

# Retailers Turn Big Data into a Big Advantage

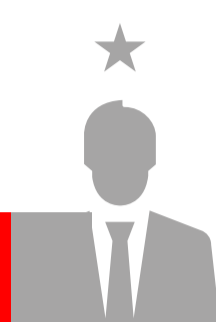
In our digital age, consumers are always connected and aware. They're demanding a better experience and have an increasing variety of options from which to choose. This environment creates a huge retailer opportunity for converting consumer insights and behaviors into greater retail performance.

## THE BUSINESS OPPORTUNITY

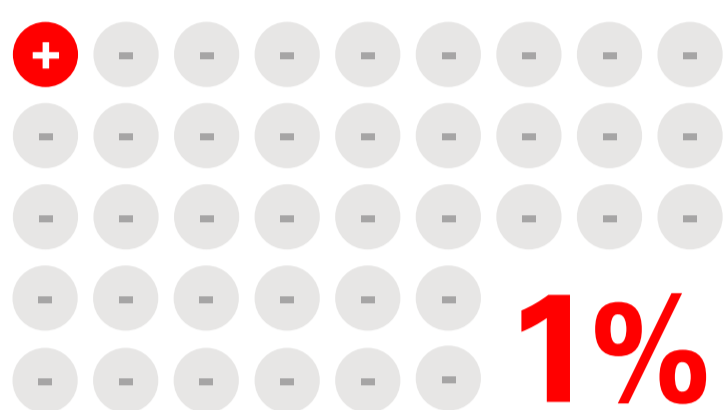
Provide a **superior customer experience**.



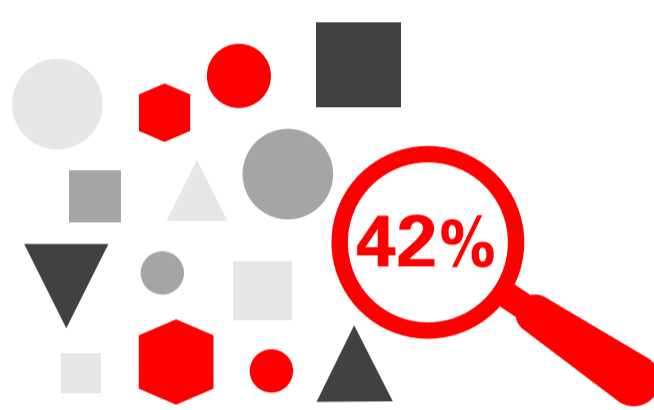
**86%** of customers say they will pay more for a superior customer experience<sup>1</sup>



## A GENUINE CHALLENGE...



1% of consumers feel that their expectations for a good experience are met<sup>2</sup>



42% of retail CIOs say turning massive amounts of data into usable business analytics is their greatest concern<sup>3</sup>



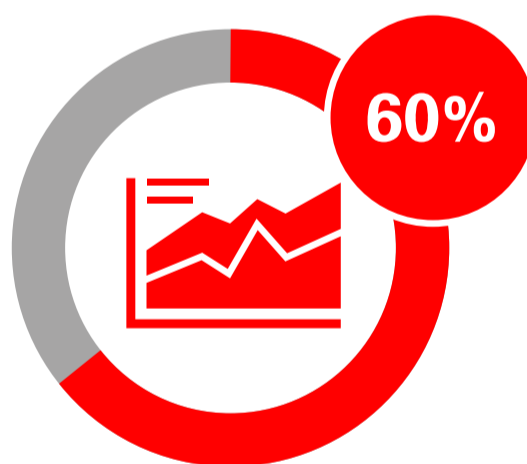
Customers aged **18 to 36** are twice as likely to switch brands if mobile channels aren't supported



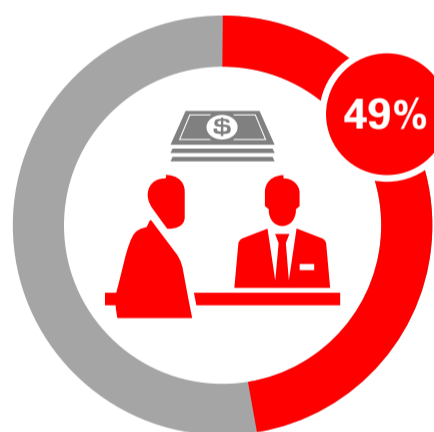
The average business only hears from 4% of its dissatisfied customers<sup>4</sup>

## ...AND THE PAYOFF

Retailers can gain a 60% potential increase in operating margins by understanding big data



Personalize the retail experience for all customers



49% of UK consumers consider personalized offers important<sup>4</sup>

## HOW ORACLE CAN HELP

Oracle provides an enterprise approach for big data in the retail industry, uniting ERP, EPM, social, CRM, and retail applications, helping retailers harness data simply and effectively.



Leverage **all** sources of customer data

Drive **efficiency, security, and profitability**

Get a **360-degree** view of customers and operations

**Maximize competitive advantage** with role-based anytime, anywhere analytics

**Predict and forecast** customer behavior and demand

**Personalize customer experiences** and offers—in real time

## CONCLUSION



The opportunity to turn data into competitive advantage is real—but so is the need to act quickly

[oracle.com/big-data-industry](http://oracle.com/big-data-industry)

<sup>1</sup> RightNow Customer Experience Impact Report (2012), based on a survey conducted by Harris Interactive

<sup>2</sup> Ibid.

<sup>3</sup> Retail CIO Download 2014 Agenda: Leadership and Agility, 2014

<sup>4</sup> <http://www.helpscout.net/75-customer-service-facts-quotes-statistics/> Source: "Understanding Customers" by Ruby Newell-Legner

<sup>5</sup> <https://econsultancy.com/blog/62081-49-of-uk-consumers-think-personalisation-is-important-stats#i.1y55o2apjfcc01>