

// DRIVE SALES BY FOSTERING A LOYAL CUSTOMER BASE

Personalization Technology is the Key to Building Customer Loyalty



THE CHALLENGE

Today, your customers are in control. They choose when, where, and how much they purchase. If your small- to medium-sized business (SMB) cannot earn their loyalty, they will do business elsewhere, and you will lose your most profitable customer segment.

Customer loyalty matters.

Focusing on customer loyalty:

- **Boosts Revenue.** Repeat customers spend more on every transaction.
- **Makes You More Competitive.** Loyal customers are your best brand ambassadors, helping you effectively compete with larger competitors that have more resources.
- **Is Cost-Effective.** Loyal customers are usually less price sensitive, complain less frequently, and are responsible for fewer credit losses.

You need to act—now—to build a loyal customer base. If you don't, your competitors will.

THE SOLUTION

GET AHEAD BY DEVELOPING A DEVOTED CUSTOMER ECOSYSTEM WITH ORACLE LOYALTY CLOUD

With Oracle Loyalty Cloud, you can effectively drive customer engagement, boost customer lifetime value, and increase profitability. Oracle Loyalty Cloud is:

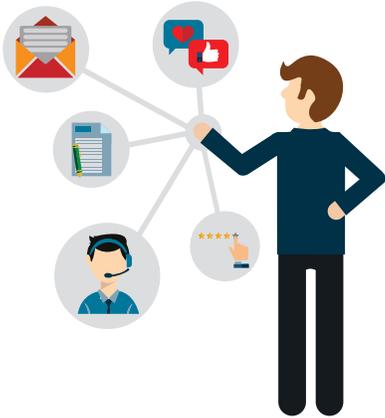
CUSTOMER-CENTRIC. Focuses on retention and acquisition to increase customer lifetime value with simplified tier and promotions management.

POWERFUL. Provides scalable, secure, enterprise-grade resources of all loyalty-oriented interactions so you can make every customer interaction count.

INNOVATIVE. Improves customer profitability and competitive advantage with rapid loyalty program deployment and simplified usability

Oracle Loyalty Cloud, part of Oracle Customer Experience (CX) Cloud, is connected at both the data layer and the applications layer. It can be easily configured to your changing business requirements to provide seamless, personalized, and immediate experiences. You can easily utilize other best-in-class Oracle CX Cloud applications (sales, service, marketing, social listening, commerce, etc.) that take advantage of this unified platform and infrastructure.

THE IMPORTANCE OF LOYALTY



Loyal customers are

- 5X** as likely to repurchase,
- 5X** as likely to forgive,
- 4X** as likely to refer, and
- 7X** as likely to try a new offering.

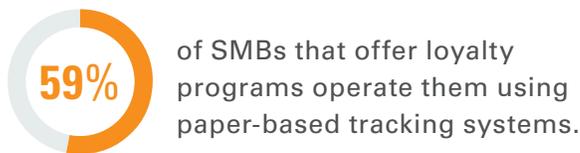
"ROI of Customer Experience, 2016," (October 2016), Temkin Group, temkingroup.com.



A **5% increase in customer retention** can lead to a **25% to 95% increase in profit.**

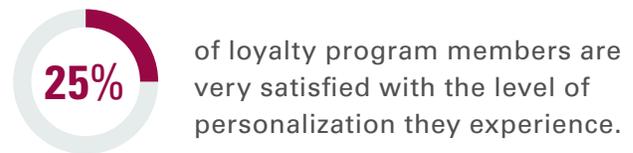
Frederick F. Reichheld, Phil Schefter, "The Economics of E-Loyalty," hbswk.hbs.edu, July 10, 2000.

THE CHALLENGES IN PROVIDING INDIVIDUAL, PERSONALIZED LOYALTY PROGRAMS



PROBLEM? These companies have no information on customers, their habits, and how to best communicate with them.

"Local Commerce Monitor - Wave 19 Report," (2016), BIA/Kelsey, blog.biakelsey.com.



RESULT? SMBs are missing out on business: 73% of consumers are more likely to recommend brands with good loyalty programs.

"The Loyalty Report," (2017), Bond Brand Loyalty, info.bondbrandloyalty.com

HOW ORACLE LOYALTY CLOUD IS DIFFERENT

PLUG, PLAY, REWARD
Quickly create the perfect customer experience and match the right customer to the right loyalty program.

360° CUSTOMER INSIGHT
Dive deep to understand top and/or at-risk customers. Use artificial intelligence (AI) to create natural segments.

INDIVIDUALIZED EXPERIENCES
Go beyond personalization. Create tailored, individual customer experiences by connecting all engagements and interactions.

SHOW APPRECIATION
Reinforce positive buying behavior with responsive programs that reward purchases in real-time.

SEAMLESS CX
Use data to provide customers with relevant rewards while supplying sales and service with valuable customer data.

GET GOING, GET BETTER, GET AHEAD WITH ORACLE LOYALTY CLOUD



**Retain
Existing
Customers**



**Improve
Share of
Wallet**



**Improve
Customer
Profitability**



**Increase
Customer
Advocacy**



**Drive
Customer
Engagement**



**Acquire
New
Customers**



**Gain
Customer
Insight**



**Improve
Customer
Lifetime
Value**



**Enable
Interaction**



CUSTOMER RELATIONSHIPS ARE NOW THE ONLY REMAINING SOURCE OF COMPETITIVE ADVANTAGE, WHICH MAKES EARNING CUSTOMER LOYALTY MISSION-CRITICAL IN THE AGE OF THE CUSTOMER.

—Emily Collins et al., "Customer Loyalty Solutions for Large Organizations," *The Forrester Wave* (January 2016), Forrester Research, Inc., forrester.com.

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