

Oracle Retail Order Administration Cloud Service

For the retail organization, the benefits of achieving omnichannel transparency are indisputable. By integrating all aspects of the order lifecycle across all channels and points of service, retailers open up a wealth of opportunities to increase revenue, improve customer experience, and enhance customer loyalty while streamlining operations, reducing markdowns, and cutting costs.

As retailers plan the journeys that best represent their brand, they should know that excellent customer experience is about more than orchestration. Oracle Retail Order Administration Cloud Service completes the solution, allowing retailers to manage exceptions and protect their brands.

INTEGRATED SERVICE OPTIONS

Oracle Retail Order Administration Cloud Service is an omnichannel retail solution that delivers robust order management functionality for many leading retail brands. With Order Administration, retailers can leverage customer information more effectively throughout the transaction and as part of their marketing, merchandising, and customer service efforts.

Retailers can focus on identifying, attracting, and retaining the most profitable and valuable customers by providing outstanding service. For example, suppose a premium customer is calling about an order. In that case, their VIP status will be apparent to the contact center agent, who can provide appropriate white-glove service or appeasement. Once an order is placed, there can be many reasons it may require a change in status. The customer may decide to ship to a different address or add an item to the order, the retailer may change inventory availability, or the product may be damaged in the warehouse. Using Order Administration, retailers can easily access and adjust the order and quickly communicate the new order information to the customer while keeping operations running efficiently.

GAIN REAL-TIME VISIBILITY ACROSS THE TRANSACTION LIFE

Oracle Retail Order Administration Cloud Service offers a comprehensive set of functionality to monitor and answer questions on the order lifecycle for a customer at any given time. Equally important, the solution can be easily integrated across all points of service, including retail locations, the web, contact centers, kiosks, and mobile apps.



Key Benefits

- Fulfill and service orders from any channel
- Utilize workflow options to streamline order handling and provide maximum productivity
- Support for real-time and batch authorizations
- Return & exchange processing includes support for return in store
- Customer appeasement capabilities before and after shipment

SUPPORT CUSTOMERS EFFICIENTLY

With this high level of integration, retailers can deliver the kind of frictionless shopping experiences and enhanced services that delight customers, drive revenue growth and strengthen customer loyalty. Retailers can develop a consistent customer experience across all channels by providing back-order notifications, returns, exchanges, gift-giving options, and real-time service.

Oracle Retail Order Administration Cloud Service can power the retailer's OMS and Contact Center functions. The compelling components include:

- Customer lookup and modification
- Order creation
- Product lookup
- Order edit
- Order inquiry
- Appeasements, both before shipping through price overrides or after the line is shipped, as a discount against the line
- Returns, refunds, and appeasements

Key Features

- *A fully integrated suite of modules for effective management of all aspects of direct commerce*
- *Web-based solution through a variety of browsers to support onsite and remote users*
- *System monitoring tools to ensure orders and other system activities are processed without interruption*
- *Deep integration with Oracle Retail systems to seamlessly develop an omnichannel view of the customer and distributed orders*
- *Customizable, scalable, and reliable to meet the needs of today's high-volume retailer*

DRIVING PROFITABLE GROWTH

Harness the potential of omnichannel selling with Oracle Retail Order Administration Cloud Service. Seamlessly manage orders from multiple channels, including online, marketplaces, and brick-and-mortar locations. Deliver a consistent experience across all touchpoints, increase customer loyalty, and drive repeat business.

For retail organizations that process high volumes of transactions a year, Oracle Retail Order Administration Cloud Service meets the most rigorous requirements for scalability and reliability.

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