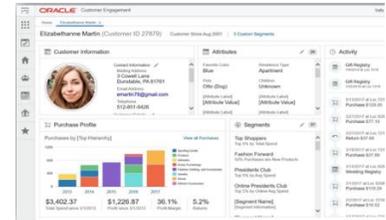


Oracle Retail Customer Engagement Cloud Services

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, Oracle Retail Customer Engagement Cloud Services provides the tools and the strategic insights to focus marketing investments on high potential customer segments and better inform decision-making in the critical areas of merchandising and operations.



Key Benefits

- Enables retailers to deliver superior customer experiences by presenting a single 360-degree view of their customers in real-time for all touchpoints across the enterprise
- Increases ROI by delivering targeted promotional offers to responsive and profitable customer segments
- Increases customer value through management of a variety of engaging loyalty and stored-value programs
- Supports a variety of stored value strategies including loyalty programs, re-loadable gift cards, virtual award certificates, and merchandise credits

CUSTOMER MANAGEMENT AND SEGMENTATION CLOUD SERVICE

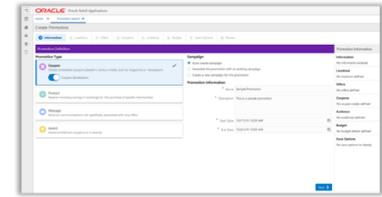
The retail shopping experience is greatly enhanced when it feels personalized and relevant to shoppers' needs. This 'foundational' cloud service addresses three challenges facing retailers today: it is a location to bring together customer data that currently exists in silos across the organization; it cleans, consolidates and organizes the data; and it is a platform to connect all customer and associate-facing systems in real-time*. The end result is a solid foundation to 'speak' with one voice to customers, however, and wherever they engage. Further, the solution includes a set of powerful segmentation tools to help retailers mine the data, build strategic insight, and identify and exploit areas of opportunity.

LOYALTY AND AWARDS MANAGEMENT CLOUD SERVICE

Loyalty programs are an effective strategy for customer retention and acquisition. Identifying, rewarding, and retaining loyal customers is an important strategy to build a return on investment and profitability. Points-based loyalty programs can be implemented in several ways. But in each case, they can provide a powerful differentiator in today's competitive retail landscape and serve to draw a bright line connecting continued brand loyalty to exclusive rewards and recognition. This minimizes competitive switching and increases customers' lifetime value (LTV). Increasing LTV of existing customers is a crucial strategy to help accelerate revenue growth.

CAMPAIGN AND DEAL MANAGEMENT

Campaign and Deal Management leverages the customer foundation (side) to turn insights into action to accelerate growth in revenue and profitability. Relevancy drives response and engagement with marketing and promotional communications. Campaign Management allows retailers to harness this valuable data to personalize interactions and increase response rates. The system tracks the details of how customers respond to promotional activity. Over time, each promotional event makes the retail organization smarter and enables a 'virtuous cycle' of continuous learning. The ability to place the right offer, at the right time, to the right audience, elevates customer satisfaction and maximizes the return on marketing investment.



Key Features

- *Flexible framework for capturing, organizing and analyzing customer information and purchase behavior*
- *Highly configurable, user-friendly tool that allows business users to define, analyze and target customers who share common characteristics*
- *Comprehensive application set for designing, executing and analyzing a broad array of retail promotional offers and events*
- *Configure and support a wide variety of points-based loyalty programs to engage customers*
- *Quick reference scorecards and in-depth analysis using a number of pre-defined reports to assess promotion effectiveness*

GIFT CARDS MANAGEMENT

Gift cards are a popular marketing tool and a convenient and profitable payment method with proven ROI. They are prevalent in-store and increasingly sold and redeemed online. The Gift Cards offering can integrate with manufacturers' and other 3rd parties' systems for distribution of physical cards. It also supports the delivery of virtual cards online. On the redemption side, the platform supports traditional 'cash and carry' transactions and multi-stage (authorization/settlement) transaction processing to meet the specific needs of order management through inbound call centers and ecommerce sites. Whether the need is for traditional gift cards, electronic merchandise credits, or promotions, as part of an engaging promotional strategy, Gift Cards Management has the flexibility, scalability, and reliability to deliver.

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

*professional services required to integrate systems using platform web services

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