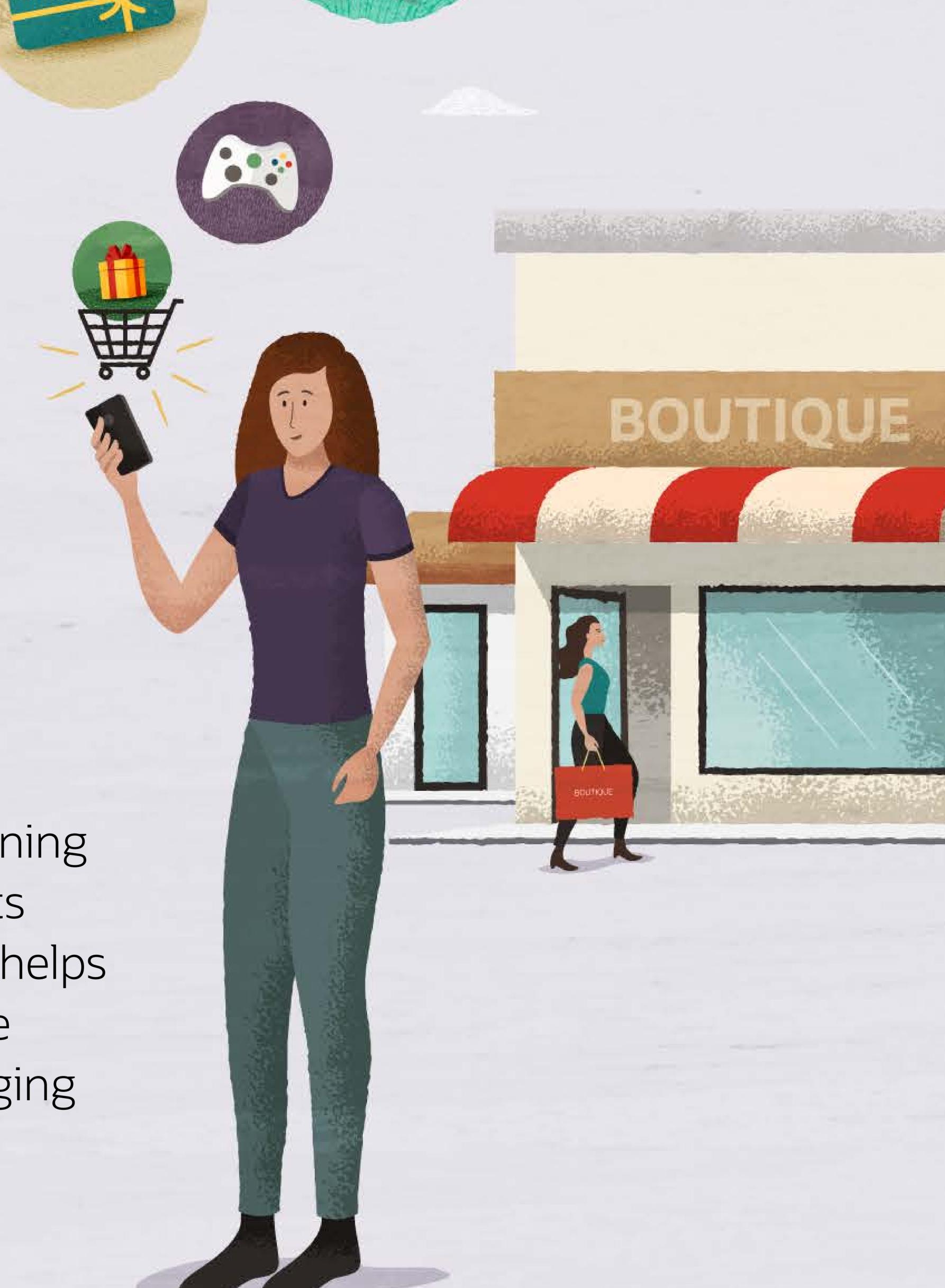
# The connected retailer

Deliver interactive and engaging omnichannel experiences for retail consumers with Oracle Advertising and CX

The challenges retailers face today also represent great opportunities. Reaching, engaging, converting, and retaining customers involves leveraging big data to surface insights and connect with customers. Oracle Advertising and CX helps retailers master these capabilities and provide a cohesive customer experience so they can thrive in an ever-changing landscape. The solution you choose must have the right features to enable success.





#### Experiences are everything

of consumers agree that the more personalization tactics a brand uses, the more loyal they are to that brand.<sup>1</sup>

## Key challenges for the retail industry

Making full use of data

of retailers plan to consolidate customer data and leverage advanced analytics.<sup>2</sup>

Failure to reach in real time

of retailers will invest in technology to close the gaps in digital transformation.<sup>3</sup> Managing shifting priorities and strategies

of brands see managing shifting priorities and strategies as a major challenge.4

## How can retailers combat these challenges?



#### Accurate targeting

Target based on digital customer IDs and online purchase IDs from retail interactions.



#### Adaptive omnichannel experiences

Orchestrate omnichannel retail experiences rapidly based on consumer behavior, preference, or attributes.



#### Frictionless commerce

Boost online sales, create innovative experiences, and support subscription models by providing omnichannel, self-service opportunities.



#### Data-driven engagement

Connect the largest set of anonymous and known retail customer data.



#### Intelligent content

Optimize retail content and experiences using self learning, predictive Al models.



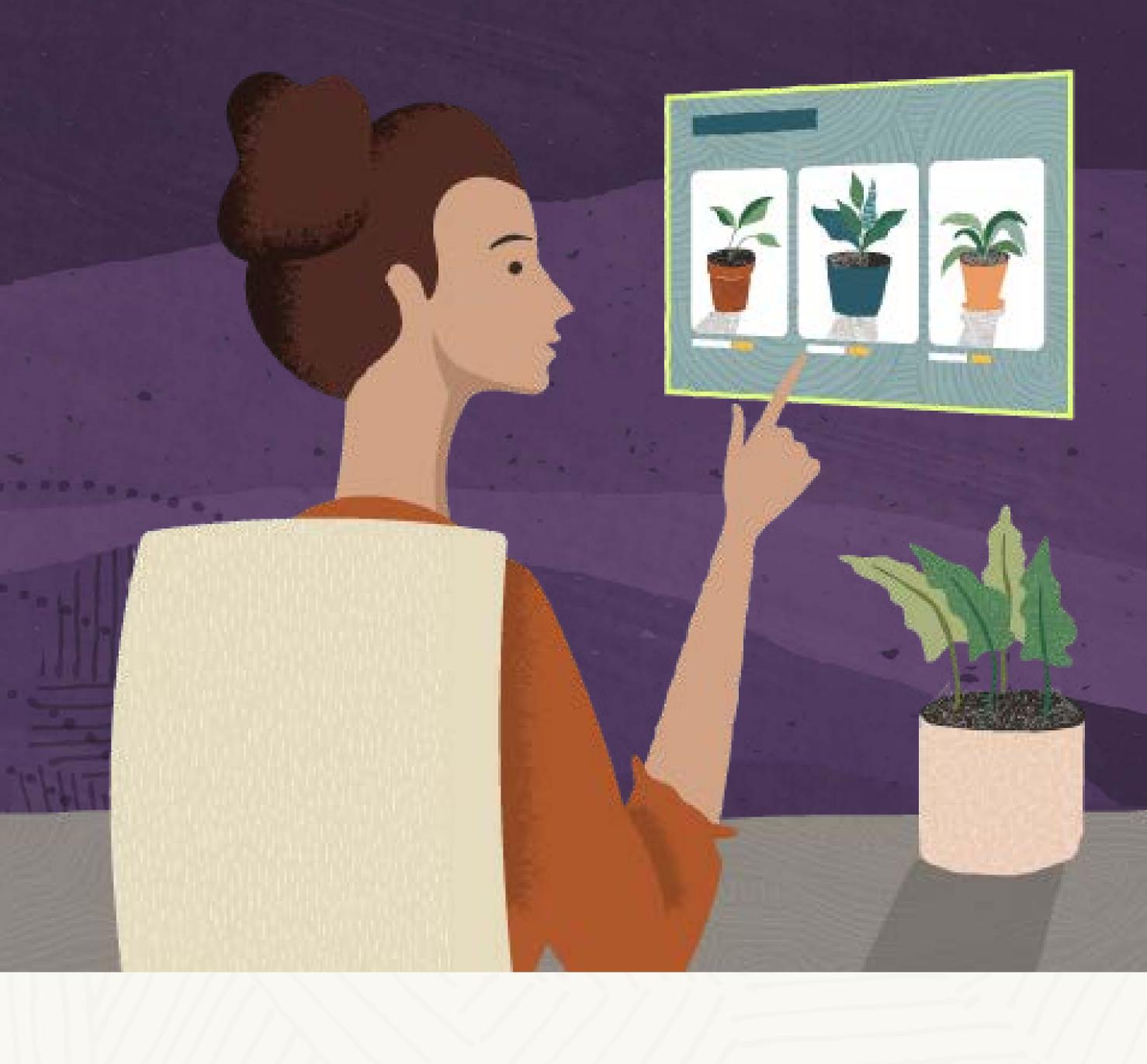
#### Automate and scale customer service

Engage with customers on their preferred communication channel, while accessing connected customer profile, purchase, demographic, and behavioral data.

### Grow retention with CX

toward the brands and organizations that make it easy and convenient to engage with them.<sup>5</sup>

of consumers globally feel more loyalty



### Improve your retail CX A data-first, customer-centric approach

Oracle Advertising and CX is an integrated retail platform that spans every stage

of the customer lifecycle, helping you improve the customer experience.

PAIN POINT	ORACLE SOLUTION
Disparate data	Different sources of data create <b>a single customer view</b> across marketing, sales, and service.
Siloed teams	A platform where <b>users across teams can access</b> the same data and insights.
Fragmented channel experiences	Seamless omnichannel orchestration of complementary activity.
Dependency on IT	<b>Systems are intuitive</b> to use, boosting efficiency by reducing dependency on IT.
Lack of performance awareness	Visibility into the metrics that matter to your business, enabling teams to continuously evaluate and optimize activity.

### At Oracle, we are committed to helping you build customer relationships that last

Visit Oracle CX for Retail

Want to learn more?

- 1. New Report: The Need for Hyper-Individualization, 2020, Formation 2. <u>IDC PlanScape: Customer Data Platform for Retail Customer Experience and Commerce, February 2021, Ornella Urso,</u> Filippo Battaini, Giulio Raffaele, IDC
- 3. <u>Customer Engagement and Loyalty Strategies for Touchless Retail.</u> February 2021, Leslie Hand, IDC 4. These Are The Biggest Marketing Challenges Facing Brands In The Age Of COVID-19, May 5, 2020, Shama Hyder, Forbes 5. <u>Customer Loyalty And Retention Are In Decline, October 13, 2019, Shep Hyken, Forbes</u>