Are you ready for Omnichannel 3.0?

Omnichannel Journeys: Customer and Associate Experience

Focus on journey-based development by using one customer journey to pay for the next.

40% of customers are likely to share photos of retail experiences on social media.

Modern Retailing: Science and Optimization

Use historic learnings to drive optimal experiences for both your brand ambassador and the customer.

Retailers believe they only target customers with irrelevant offers 4% of the time, consumers believe it to be 22% of the time.

One View of the Customer: 1.1 Individualization

Increase loyalty by driving promotions tied to individuals.

50% of consumers only sign up to loyalty programs that are worthwhile and relevant.

Digitization of the Store: Blurring the Lines and Capabilities

Take advantage of the flexibility of today’s store technology by building a more engaged and fluid shopping experience.

82% of consumers buy goods online and pick up in store at least once a week.

Just in Time Intervention: Data-led Retail

Let the data come to you. Your user interface should surface exceptions and calls to action that associates should react to in real-time.

46% of retailers say their top technology-driven strategy is advanced analytic tools and capabilities.

Customer experience today is more important than ever. In this 1-minute demo, learn how mobile devices can improve store associate effectiveness, increase sales, and personalize the customer experience:

Oracle Retail Internet Protocol (IP) Enabled Store

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