

ORACLE AND BUZZIENT SOCIAL MEDIA ANALYTICS FOR RETAIL

YOUR CUSTOMERS ARE TALKING ABOUT YOU. ARE YOU LISTENING? ARE YOU ACTING?

KEY FEATURES

- Monitor millions of online sources in near real-time
- Capture conversations and comments for deeper analysis and follow-up
- Benchmark against competitors
- Detect trends affecting the industry
- Complement and combine with other retail business intelligence

KEY BENEFITS

- Gain a better understanding of your brand's image
- Get insight into what shoppers are saying about your stores and products
- Improve merchandising decisions based on customer feedback via social media channels
- Adjust assortments and allocations based on emerging trends

Much of today's word-of-mouth occurs online, so it's important that retailers have insight to what customers are saying about them, their competitors, and their product offerings. Oracle Retail and Buzzient Enterprise have teamed up to provide an integrated solution that collects these mentions from Facebook, Twitter, blogs, and other social media forums, into a database for scoring, analysis, and presents this data in combination with merchandising data so retailers can make better informed decisions based on a more complete and relevant view of customer sentiment.

Listen to the Buzz

Today's consumers have taken their water-cooler discussions regarding products and shopping experiences online where their opinions, good and bad, can be magnified by the viral speed of the internet. By analyzing this data from social media sites such as Facebook, Twitter, and YouTube, retailers can gain valuable insights to brand sentiment, product trends, and shopper opinions. Once this information is collected, and it can be put into the context of merchandising and promotional plans, helping to make better decisions for buys, allocations, markdowns, and special offers.



A Joint Solution for Retailers

Working with Buzzient, a leader in social media monitoring and analytics, Oracle Retail has integrated social media insight dashboards into Oracle WebCenter. Easily configurable for use in fashion, grocery, hardlines, or specialty retailing environments, insights from social media data can be viewed side-by-side with data from Oracle Retail's planning, merchandising, supply chain, and store systems. With reports that include insight to brand and product sentiment, comparisons to competitors, share of voice, complaint and compliment counts, and a topic radar to mention a few, retailers can benefit from a new dimension in business

intelligence. Moreover, in addition to aggregate data, users can drill into specific mentions and even engage directly with customers using their preferred channel (via the Oracle CRM OnDemand integration). This combination of powerful near real-time social media analytics provided by Buzzient integrated with Oracle WebCenter enables retailers to harness the power of social media to enable better decisions based on deep customer insight. Buzzient software is available on-premise or via Amazon Cloud Services and can be running in a matter of days.

Contact Us

For more information, please visit oracle.com/goto/retail, email oneretailvoice_ww@oracle.com, or call +1.800.ORACLE1 to speak to an Oracle representative.



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