

Why a CRM built for retail makes all the difference



CATALYST FOR CHANGE



LEGACY CRM TECHNOLOGY **Data silos**
limited scale and agility

“Several years ago, we implemented a CRM solution. Over time, we found it was hard to keep up with changes in the retail industry and it was becoming costly for us to maintain a custom-built solution. We started looking for a platform that was more oriented to our retail needs.”

– Perry Ellis, VP of Information Systems

CORE OBJECTIVES:



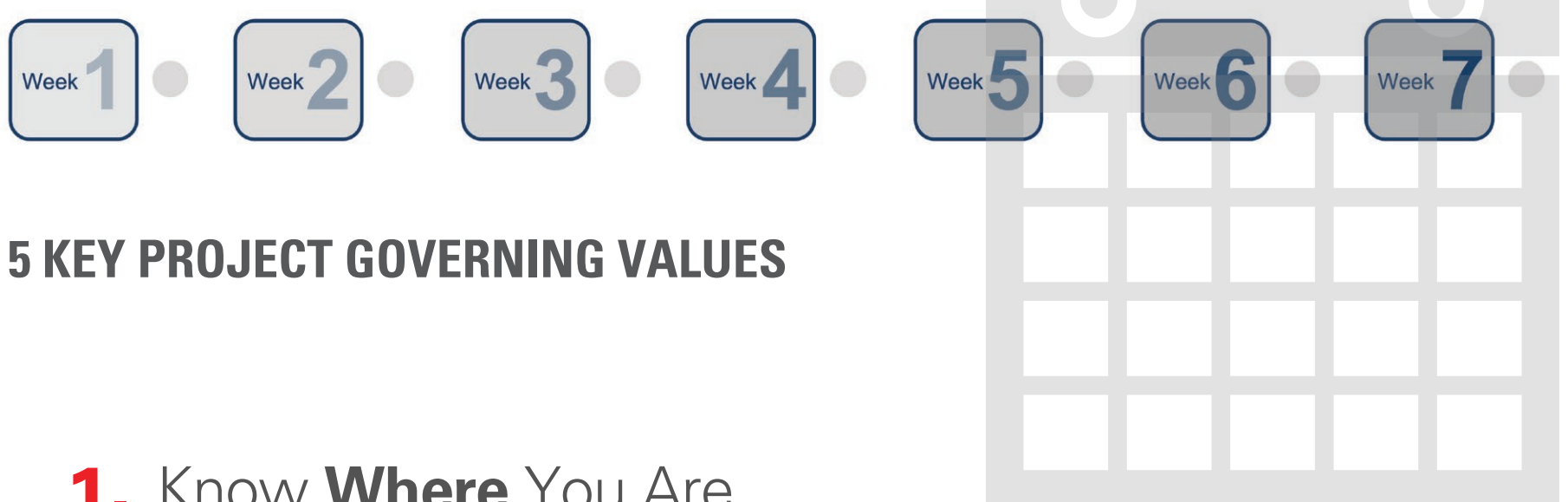
Gain a holistic view of customer shopping behavior

Personalize brand interactions across all points of engagement



Deliver a flexible platform to exceed business user expectations

THE 7 WEEK ROAD TO ROI



5 KEY PROJECT GOVERNING VALUES

1. Know **Where** You Are
2. Know **Where** You Want to Go
3. Know **How** to Get There
4. **Stay in Control** of the Schedule
5. **Be Ready** for the Changeover



BUSINESS IMPACT

“The business is very happy with the tool. It does what it’s designed to do and, unlike its predecessor, it works without hand-holding.”

– Perry Ellis, VP of Information Systems

Perry Ellis chose Oracle Retail Customer Engagement Cloud Services as their future-proof CRM solution to:

- Reward and retain customers for their purchases
- Optimize margins
- Offer personalized, relevant and timely, promotions across channels
- Achieve greater service levels with quick access to customer profile data
- Attain a single, real-time, 360-view of their customers across all touchpoints
- Reduce marketing operation costs by streamlining workflows

LEARN MORE ABOUT HOW PERRY ELLIS INTERNATIONAL GAINED A HOLISTIC VIEW OF CUSTOMERS IN LESS THAN 7 WEEKS



On-Demand Webcast

Perry Ellis International Gains a Holistic View of Customers in Less Than 7 Weeks



Guidebook

Perry Ellis International Drives Brand Loyalty: Why a Retail-specific CRM is Critical for Modern Retail Success