



DATASHEET

Oracle Retail Customer Engagement Cloud Services

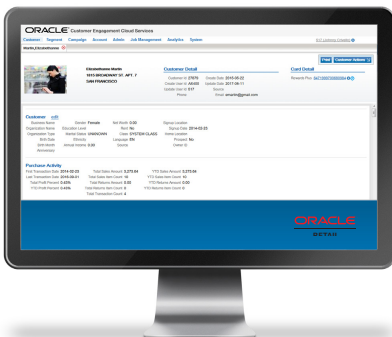


Oracle Retail Customer Engagement Cloud Services is a suite of integrated cloud services designed to drive incremental revenue and profitability for today's retail enterprise. The modules in the suite empower the user to: build customer loyalty, increase average spend, and drive repeat purchases. Further, Oracle Retail Customer Engagement Cloud Services provides the tools and the strategic insights to focus marketing investments on high potential customer segments and better inform decision-making in the critical areas of merchandising and operations.



Customer Management and Segmentation Cloud Service

The retail shopping experience is greatly enhanced when it feels personalized and relevant to shoppers' needs. This 'foundational' cloud service addresses three challenges facing retailers today: it is a location to bring together customer data that currently exists in silos across the organization; it cleans, consolidates and organizes the data; and it is a platform to connect all customer and associate-facing systems in real time*. The end result is a solid foundation to 'speak' with one voice to customers however and wherever they engage. Further, the service includes a set of powerful segmentation tools to help retailers mine the data, build strategic insight, and identify and exploit areas of opportunity.



Campaign and Deal Management Cloud Service

Campaign and Deal Management Cloud Service leverages the customer foundation (above) to turn insights into action to accelerate growth in revenue and profitability. Relevancy drives response and

engagement with marketing and promotional communications. Campaign Management allows retailers to harness this valuable data to personalize communications and increase response rates. The system tracks the details of how customers respond to promotional activity. Over time, each promotional event makes the retail organization smarter and enables a 'virtuous cycle' of continuous learning. The ability to place the right offer, at the right time, to the right audience, elevates customer satisfaction and maximizes return on marketing investment.

Loyalty and Awards Management Cloud Service

Loyalty programs are an effective strategy for customer retention and acquisition. Identifying, rewarding, and retaining loyal customers is an important strategy to build return on investment and profitability. Points-based loyalty programs can be implemented in a number

KEY BENEFITS

- Enables retailers to deliver superior customer experiences by presenting a single 360-degree view of their customers in real-time for all touchpoints across the enterprise
- Increases ROI by delivering highly targeted promotional offers to responsive and profitable customer segments
- Increases customer value through management of a variety of engaging loyalty and stored value programs
- Supports a variety of stored value strategies including loyalty programs, re-loadable gift cards, virtual award certificates, and merchandise credits



of ways. But in each case they can provide a powerful differentiator in today's competitive retail landscape, and serve to draw a bright line connecting continued brand loyalty to special rewards and recognition. This minimizes competitive switching and increases customers' lifetime value (LTV). Increasing LTV of existing customers is a key strategy to help accelerate revenue growth.

Gift Cards Management Cloud Service

Gift cards are a popular marketing tool and a convenient and profitable payment method with proven ROI. They are prevalent in-store and increasingly sold and redeemed online. The Gift Cards Cloud Service offering can integrate with manufacturers' and other 3rd parties' systems for distribution of physical cards. It also supports delivery of virtual cards online. On the redemption side, the platform supports traditional 'cash and carry' transactions and multi-stage (authorization/settlement) transaction processing to meet the specific needs of order management through in-bound call centers and e-Commerce sites. Whether the need is for traditional gift cards, electronic merchandise credits or promotions, as part of an engaging promotional strategy, Gift Cards Cloud Service has the flexibility, scalability and reliability to deliver.

Lower Total Cost of Ownership

Oracle Retail Customer Engagement Cloud Services is hosted in the Oracle Cloud and acquired exclusively through a subscription service (SaaS) model. This shifts funding from a potential capital investment in software and IT infrastructure to an operational expense. For one monthly** fee the retailer's business will benefit from world-class capabilities that drive marketing, service, and operations to meet and exceed customer expectations. From an IT perspective, the Oracle Cloud team takes the burden and responsibility of providing retailers with the highest levels of system availability, scalability, performance, and data security.

For more information about Oracle Retail Customer Engagement Cloud Services, please visit oracle.com/retail or email oneretailvoice_vw@oracle.com to speak with an Oracle representative.

KEY FEATURES

- Flexible framework for capturing, organizing and analyzing customer information and purchase behavior
- Highly configurable, user-friendly tool that allows business users to define, analyze and target customers who share common characteristics
- Comprehensive application set for designing, executing and analyzing a broad array of retail promotional offers and events
- Configure and support a wide variety of points-based loyalty programs to engage customers
- Quick reference scorecards and in-depth analysis using a number of pre-defined reports to assess promotion effectiveness



CONNECT WITH US

The screenshot displays the Oracle Customer Engagement Cloud Services interface. It includes a navigation menu at the top with options like Customers, Segments, Campaigns, Accounts, Admin, Job Management, Analytics, and System. The main content area is divided into several sections: Card Detail, Accounts, Award Account Administration, and Award Activity. The Card Detail section shows information for Card #141198106000084, including Card Number, Primary Number, Card Status, Card Profile, Activation Date, Expiration Date, Serial/Barcode Number, First Used Date, Last Used Date, Card Origin, and Card Type. The Accounts section shows Account # 88, Program Name Rewards Plus Award, Balance, and First Used Date. The Award Activity section shows a table of activity with columns for Card Issue ID, Card Seq, Location ID, Activity Type, Coupon ID, Coupon Type, Award, Activity Valid Date, and Void Flag.

Card Issue ID	Card Seq	Location ID	Activity Type	Coupon ID	Coupon Type	Award	Activity Valid Date	Void Flag
589118	0	99999	Issue Coupon	00000000001100000000017628	E-Award	10.00	2017 May 11 05:42:15	
589118	0	99999	Issue Entitlement Coupon	00000000001100000000017627	Entitlement Coupon	0.00	2017 May 11 05:41:48	
52128	0	3904	Activate			0.00	2015 May 11 11:25:00	

*professional services required to integrate systems using platform web services

**a minimum 3 year subscription required



Integrated Cloud
Applications & Platform Services

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