Oracle AI Agents Help Marketing, Sales, and Service Leaders Unlock New Revenue Opportunities

New role-based AI agents embedded in Oracle Fusion Cloud Applications help organizations efficiently enhance customer experiences

AUSTIN, Texas — October 6, 2025 — Oracle today announced new role-based AI agents within [Oracle Fusion Cloud Applications](#) to help customer experience (CX) leaders unlock new revenue opportunities. The new AI agents are embedded within marketing, sales, and service processes to help CX leaders increase operational efficiency and build and nurture lasting customer relationships by automating processes and analyzing connected data.

"AI agents are transforming customer engagements from reactive, manual, and cumbersome processes into highly valuable and proactive strategies that enable organizations to scale quality experiences to win more business and keep customers happy," said Chris Leone, executive vice president of Applications Development, Oracle. "The new AI agents in Oracle Fusion Applications help CX leaders deliver personalized support, deepen customer loyalty, and unlock new revenue opportunities with intelligent insights and agentic automation."

Running on Oracle Cloud Infrastructure, Oracle AI agents are prebuilt and natively integrated within Oracle Fusion Applications at no additional cost. Embedded within the existing workflows of a business, they can help users operate faster and make better decisions. The new AI agents within [Oracle Fusion Cloud Customer Experience (CX)](#), part of Oracle Fusion Applications, include:

Marketing:
- **Account Product Fit Agent**: Helps marketers prioritize customers that are most likely to make a purchase. The agent can identify customers most interested in buying by using Ideal Customer Profile (ICP) and predictive scoring, account data, and engagement signal data.
- **Buying Group Definition Agent:** Helps marketers more effectively personalize strategies by persona. The agent can identify specific industry and product-buying roles for contacts by using a title-mapping algorithm.
- **Model Qualification Agent:** Helps marketers target and personalize content more accurately. The agent recommends the best-fit audience through predictive models and assesses whether existing data meets the criteria.

Sales:
- **Deal Advisor Agent:** Helps sellers source subject matter expertise to close deals faster. The agent can automatically surface expert guidance from product and pricing overviews, solution guides, customer references, and use cases for sellers to share with a potential customer.
- **Quote Assistant Agent:** Helps sellers close more deals faster by providing quick and actionable answers for their proposal. The agent can answer deal-related questions to streamline quoting and deliver relevant information.

- **Product Recommendations Agent:** Helps sellers identify cross-sell and upsell opportunities. The agent can provide intelligent product recommendations for bundling or add-ons by analyzing customer history, preferences, and quote data.
- **Quote Summaries Agent:** Helps sellers quickly understand the key aspects of a deal. The agent can produce a summary about a quote for a seller to quickly get up to speed on deal details, history, and next steps.
- **Contract Advisor Agent:** Helps sellers understand contract documents quickly. The agent can produce a summary of obligations and other key terms.
- **Lead Advisor Agent:** Helps sellers quickly understand the key aspects of a lead. The agent can produce a summary of insights into leads such as lead behavior, engagement, profile details, accounts, with recommended next-best actions.

Service:
- **Triage Agent:** Helps service representatives improve resolution times and handle higher volumes of service requests. The agent can intelligently analyze service requests, understand customer issues, and prioritize tickets by gathering information around product, category, severity, and sentiment.
- **Self-Service Agent:** Helps service representatives save time and focus on higher value issues. The agent can help customers resolve issues themselves with step-by-step guidance via websites, customer portals, or mobile applications.
- **Service Request Creation Agent:** Helps service representatives respond to requests faster and with greater context. The agent can automatically convert requests from customer chat conversations, phone call transcripts, and emails into actionable service requests.
- **Work Order Agent:** Helps field service organizations execute faster dispatch and resolve requests on the first visit. The agent can automatically generate draft work orders complete with pre-filled attributes such as title, notes, type, account, and contact details, so that field technicians arrive with pre-validated information to resolve issues quickly.
- **Service Request Clustering Agent:** Helps service representatives improve productivity and accelerate resolution times. The agent analyzes similar service requests to identify reoccurring issues and reduce duplicate requests.
- **Escalation Prediction Agent:** Helps service representatives proactively identify service requests that are at risk of being escalated. The agent can analyze customer sentiment based on attributes of the request and predict which service requests will likely be escalated.

About Oracle Fusion Cloud Applications

Oracle Fusion Cloud Applications provide an integrated suite of AI-powered cloud applications that enable organizations to execute faster, make smarter decisions, and lower costs. Oracle Fusion Applications include:

- **Oracle Fusion Cloud Enterprise Resource Planning (ERP):** Provides a comprehensive suite of AI-powered finance and operations applications that help organizations increase productivity, reduce costs, expand insights, improve decision-making, and enhance controls.
- **Oracle Fusion Cloud Human Capital Management (HCM):** Provides a unified AI-powered HR platform that connects all people-related processes and data to help organizations automate

tasks throughout the employee lifecycle, improve the employee experience, and give HR leaders actionable workforce insights.

- **Oracle Fusion Cloud Supply Chain & Manufacturing (SCM):** Provides a unified AI-powered platform that integrates supply chain and operations processes and helps organizations enhance resilience and quickly adapt to market changes.
- **Oracle Fusion Cloud Customer Experience (CX):** Provides a suite of AI-powered applications that helps organizations manage marketing, sales, and service processes to win business, build stronger customer relationships, and improve customer experiences.

To learn more about Oracle Fusion Applications, visit oracle.com/applications

About Oracle
Oracle offers integrated suites of applications plus secure, autonomous infrastructure in the Oracle Cloud. For more information about Oracle (NYSE: ORCL), please visit us at www.oracle.com.

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