



DATASHEET

Oracle Retail Gift Cards Cloud Service

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, the integrated modules each deliver strategic insights to focus investments on high potential customer segments and better inform decision-making in key areas of merchandising and operations.

Gift Cards Remain an Effective and Profitable Payment Product

Retailers continue to find innovative ways to use gift cards. As the number of uses grows, so does the need for a solution with the power and flexibility to keep up with demand. Oracle Retail Gift Cards Cloud Service is a powerful stored value platform with the tools and reliability to unleash creativity. Options include:

- Traditional gift cards
- Re-loadable employee incentives
- Merchandise credits
- Marketing and promotional offers



Gift Cards Are a Valuable Promotional Tool

Promotional gift cards have a higher perceived value when compared to coupons. With Oracle Retail Gift Cards Cloud Service retailers can respond quickly to promotional opportunities, work with existing cards, and quickly load batches of cards with pre-defined balances and set expiration dates. The platform has the tools to create small card batches for local marketing events like trade shows, and at the same time supports large-scale distributions either electronically or through the mail.

Comprehensive Solution for Service and Support

When choosing a gift card solution, it is important to consider both operational and strategic management requirements. Superior customer service and support is an important part of any program delivery. Oracle Retail Gift Cards Cloud Service has a secure back office account management interface enabling users to gain access to card and account details for balance inquiries, manual point adjustments, card merge/replacements, and other important



KEY BENEFITS

- Quickly respond to changing requirements
- Take advantage of promotional opportunities
- Provide enhanced capabilities such as card registration and integrated loyalty
- Integrate with existing card vendors
- Comprehensive reporting and analytics



functions. All of this can also be seamlessly integrated into the retailer's web site to enable customer self-service for added convenience and 'stickiness' for the site*.

If retailers operate internationally, they can choose to denominate gift cards in any global currency and provide convenience to international clientele with support of cross-currency transactions.

Oracle Retail Gift Cards Cloud Service is an integrated part of the Oracle Retail Customer Engagement Cloud Services suite. This extends capabilities beyond traditional gift cards in which customers may choose to register their cards to themselves and/or to the recipient for additional security. From a marketing perspective, retailers can offer cards that act both as gift cards for payment and as loyalty cards for points and awards.

There are many choices for retailers when implementing a gift card strategy. In all cases, the system links the basic liability transactions (activations/redemptions) with the originating sale transactions. This rich detail enables a deep understanding of how gift cards are used and can validate assumptions in the underlying business model. The solution also includes a number of pre-built report definitions to provide the management team access to the information and insight to continually evaluate each program's effectiveness.

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 on the burden and responsibility of providing retailers with the highest levels of system availability, scalability, performance, and data security. Included in the service are: continuous technical support, access to valuable software feature enhancements, hardware upgrades, and disaster recovery. Lastly, retailers will have peace of mind knowing that their data is managed and protected by Oracle, the company that leads the world in database technology.

For more information about Oracle Retail Gift Cards Cloud Service, please visit oracle.com/retail or email oneretailvoice_ww@oracle.com to speak with an Oracle representative.

KEY FEATURES

- Comprehensive support for back-office customer service
- Extensive web services
- Cross-currency support
- Batch processing
- Card and balance import



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*professional services required to integrate systems using platform web services

**a minimum 3 year subscription required