Oracle AI for Fusion Cloud CX: AI Agent Studio Developer Training Ed 1 LVC

Oracle CX Sales and B2B Service

DURATION	MODULES	COURSE CODE
3 Days	**17 Lectures**	**—**

Course Overview

This course is a bundled LVC course of the following courses - Oracle AI in Customer Experience (CX) Oracle AI Agent Studio for Fusion Applications Developers

What You Will Learn

Module 1: Course Introduction and Overview

- AI for CX – Introduction
- AI Across CX
- Oracle Modern Best Practices (OMBP) – Introduction
- Summary

Module 2: Responsys AI Suite

- Responsys AI Suite – Introduction
- Program AI Features
- Send Time Optimization
- Subject Line Predictions and Push Title Optimization
- Predictive CLV
- Fatigue Analysis
- Generative AI Features
- Prompt Generation
- Bookmarks, History, Export
- Summary

Module 3: AI for CX Marketing – Oracle Eloqua

- Objectives

Module 1: Introduction

Module 2: Send Time Optimization

Module 3: Fatigue Analysis

Module 4: Content Generation

Module 5: Subject Line Generation

Module 6: Account Intelligence

- Summary

Module 4: AI/ML-Driven Customer-Centric Experience

- Objectives
- Customer Centricity in Modern Marketing and Sales
- Oracle Unity CDP – AI/ML Capabilities for Customer-Centric Experiences
- Unity AI Features in OMBP
- Data Signals to Unified Profiles
- Lead to Opportunity
- Customer Lifecycle Example
- AI-Driven Marketing, Sales, and Beyond
- Summary

Module 5: Unity AI/ML Pre-Requisites and Predictive Insights

- AI/ML Pre-Requisites
- Identifying Best Market Segments
- Predictive Account Scoring & Benefits
- Predictive Lead Scoring B2B & Benefits
- Lookalike Audience & Benefits
- Product Propensity & Benefits
- Summary

Module 6: AI-Driven Audience Engagement and Recommendations

- Driving Audience Engagement/Acquisition with AI/ML
- Engagement Propensity & Benefits
- Fatigue Segmentation & Benefits
- Channel Recommender & Benefits
- Send Time Optimization & Benefits
- Campaign Recommender & Benefits
- Summary

Module 7: AI for Upsell, Cross-Sell, and Next-Best Actions

- Accelerating Upsell/Cross-Sell
- Next-Best Action & Benefits
- Next-Best Offer & Benefits
- Next-Best Promotion & Benefits
- Summary

Module 8: Retention, Growth, and Customer Advocacy

- Customer Lifetime Value & Benefits
- Recency, Frequency, and Monetary (RFM) & Benefits
- Repurchase Propensity & Benefits
- Churn Propensity & Benefits
- Summary

Module 9: Sales AI Features

- Introducing Sales AI Features Update
- Sales Life Cycle and AI Support
- AI in Lead to Opportunity
- AI in Incentive Plan to Seller Earnings
- AI Cross-Process Features
- Summary

Module 10: Service AI Features

- Introducing Service AI Features
- Similar Service Requests
- Knowledge AI Features
- AI in Oracle Field Service
- Summary

Module 11: AI in CX – Key Takeaways and Benefits

- AI in CX: Five Key Takeaways
- Benefits of AI in CX
- AI for CX Course Summary