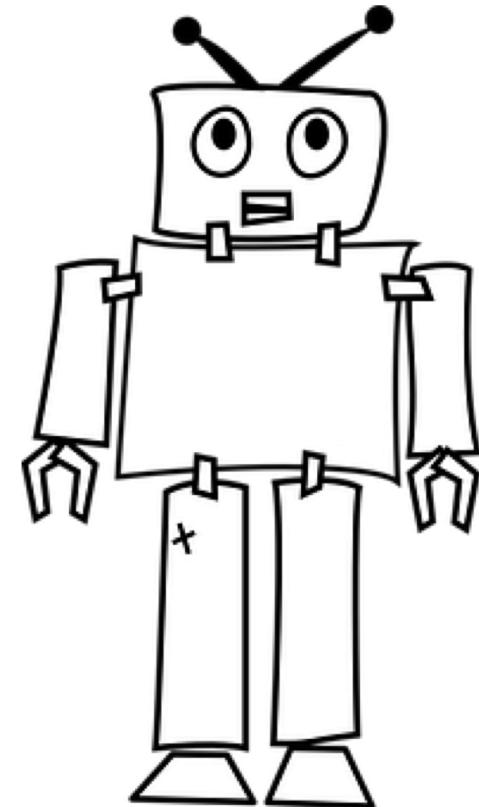
From chatbots to digital assistants



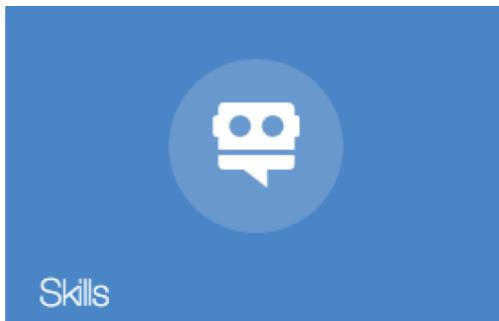
Employee self service digital assistant example



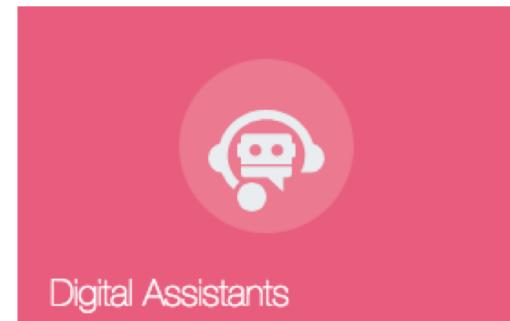
Oracle Digital Assistant is Oracle's 2nd generation intelligent bot platform for customers **to build composite chatbot solutions** from independent skills



Oracle Digital Assistant core modules



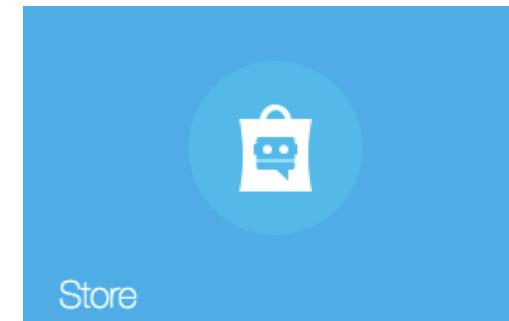
Skills



Digital Assistants



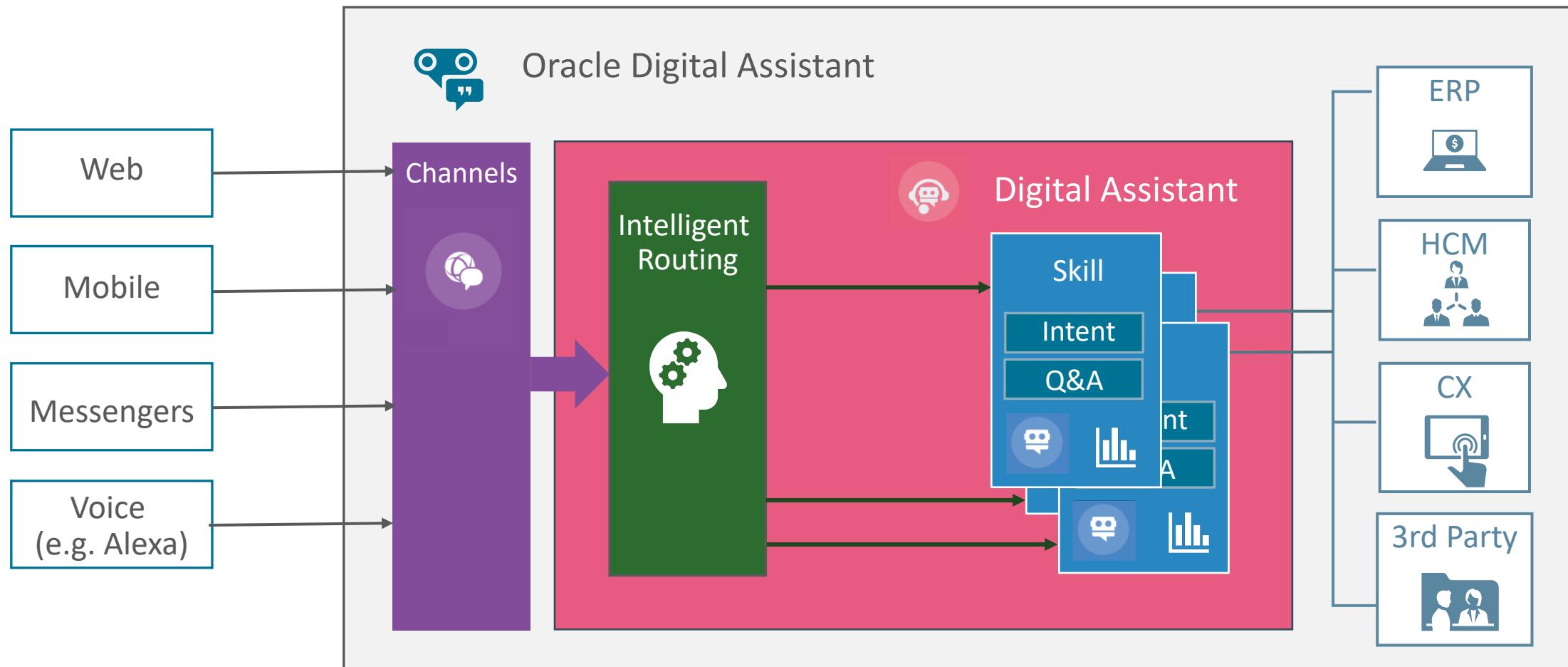
Channels



Store

- Individual chatbots
- Reusable
- Conversational AI and ML
- Work with any messenger
- "Master bot"
- Invokes skills
- Performs smart routing
- Disambiguates bot request if needed
- Messenger connectivity
- Webhook
- Native Channels
 - iOS, Android
 - Web
 - SMS
 - Facebook
 - WeChat
 - etc.
- Bot store
- Like App Store
- Contains bots from
 - Oracle SaaS

Oracle Digital Assistant



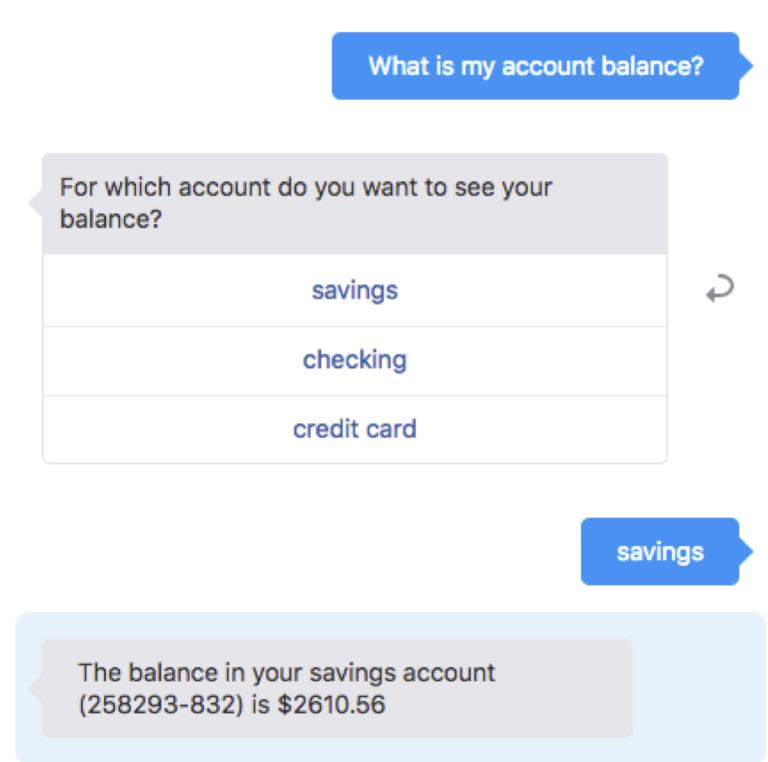
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Skills

Intent resolution and entity extraction

- Skills may or may not use natural language processing (NLP)
 - It's common practice though that they do
- User messages are interpreted by a trained model
 - Intents are resolved and mapped to a dialog
 - Entity values are extracted from user message
- Skills in digital assistant may use different training models

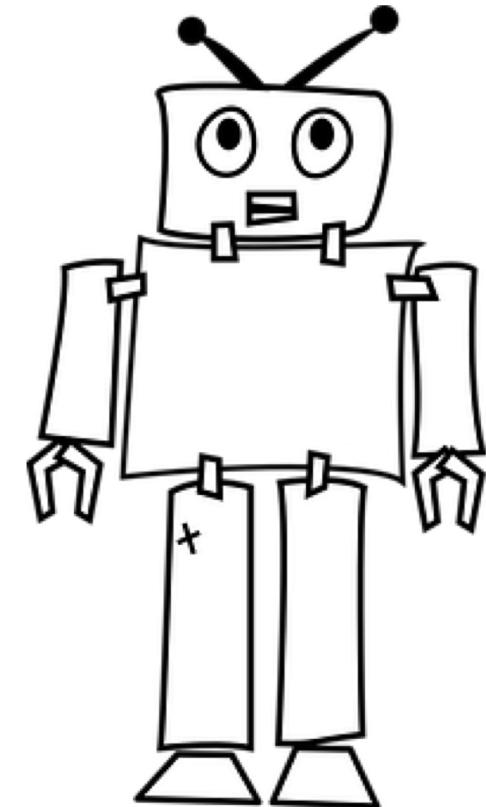


Skills

Conversation flows

- Conversation flows define "the chat"
 - The interaction between user and skill results in the completion of a task
- Conversation flow design
 - Dialog flows
 - Managed by dialog flow engine
 - Scripted interactions that may be skipped conditionally
 - Composite bag entities
 - Smart data objects that assemble information from NLP and user interaction dialogs
 - Don't require a written dialog flow

**Successful chatbots need to do more
than just having a conversation**



Skills

Embedded intent tester

- Natural language understanding tester
 - Accessible from intent builder panel
- Confidence level to which an intent is resolved
- Displays extracted entities and values
- Allows batch testing
 - E.g. use data from the logs to frequently test the bot understanding
 - Helpful after model retraining

The screenshot shows the 'Try Out Intents/Q&A' interface. On the left is a vertical toolbar with icons for Intent, Entity, Entity Type, Entity Value, Entity Confidence, Entity History, Entity Log, Entity Metrics, Entity Settings, Entity Examples, and Entity JSON. The main area has tabs for 'Intent' (selected) and 'Q&A'. A blue input box contains the text 'I like to order 12 red roses for overnight delivery'. Below it, a table shows the results:

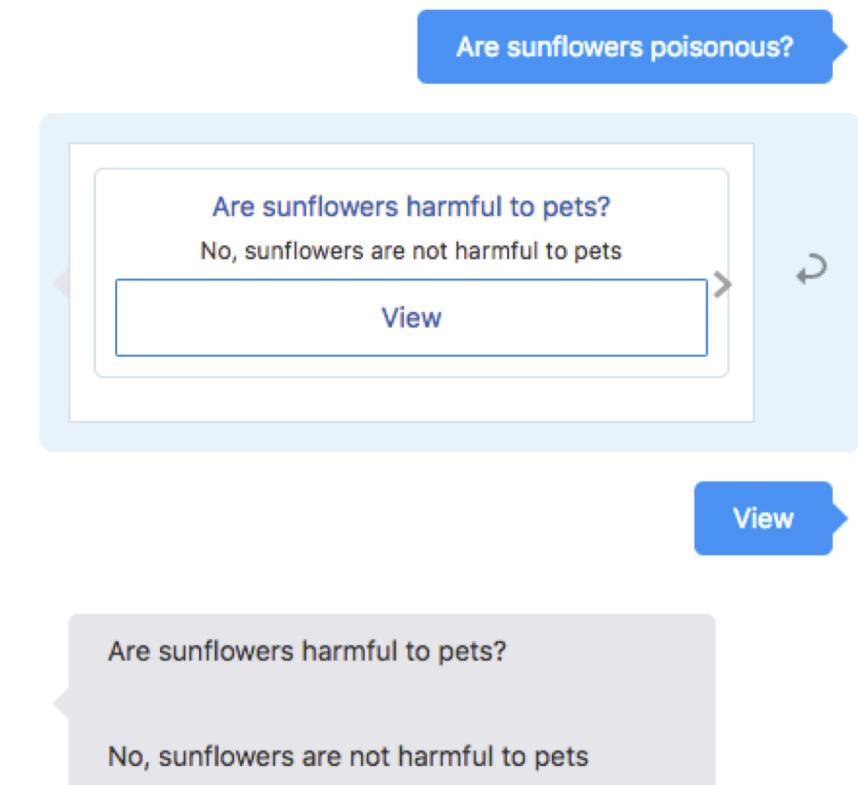
Intent	Confidence
OrderFlowers	100%
TrackOrders	0.00%
OpenFranchise	0.00%

Below the table are buttons for 'Show More' and 'Add Example'. A 'JSON' button is also present. At the bottom is another input box with the same text and a 'Send' button.

Skills

Q&A module

- Sometimes a question is what it is; a question
- FAQ is a top use case for digital assistant
- Natural conversation is a mix of statements and questions
- Oracle skills allow you to integrate Q&A in a bot conversation
 - More engaging than a pure Q&A bot
 - Q&A imported from CSV file

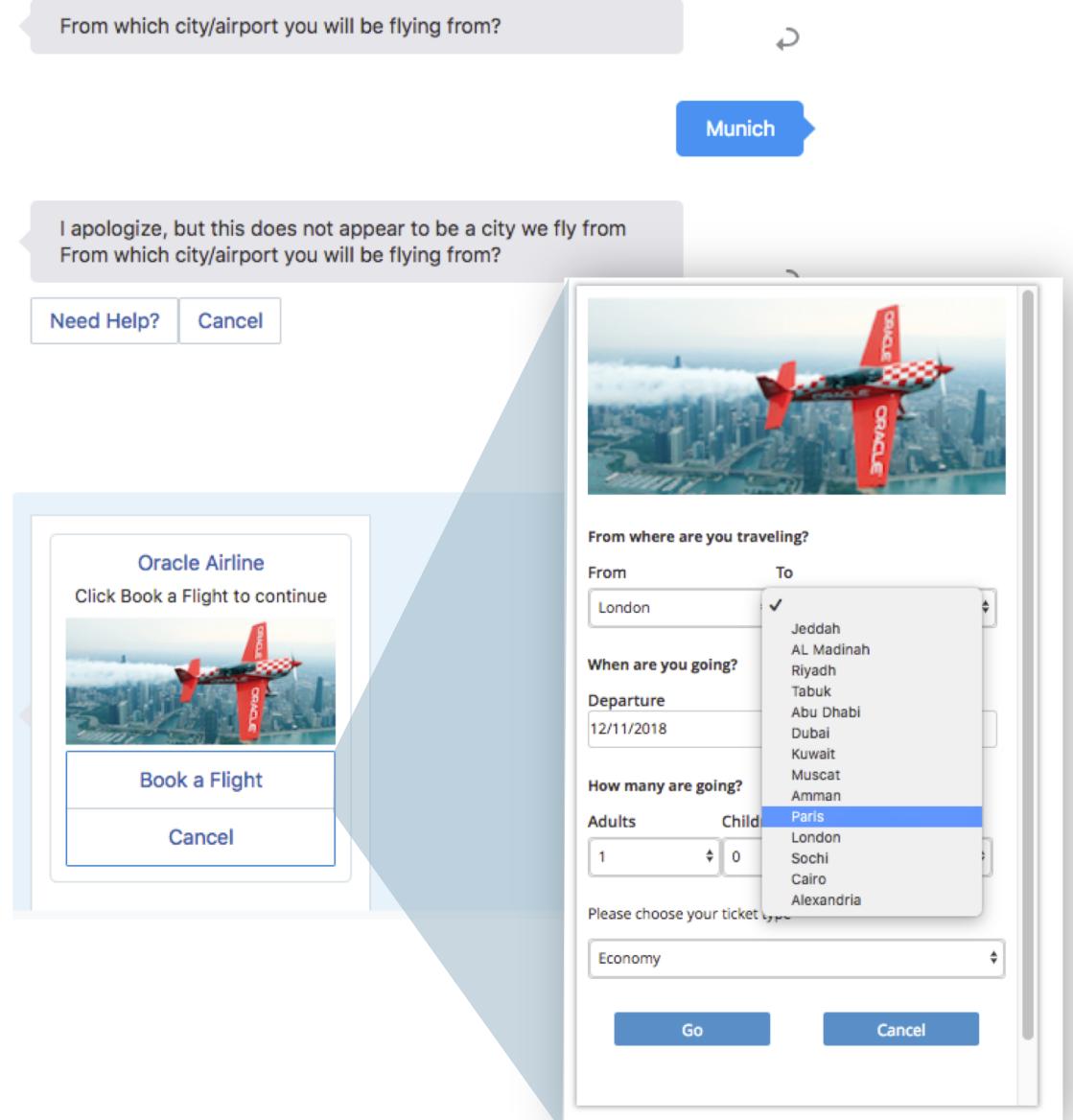


I like to book a flight

Skills

Structured data input

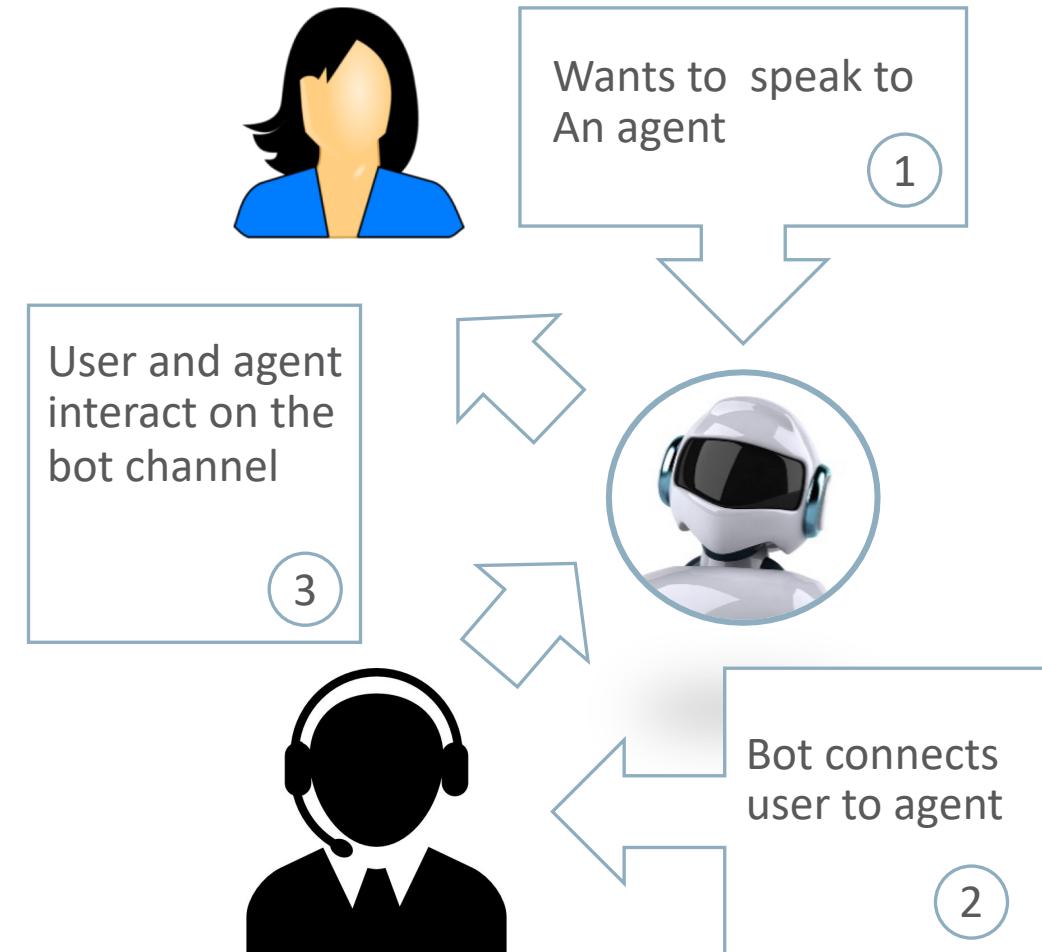
- Conversation design is a challenge
 - Heavy data entry
 - Users change their mind
 - Users get stuck
- Structured data input forms
 - Execute in a web view
 - Shorten conversations
 - Provide sophisticated UI controls
- System.Webview



Skills

Human agent integration

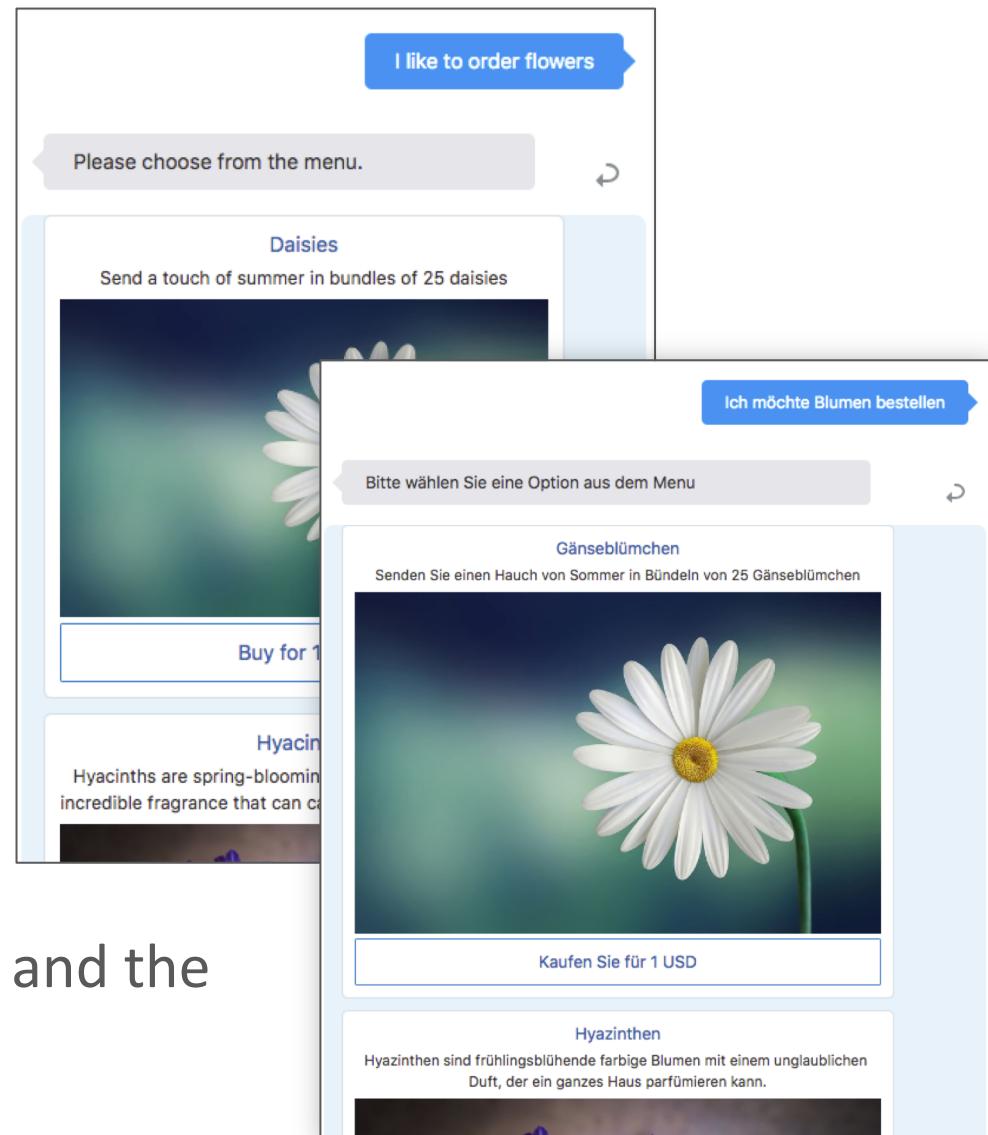
- Understanding natural language is difficult for a machine
- Humans are unpredictable
 - Change their mind in mid of a conversation
 - Don't follow instructions
- Chatbots often used in first level support
 - Answer frequently asked questions
 - Assist with low-tech engagements
- Users may get stuck



Skills

Multi language support

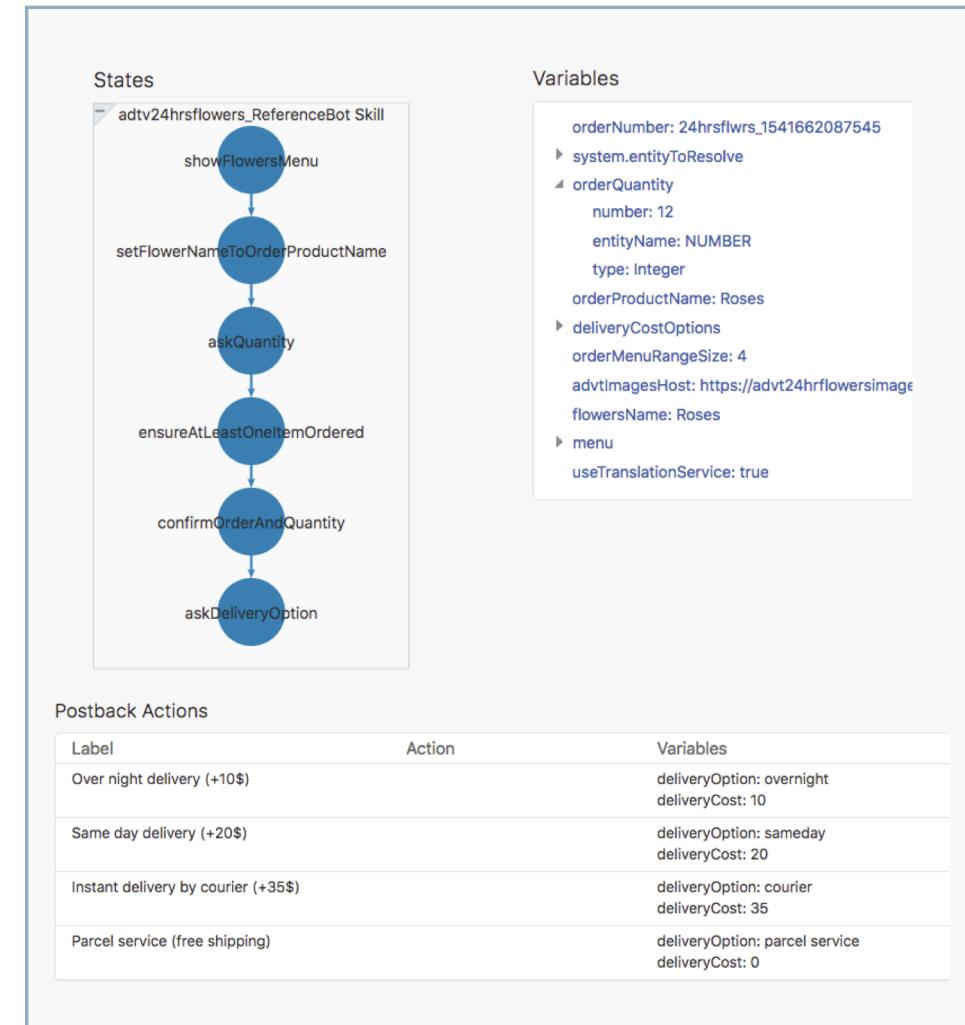
- One bot that supports multiple languages
 - Detect user language
 - Understand user language
 - Display messages in user language
- Support in skills
 - Build bot in English
 - Uses Translation service for other languages
 - Resource bundles allow you to control language and the bot's voice



Skills

Embedded tester

- Supports sensible developer workflow
 - Build – Test – Deploy
 - Conversation flow can be tested without messenger
- Displays the following information
 - Variables and their values
 - Postback actions
 - Resolved intents
 - Dialog flow states visited
 - Full bot response (JSON)



Skills

Embedded tester

Testing Skill

I like to order 12 red roses for overnight delivery;

Understood. I noted 12 item(s) of "Roses" for you.

How do you like your order to be delivered?

- Over night delivery (+10\$)
- Same day delivery (+20\$)
- Instant delivery by courier (+35\$)
- Parcel service (free shipping)

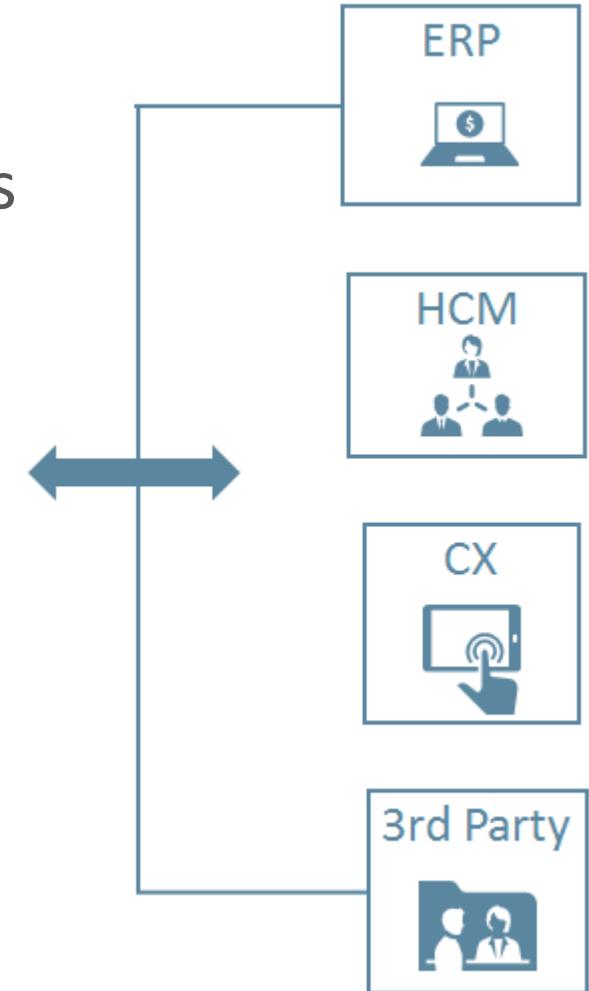
Reset



Skills

Backend integration

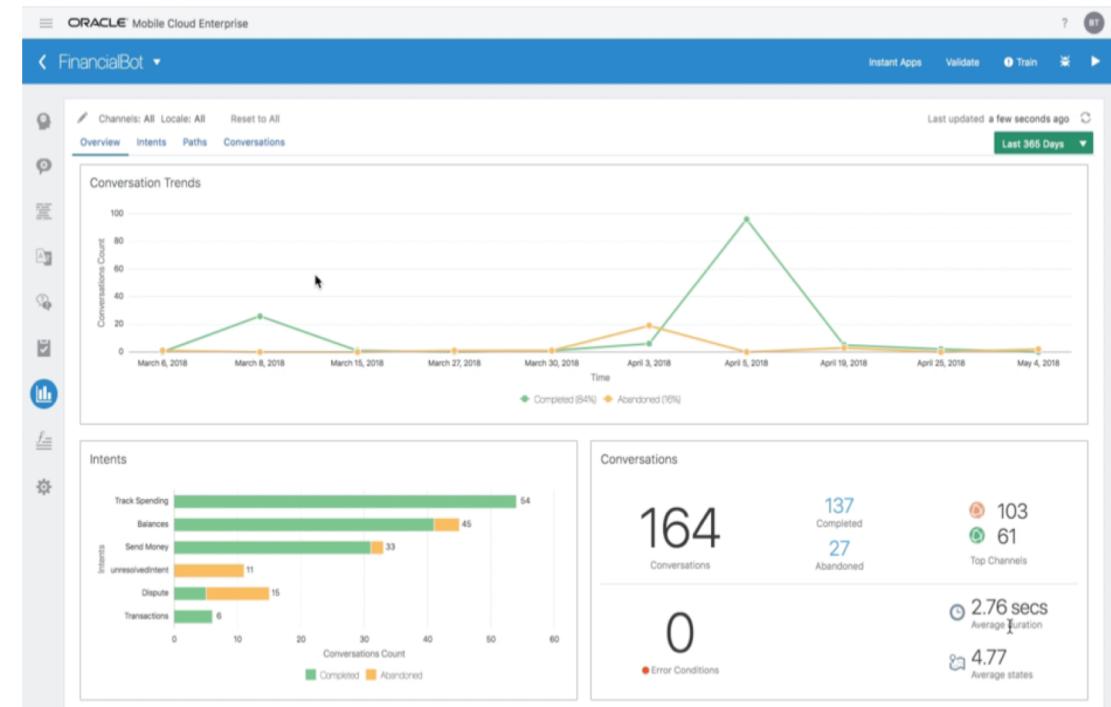
- Remote services integration through custom components
 - Component based approach
 - Integrates with data and business services
 - "Write Once Use Anywhere"
- Custom components
 - Write direct response messages
 - Save data in variables
 - Influences conversation flow



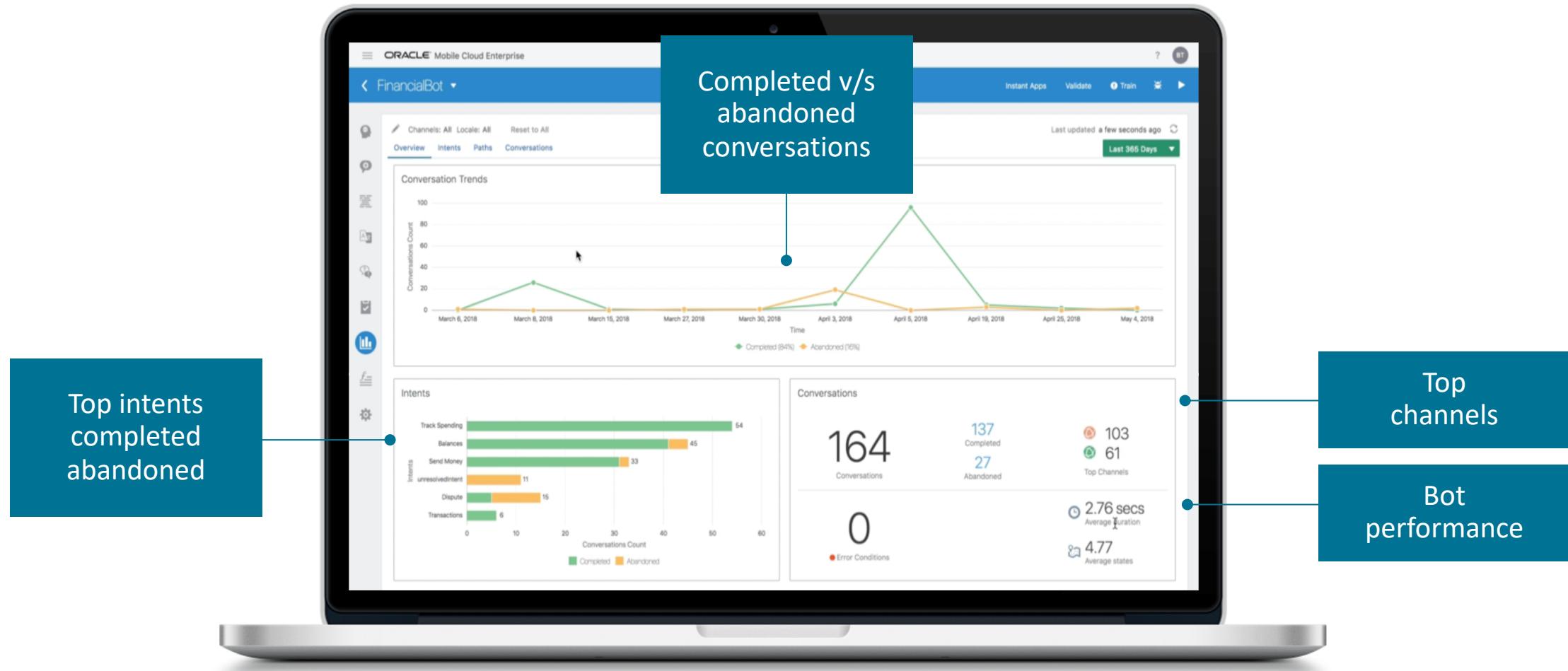
Skills

Bot insights

- Identify problems
- Developer and business oriented analytics
 - Track conversation trends, intent resolution accuracy
 - Identify most/least popular paths
 - Conversation debugger with transcripts
- Moderated self learning
 - Retrain bot through dashboard



Insights: keeping our chatbot journey on the right path



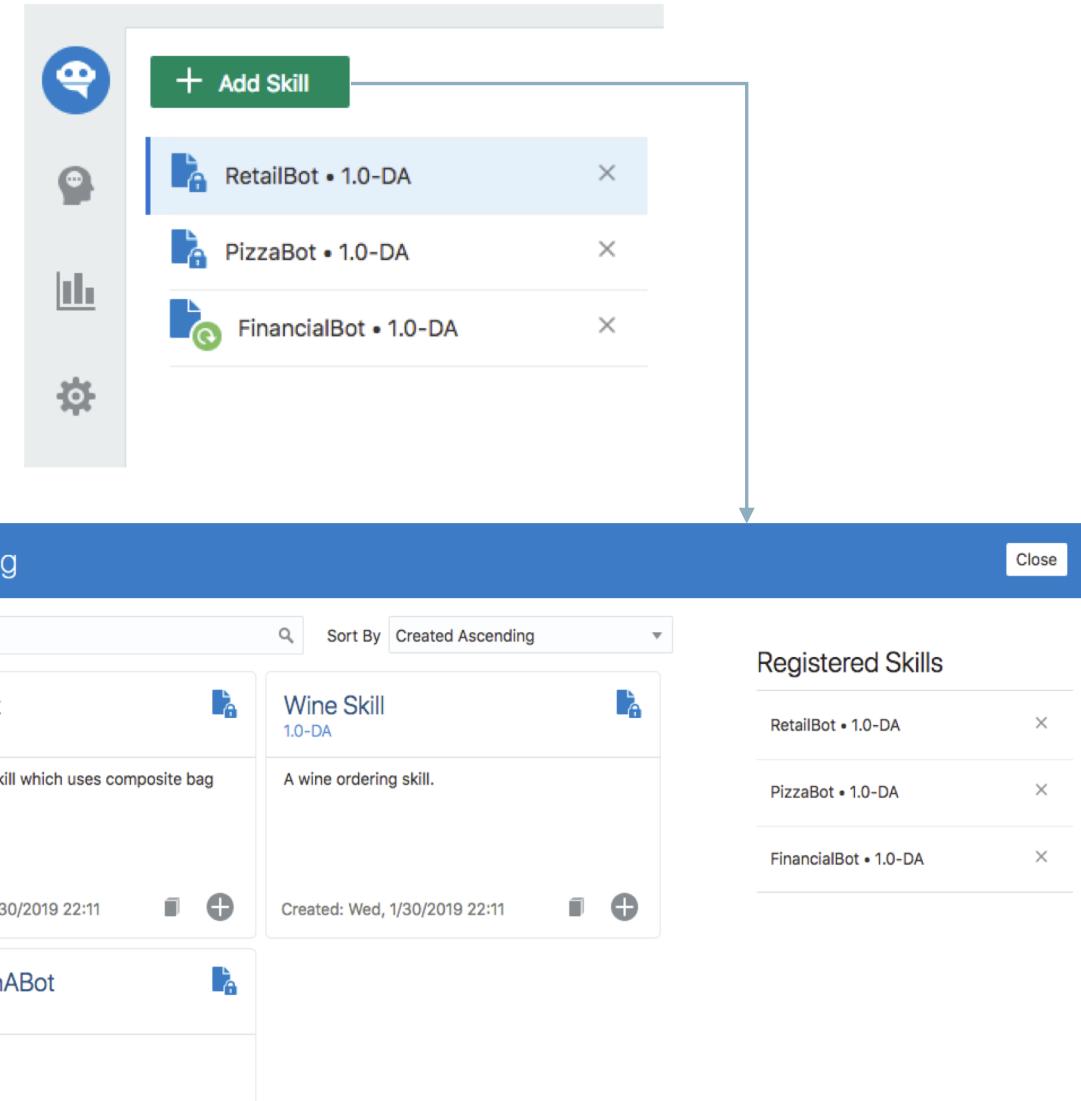
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Digital Assistant

Adding skills

- Published skills are displayed in skill catalog
- Configured skills indicate when a new version is available
 - Update to new version keeps digital assistant level configurations



Digital Assistant

Skill configuration

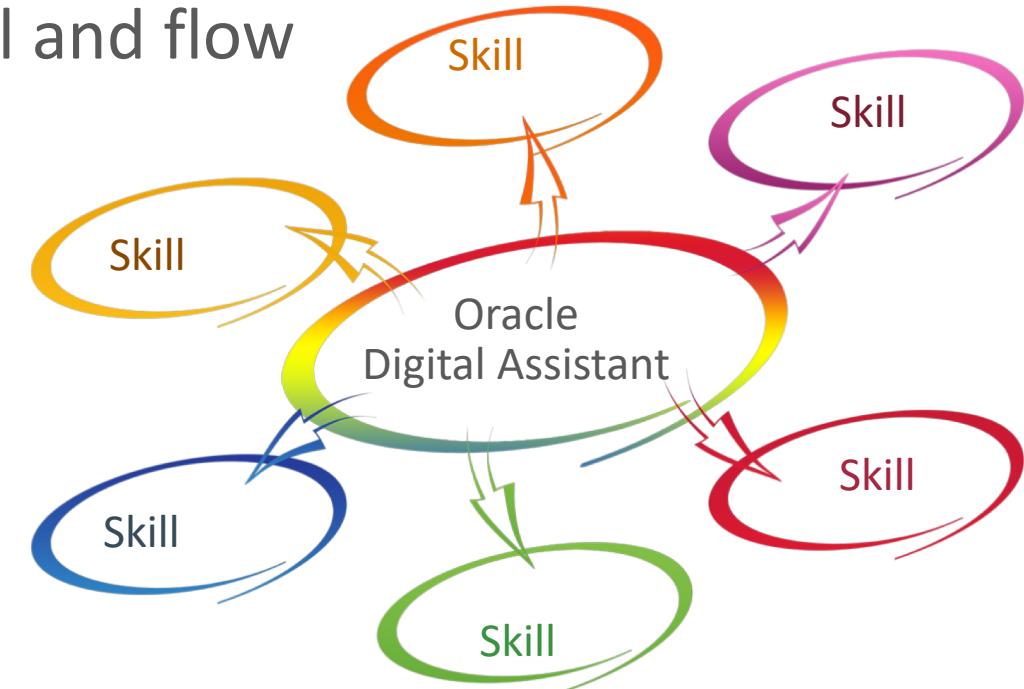
- Invocation name
 - Used with explicit routing
 - Inherited from skill
 - customizable
- Example utterances
 - Provide hints of how to invoke skill
 - Displayed when help system intent is invoked

The screenshot shows the Oracle Digital Assistant Skill configuration interface. At the top, there is a list of skills: RetailBot • 1.0-DA, PizzaBot • 1.0-DA, and FinancialBot • 1.0-DA. The FinancialBot skill is highlighted with a blue border. Below this is the 'Interaction Model' section. Under 'Invocation', the text 'Fin Skill' is entered into the input field. Under 'Example Utterances', there is a placeholder 'Enter your example utterances here.' followed by three examples: 'ask fin skill to check my balance', 'go to fin skill', and 'send money using fin skill'. A large blue arrow points downwards from the skill list towards the interaction model section.

Digital Assistant

Intelligent routing

- Requests are routed to best-fit skill model and flow
- Disambiguates if needed
- Implicit invocation
 - Uses intents and utterances of skills
- Explicit invocation
 - Named reference for skills is used
 - 'Ask AMCE bank, what is my balance?'
- Configurable



Digital Assistant

Routing configuration options

General **Configurations** Events

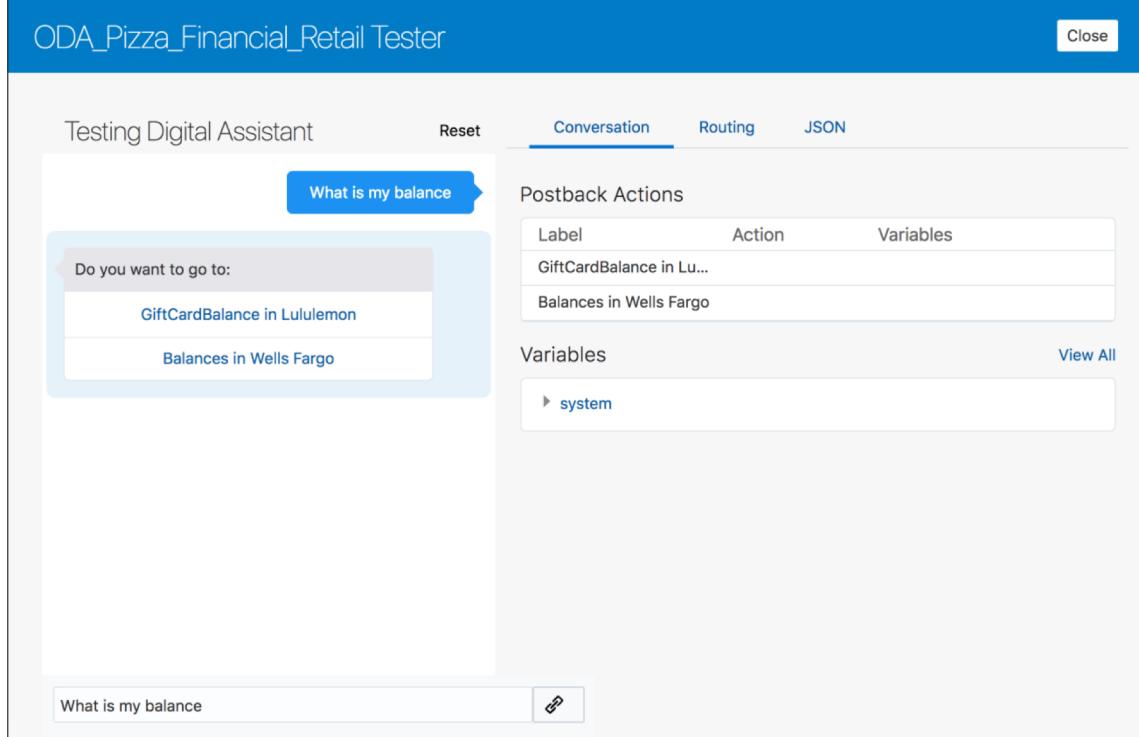
 ▲ Routing Parameters

Built-In System Intent Confidence Threshold	0.6	<input type="button" value="▼"/> <input type="button" value="▲"/>	<i>Threshold for identifying built-in system intents, like help and exit. (Minimum value 0, maximum value 1)</i>
Candidate Skills Confidence Threshold	0.4	<input type="button" value="▼"/> <input type="button" value="▲"/>	<i>The minimum confidence score required to match a candidate skill. (Minimum value 0, maximum value 1)</i>
Confidence Win Margin	0.1	<input type="button" value="▼"/> <input type="button" value="▲"/>	<i>Used to help determine which candidate skills and candidate built-in system intents are matched with user input. Only the top candidate that exceeds the confidence threshold is matched if its confidence score exceeds that of other candidates by this value or more. If other candidates that exceed the confidence threshold have scores that are within that of the top candidate by less than the win margin, these candidates are also matched. (Minimum value 0, maximum value 1)</i>
Consider All Threshold	0.8	<input type="button" value="▼"/> <input type="button" value="▲"/>	<i>Threshold above which a candidate intent or flow will match, regardless of the win margin and whether there are higher scoring candidates. (Minimum value 0, maximum value 1)</i>
Consider Only Current Context Threshold	0.8	<input type="button" value="▼"/> <input type="button" value="▲"/>	<i>If the confidence score for an intent in the current context exceeds this threshold, matches from other intent resolution models are not considered. (Minimum value 0, maximum value 1)</i>
Explicit Invocation Confidence Threshold	0.8	<input type="button" value="▼"/> <input type="button" value="▲"/>	<i>Confidence threshold that an utterance has to reach to be considered an explicit invocation. (Minimum value 0, maximum value 1)</i>
Skill Name For Processing Message With Image Only	<input type="text"/>		
Skill Start State For Processing Message With Image Only	<input type="text"/>		

Digital Assistant

Embedded routing tester

- Menu icon in left side menu bar 
- Shows conversation information
 - Post back actions and variable settings
 - Context and system variable states
- Routing
 - Shows decision process for which skills to launch
- JSON
 - Shows returned bot payload



ODA_Pizza_Financial_Retail Tester

Testing Digital Assistant Reset

What is my balance

Do you want to go to:

[GiftCardBalance in Lululemon](#)
[Balances in Wells Fargo](#)

Conversation [Routing](#) [JSON](#)

Postback Actions

Label	Action	Variables
GiftCardBalance in Lu...	Action	Variables
Balances in Wells Fargo	Action	Variables

Variables [View All](#)

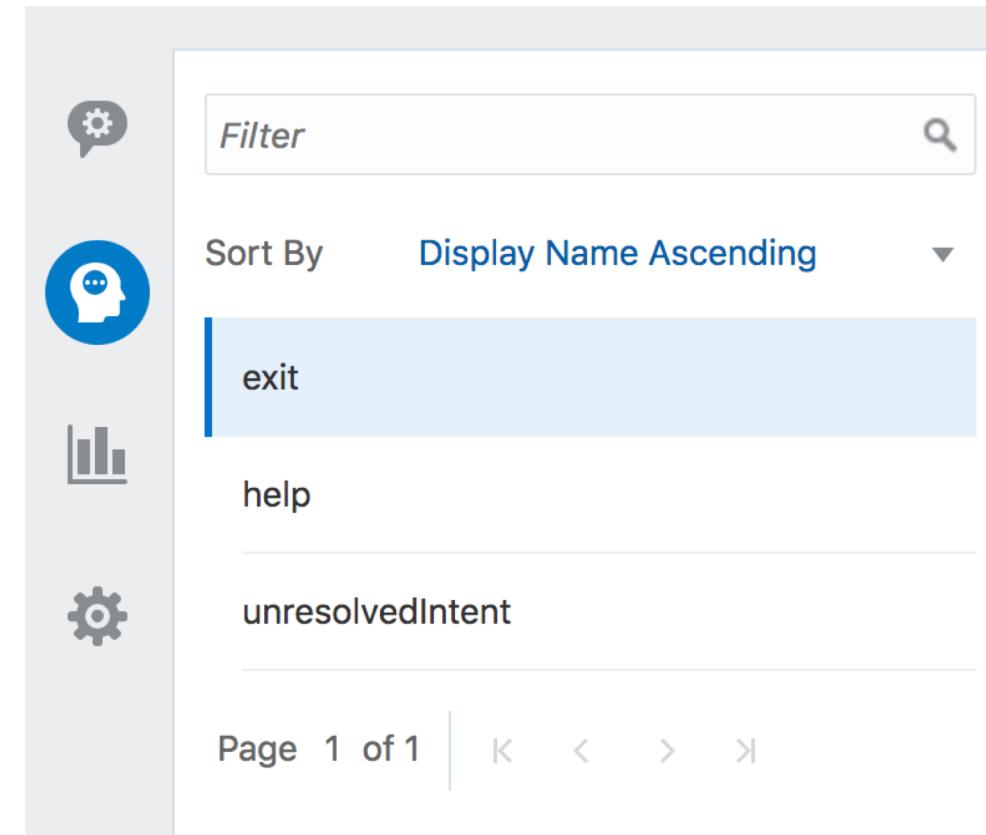
system
system

What is my balance

Digital Assistant

System intents

- Pre-defined intents
 - Exit
 - Help
- unresolvedIntent
 - Disambiguates help and exit intent resolution
- Utterances for help, exit and unresolvedIntent intents can be customized



The screenshot shows a digital assistant interface with a sidebar containing icons for Help, Exit, Unresolved Intent, and Settings. The main area displays a list of intents:

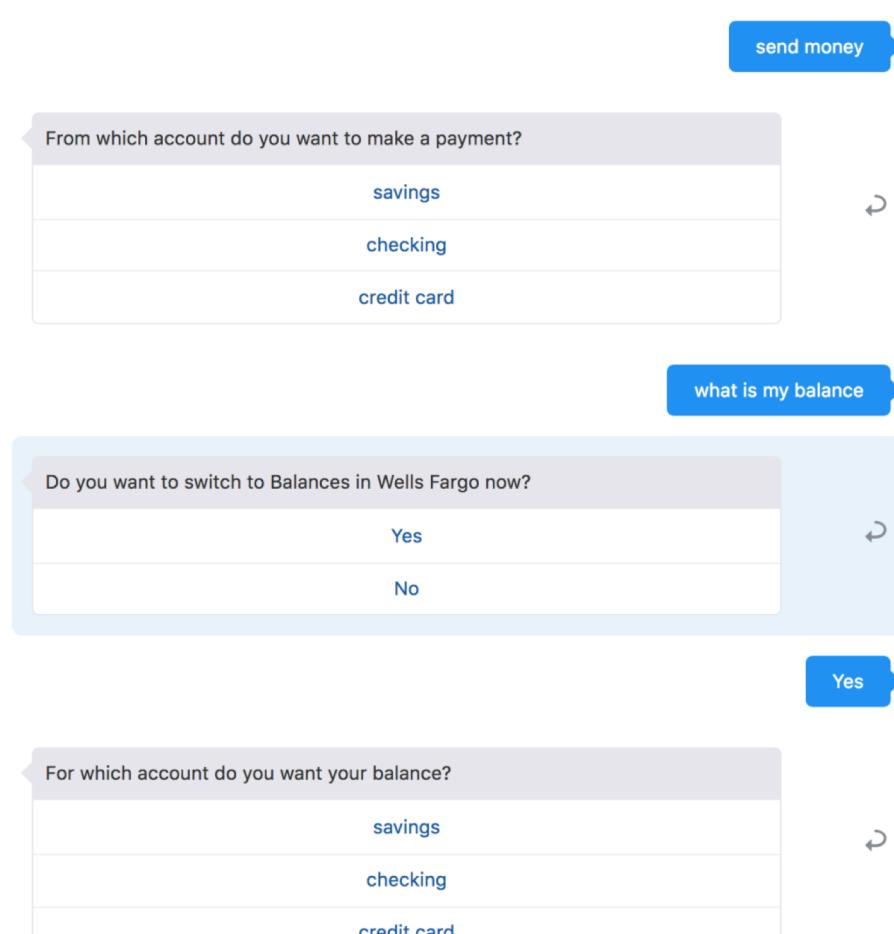
Sort By	Display Name Ascending
	exit
	help
	unresolvedIntent

At the bottom, there are navigation controls for page 1 of 1, including back, forward, and search icons.

Digital Assistant

Smart dialog

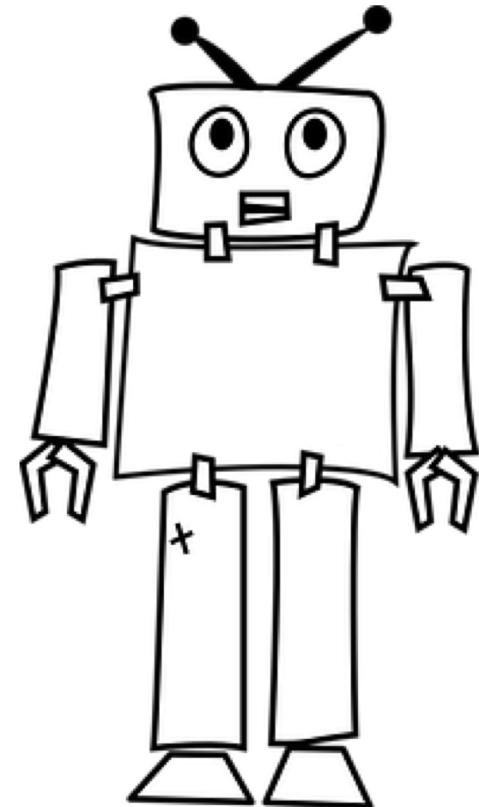
- System dialogs
- Helps to disambiguate user requests
 - Displays the name of skill candidates
 - User selects skill to go with
- Handles non-sequitur requests
 - If a user message does not match an intent in the current skill
 - If user provided value is invalid for a state
 - Suspends and resumes current flow



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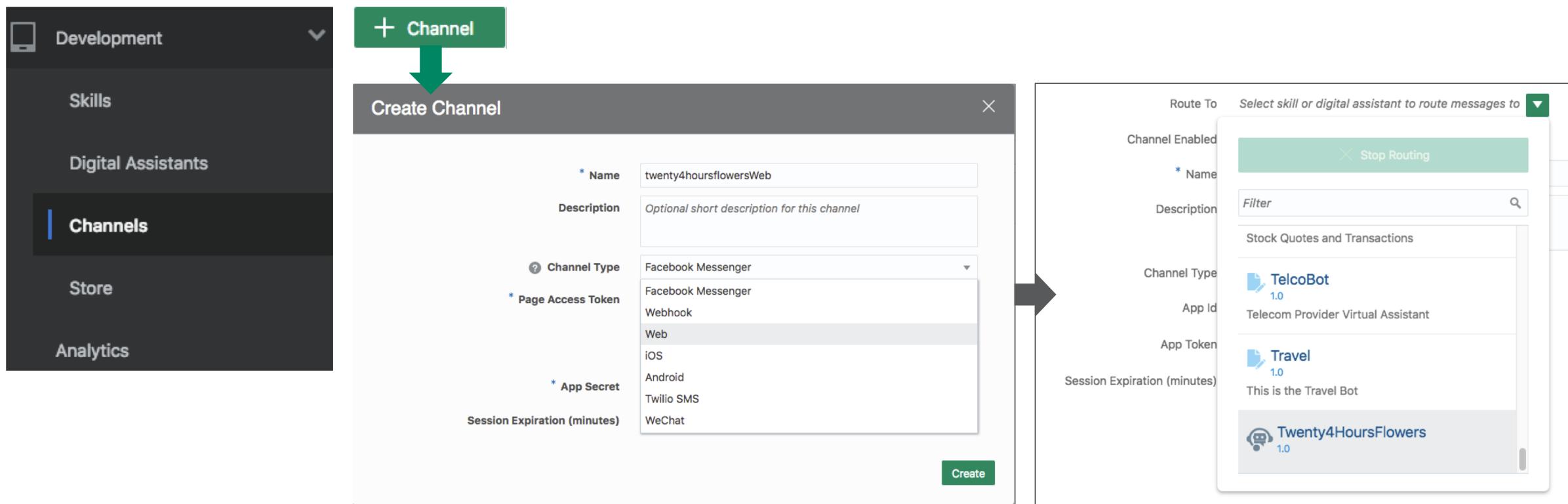
Channels connect skills and digital assistants to messenger clients



About channels

- Declaratively created in Oracle Digital Assistant
- "Native" channel support provides configuration for specific messengers
 - Ensures message payloads are defined as needed by channel
 - Provides and handles message server interactions
- Webhook channel
 - Allows messengers with no native channel support to interact with ODA or skill
 - Message payload is MessageModel format
 - Custom message server needed to dispatch between messenger and bot

Channel creation steps



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