Oracle Digital

Big Ideas

Inspiring in-store digital direction

Retailers that want to change and lead in their increasingly digitally and data-driven market need to design, deliver and develop new customer-centric services and interfaces more than ever. How can you develop and deploy the services that will enable your customers to make better choices and gain new insight?
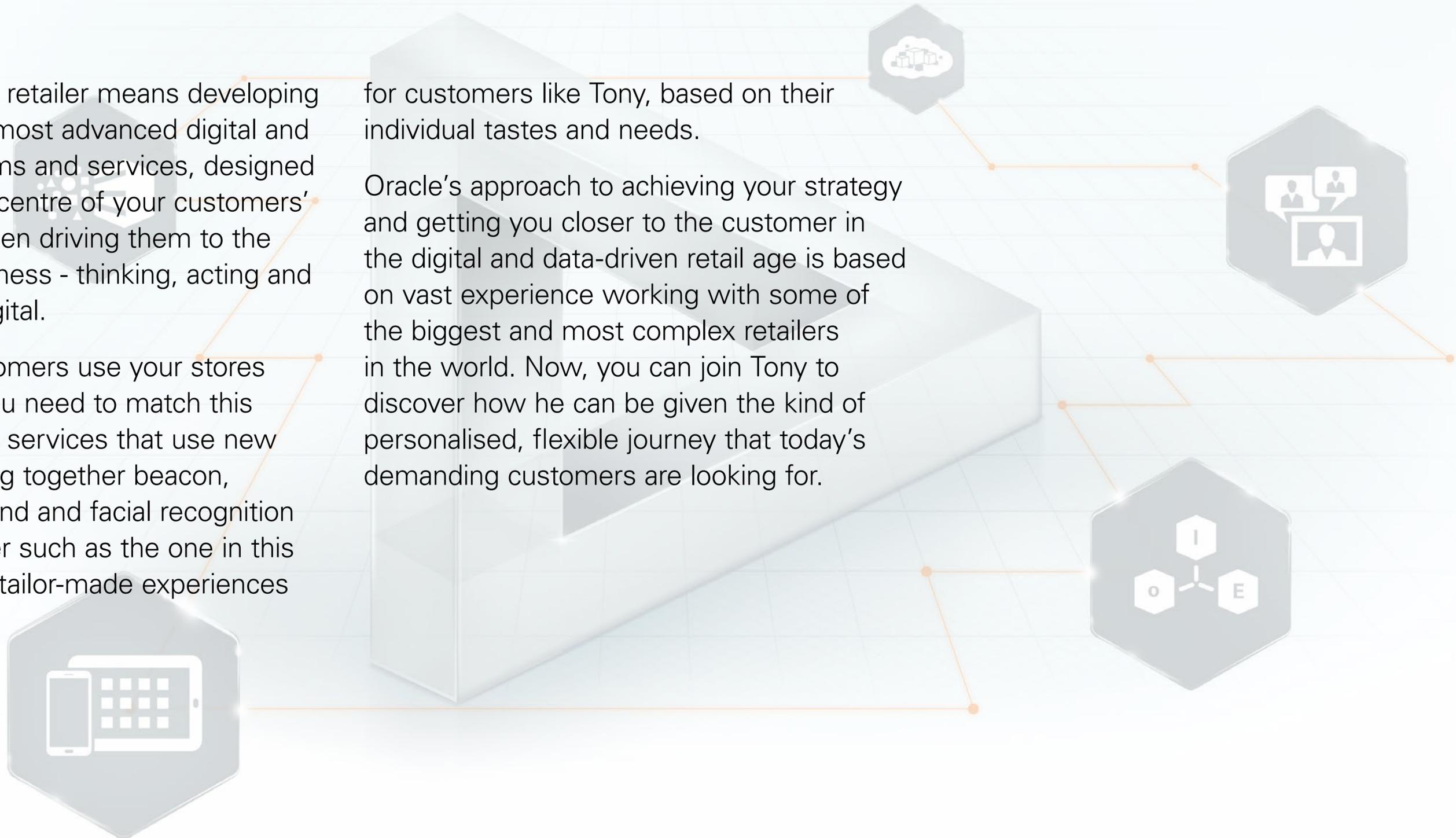
ORACLE®

Inspiring in-store digital direction

Being a truly digital retailer means developing and delivering the most advanced digital and data-driven platforms and services, designed to keep you at the centre of your customers' experience - and then driving them to the centre of your business - thinking, acting and Being Business Digital.

The way your customers use your stores is changing, and you need to match this by delivering digital services that use new technology. Bringing together beacon, geo-location data and and facial recognition can enable a retailer such as the one in this example to deliver tailor-made experiences

for customers like Tony, based on their individual tastes and needs.

Oracle's approach to achieving your strategy and getting you closer to the customer in the digital and data-driven retail age is based on vast experience working with some of the biggest and most complex retailers in the world. Now, you can join Tony to discover how he can be given the kind of personalised, flexible journey that today's demanding customers are looking for.

Inspiring in-store digital direction

The retailer's dedicated digital applications recognise Tony and guide him round the store, using his history and purchase preference and social data to give him the perfect journey.

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20% OFF

Tony enters the store.

The minute Tony enters the store he is recognized by an iBeacon and facial recognition software. His data is instantly used to generate a tailor-made shopping experience.

Tony picks up an in-store tablet to help guide him round the store. His previous online and in-store shopping history, social media interactions and third party data are used to map a route round the store.

TROUSERS

SALE

JACKETS

SHIRTS

ACCESSORIES

OUTDOOR

SHOES

SPORT
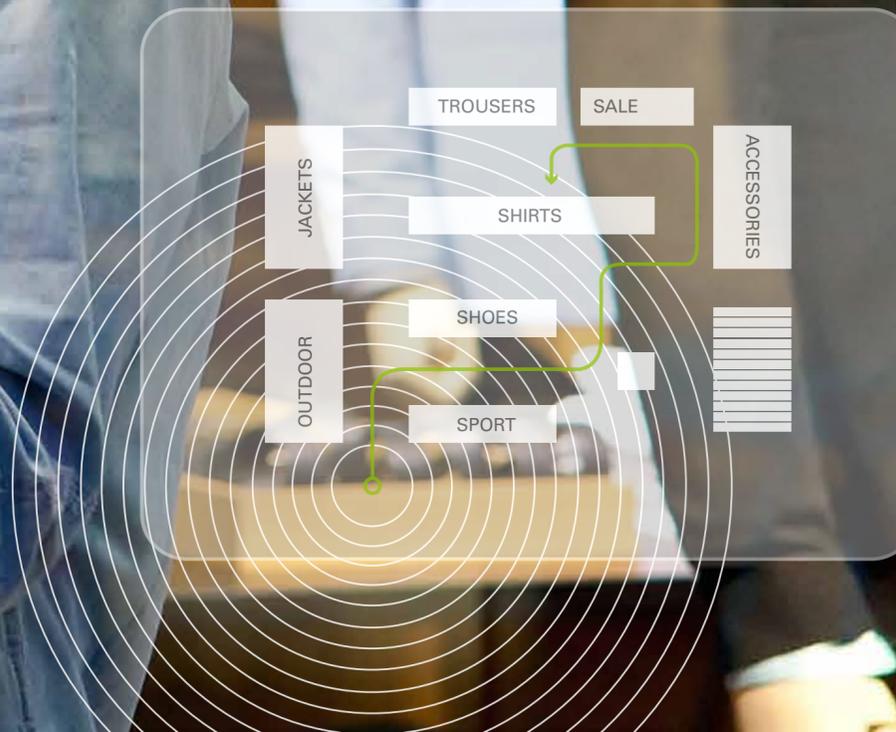
Inspiring in-store digital direction

Tony's application enables him to compare products, request assistance and generates offers to close the sale.

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My Store Digital Hub

MyStore Guide

Your purchase history

Change your profile

Search

Checkout

Log off

Welcome back

SPECIAL OFFERS

Your purchase history

SPRING

SUMMER

AUTUMN

WINTER

Delivery Options

Share your style

Call-Assist

Quick P...

Tony's got a lot of options, but can't choose.

Tony is not sure which product to buy. He uses the tablet to request assistance and within seconds a member of staff appears to help.

Tony's digital footprint is also used to generate instant offers and cross-sell opportunities based on factors as diverse as location, weather, needs, profile, season and topical events.

With his purchases chosen Tony now has the option to have the items delivered directly or to take them home himself. He pays via the tablet using his registered details and avoids the checkout queues.

How can Oracle help you to give your customers a more connected, personal journey?

Across every phase and moment of your customers' shopping, connected digital applications and services can now enable you to give them a fundamentally more immersive, supportive and enhanced shopping experience in-store. But only if you don't just develop the right digital tools, but drive them to the centre of your customer interactions, business processes and innovation.

Here, we've shown how a customer can be recognised and treated as a unique individual using digital technologies and services, and how they can as a result be given a more personalised journey through the store, getting the help and options and recommendations they need before, during and after purchase. Now, it's a question of how to make this a reality for you.

Oracle's breadth and depth of digital capabilities, experience with the real business and customer requirements of today and tomorrow's retailers, and unique design pattern approach to digital challenges, means we can make services such as these an operational reality more easily, more rapidly and seamlessly.

To discover how you can map these big ideas to your digital strategy and practice –
visit www.oracle.com/digital or contact oracledigital_ww@oracle.com.

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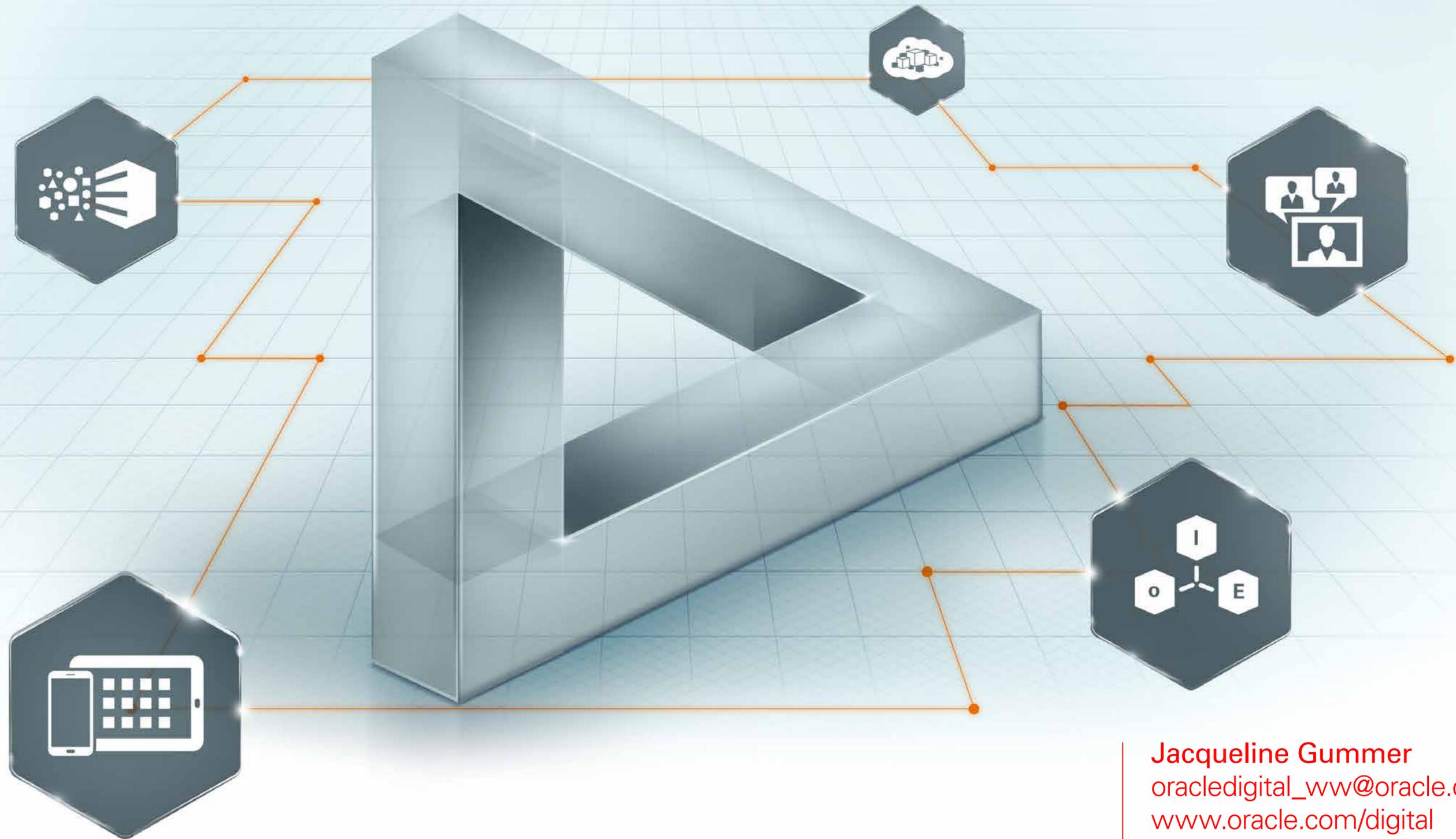
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Account Based Marketing