

ORACLE

# Oracle Digital Assistant

## For HCM Release Updates 21B

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**Config-Deploy-Extend-Forward Learning Path**

March 2021

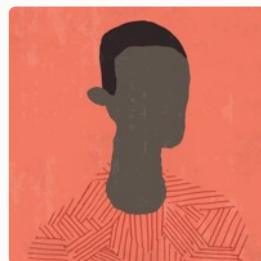
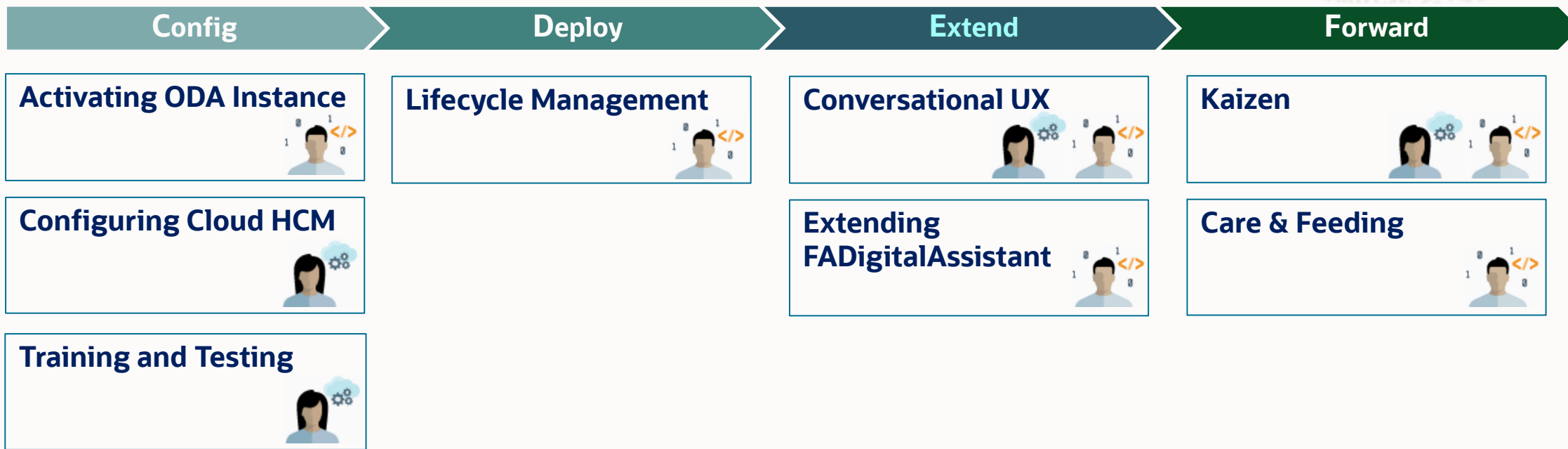
Presented by

**ORACLE**  
Cloud HCM  
Center of Excellence



# ODA Lean Project Management

The 'CDEF' 4 Phases Framework



“ Like every journey, there have been twists and turns in the road ... Oracle gave us the agility to change and helped us shift our paradigm. ”

Customer Success Story



# Conversational UX



Intro: <https://youtu.be/byXa6tlgyKY>

## Oracle Conversational Design: Digital Assistant Persona

This persona represents the type of personality that we want our users to interact with. It highlights the adaptive levels of personality traits and attributes that may be required during various phases of interaction with Oracle's digital assistants.

**Name**  
Oracle

**Environments**  
Wherever work happens

**Figurative age**  
33

**Statement of purpose**  
To empower people by making business tasks easier and more accessible.

**Audience**  
People who keep the world open for business

### Characteristic phrases

“How can I help?”

“I’m here when you need me.”

“No problem, let me help you with that.”

### Tone of voice keywords

#### Welcoming

Not: overbearing, insincere, cold, whimsical

#### Helpful

Not: inaccessible, difficult, boastful

#### Familiar

Not: exclusive, complex, boring, elitist

#### Adaptive

Not: arrogant, unclear, slow

### Personality traits

#### The Guide

The Guide provides information and guidance, delivering just the right amount of expertise and encouragement

#### The Trusted Colleague

The Trusted Colleague will answer any question you have without judgement

#### The Ambassador

The Ambassador is always ready to represent the Oracle brand

### Psychographic traits

#### Thoughtful

Exhibits consideration for the needs of its users

#### Analytical

A master of logical reasoning

#### Precise

Accurate in its expressions and detail

#### Adept

Able to converse and guide at any level of proficiency – from sales wizards to new hires

### Personality attributes

#### Extrovert



#### Humorous



#### Direct



#### Confident



# Examples: Avatars of live ODA



**PLDT**  
B2C Bot  
PLDT Home



**Bajaj Electricals**  
B2C Bot  
Paddy



**Indian Oil**  
B2B  
ProChat



**Oriental Bank of Commerce**  
Consumer Bot  
IRA



**University of Tasmania**  
Student Bot  
Mumford



**InJe University**  
Student Bot  
Hero (영웅이)



**University of Adelaide**  
Student Bot  
Eligibility Bot



**Vodafone Fiji**  
B2C Bot  
Joe



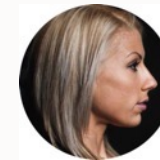
**SinoPharm Reagent**  
B2C Bot  
瓶仔



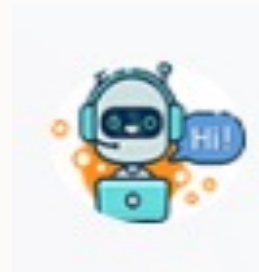
**Guam Power**  
B2C Bot  
GPA



**Punjab National Bank**  
B2C Bank Bot  
Pihu



**FWD Tech**  
AI Trainer  
小马



**MediaCast**  
Music Bot  
MUSE



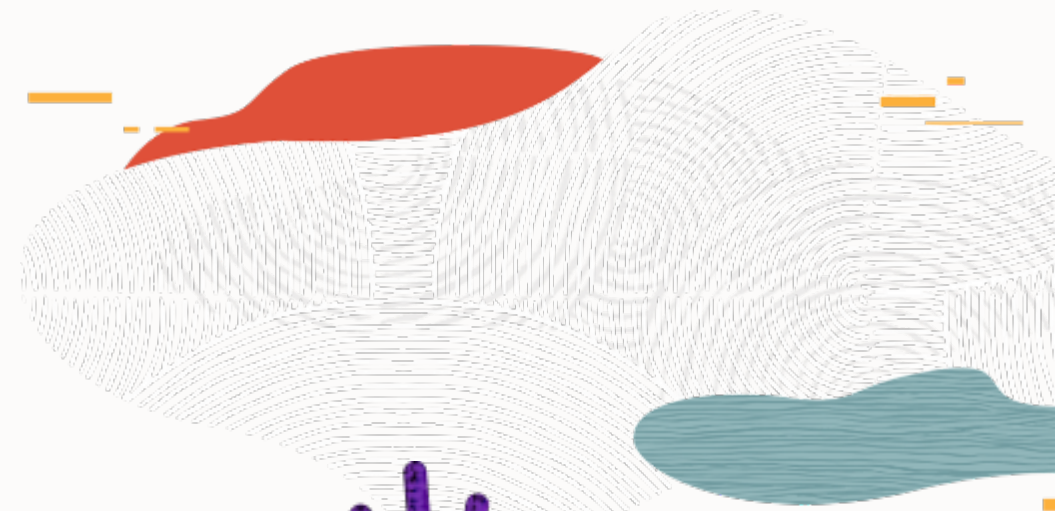
**Manipal Education**  
Employee Bot  
Knock Knock DIA



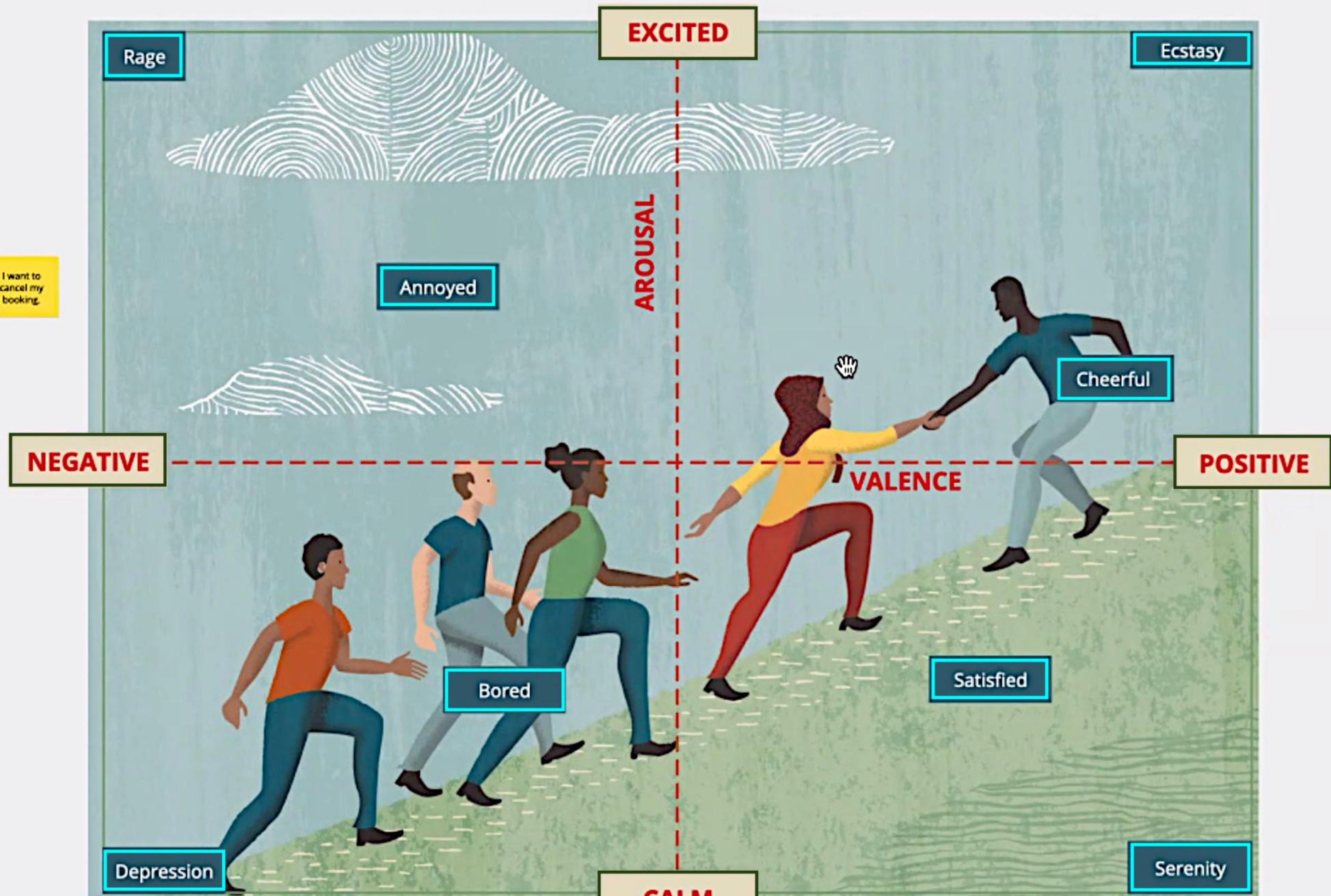
# Conversational Experience



How the dialog **aspires** user **to think**



How the dialog **inspires** user **to feel**



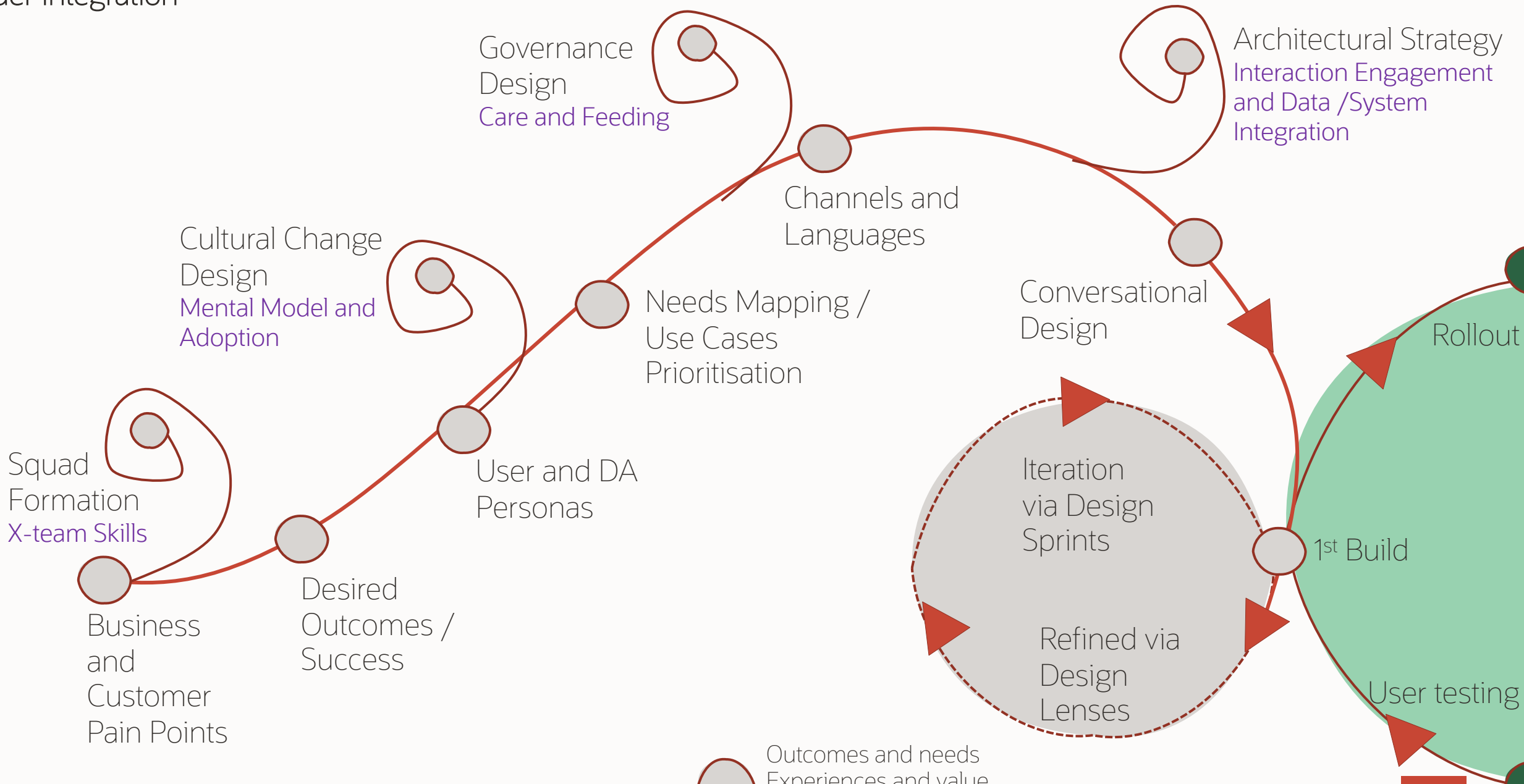
I want to cancel my booking.

Valence - Judging, am I where I want to be?  
Arousal - doing, am I ready to act?

Research: Clifford Nass and Corina Yen - The man who lied to his laptop, 2010



Wider Integration



**Digital Assistant Design (CDX) Best Practice**

● Outcomes and needs  
Experiences and value  
Language and context





## 4 key elements of CDX design

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Pick the right use cases



People use the assistant



Improves the assistant  
over time



Generates a lot of data

# Persona Development

## Resources

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### **The Complete Training**

[Conversational User Experience](#)

### **Creating Chatbot Experiences** (slides#16-45)

[How to create effective conversational experiences](#)

[DO's and DON'Ts for Conversational Design](#)

### **Custom Bot Persona**

[Web SDK Customization](#)

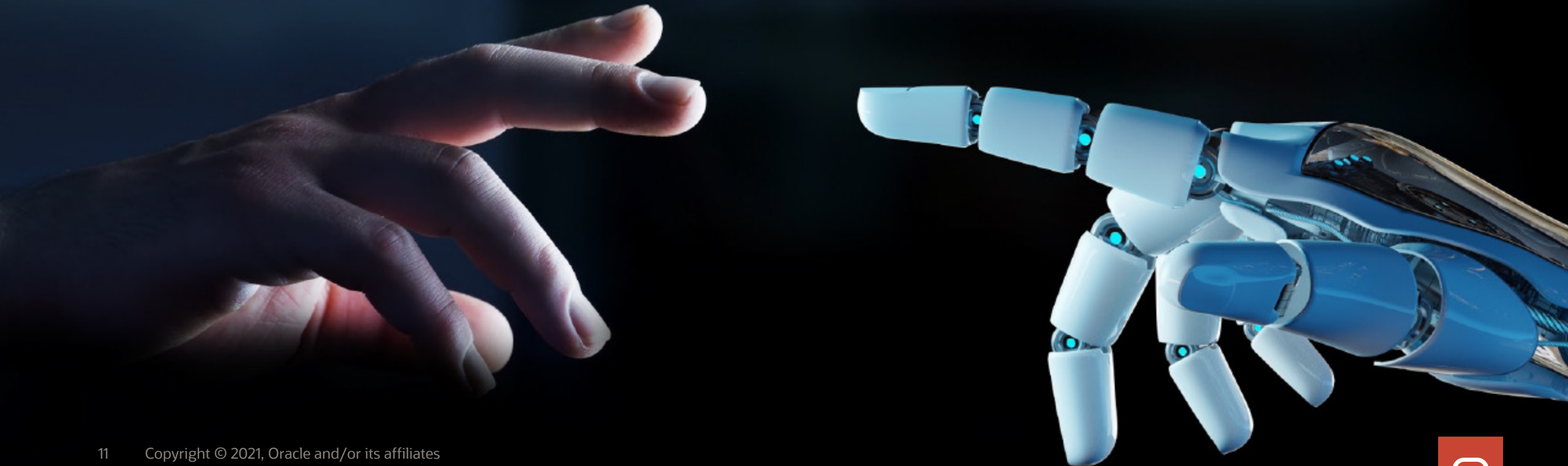
[20.12 Draggable Bot Icon](#)

### **Activity Guide**

[How-To: Customizing Messages returned from the Digital Assistant](#)



# Extending FADigitalAssistant



# Key Concept: ODA Skill

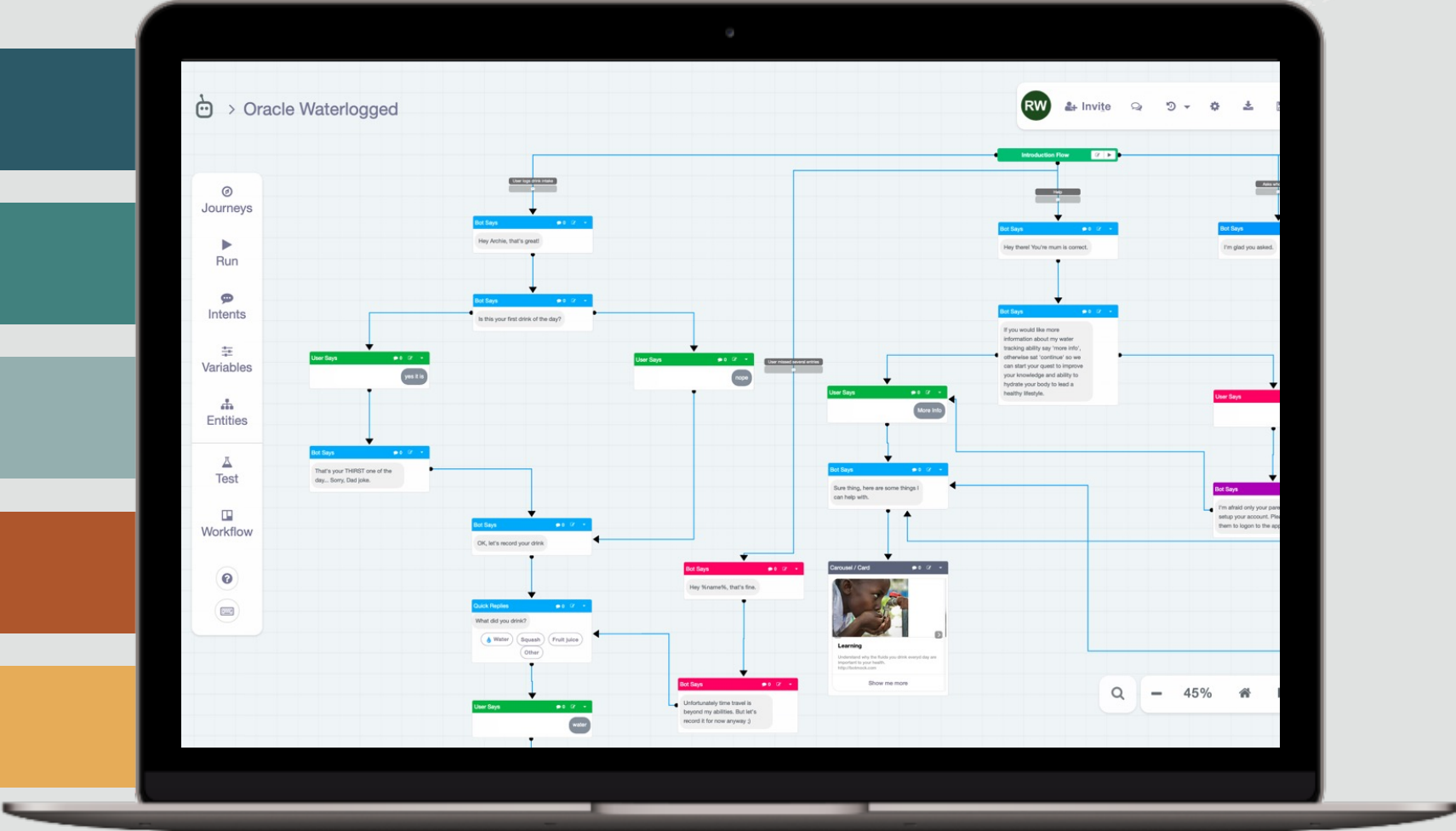
Intents

Utterances

Entities

ML/NLP/NLU

Dialog Flow



# FADigitalAssistant

## Resources

### The Complete Training

[Extending a SaaS Skill](#)

**Conversation Designer to prototype** ([video](#))

[Build a Skill with the Conversation Designer](#)

[Recommendations and Best Practices](#)

### Activity Guide

[Extend and Customize FADigitalAssistant](#)

### REST APIs

[REST API for Oracle Digital Assistant](#)

[HCM \(APIs & Schema\)](#)

### Activity Guide

[ODA user feedback functionality](#)

**\*Important Notice:** “**Conversation Designer**” and “**Clone**” action require ODA Platform for SaaS subscription service



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HCM Digital Assistant Office Hours  
[VIEW FULL PLAYLIST](#)

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