Oracle Digital

Big Ideas

Making Virtual a Reality

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 will you develop and deploy the sophisticated, virtual and augmented applications that will give your customers a richer and more informed experience?

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Making virtual a reality

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

Some shopping activity are harder than others to take into the digital world - for instance, trying on clothes before buying them. But here, digital tools can make relationships stickier and increase basket size. To get around this kind of challenge, retailers can deploy advanced and simple virtual reality tools to enable customers to experience retail environments in a different way.

Here, we see how this works in fashion, where our customer, Sam, takes advantage of a service which allows her to 'try on' outfits in a virtual reality environment; taking the hassle out of trying on new clothes. Using Sam's shopping history and social data, the fashion retailer can deliver an integrated 'shopping hub' combining experience, recommendations and promotions to increase her purchases.

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 Sam to discover how her virtual experience brings her and the store closer together.
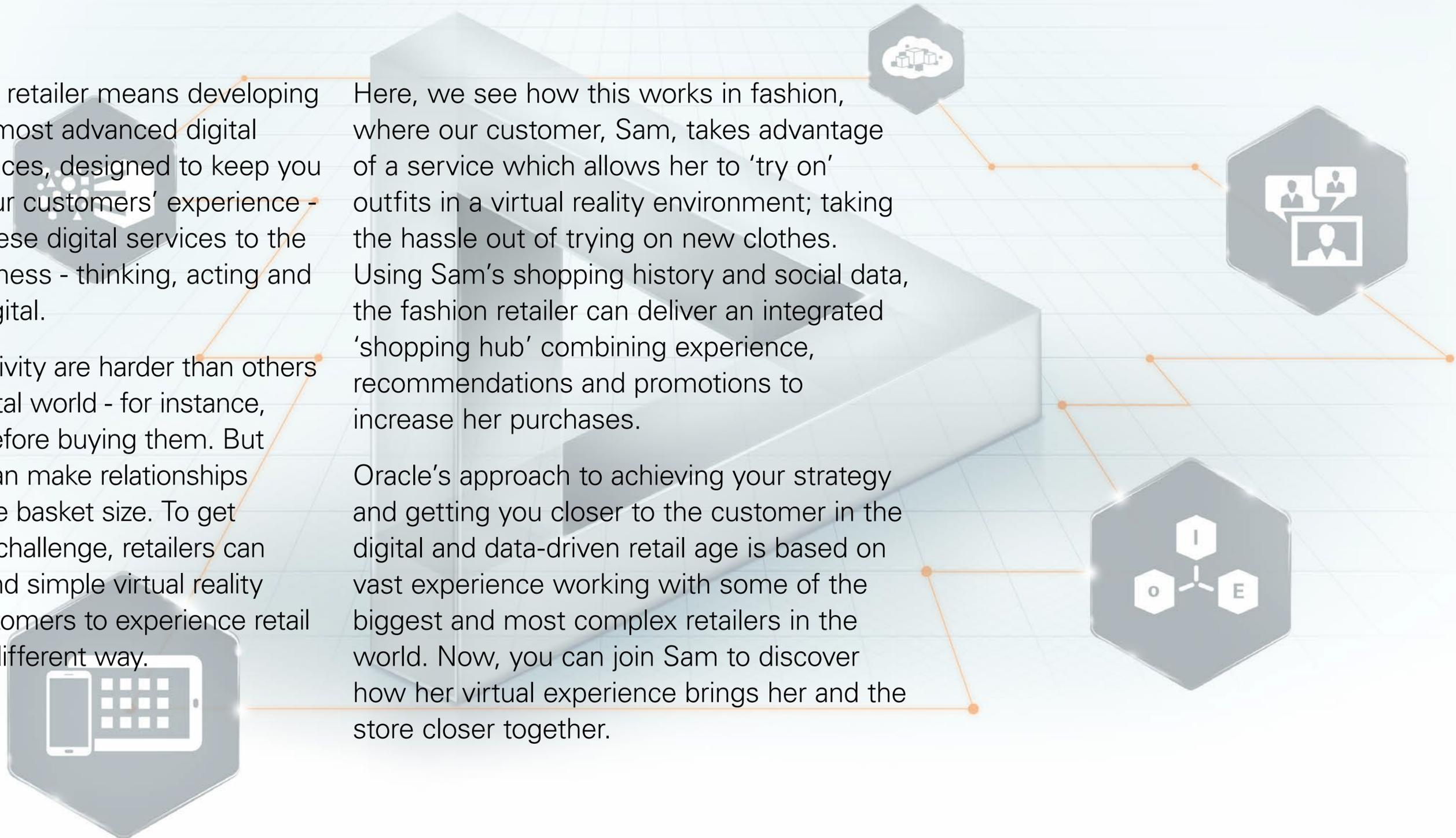
Making virtual a reality

Sam's entry into the store is flagged and she's recognised as a valued customer – triggering offers, assistance and a virtual reality experience.

A shopping environment that gives the customer the best of both worlds – digital personalization plus a physical shopping experience.

Will visits the local mall, looking for some new trainers.

WEAR IT WITH

ASK FOR HELP

MORE INFORMATION

XS S M L

Jess is on her way

Sam is recognized as a high value, loyal customer when entering the store and through a combination of targeted, personalized offers and one-to-one assistance her basket value is increased.

Augmented reality 'try before you buy' technology takes the hassle out of trying on anything from shoes to dresses.
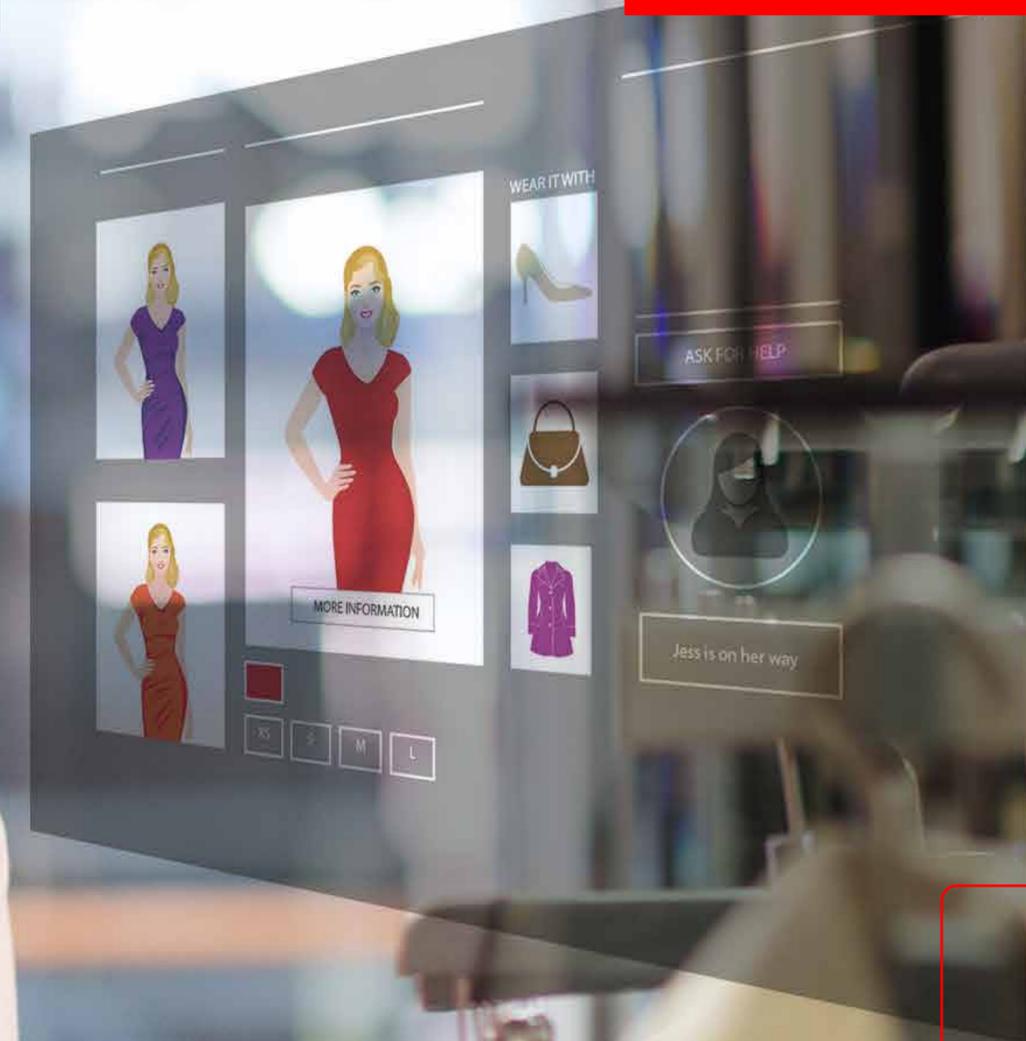
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The hub pulls together Sam's social data, interests, habits, purchases and measurements to find the best possible blend of items for her.

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My Store Hub

My Wardrobe

Events

Scan a product

Share your style

Sam uses the virtual store hub to compare items.

Tailored fashion recommendations and offers based on profiles, previous purchases and body type can be made.

Similarly, social media can be used to create in-store events such as wine tastings where friends with similar interests can be invited to such tastings.

Sam is health conscious, socially aware and concerned for the environment. She can use her smartphone to scan anything from a new dress to a new coffee and check its provenance. This data can then be used to create offers and clinch purchases.

Tracking of social media can highlight friends and influencers who have also liked relevant products. It can also be used to identify events such as weddings and make suggestions about possible outfits.
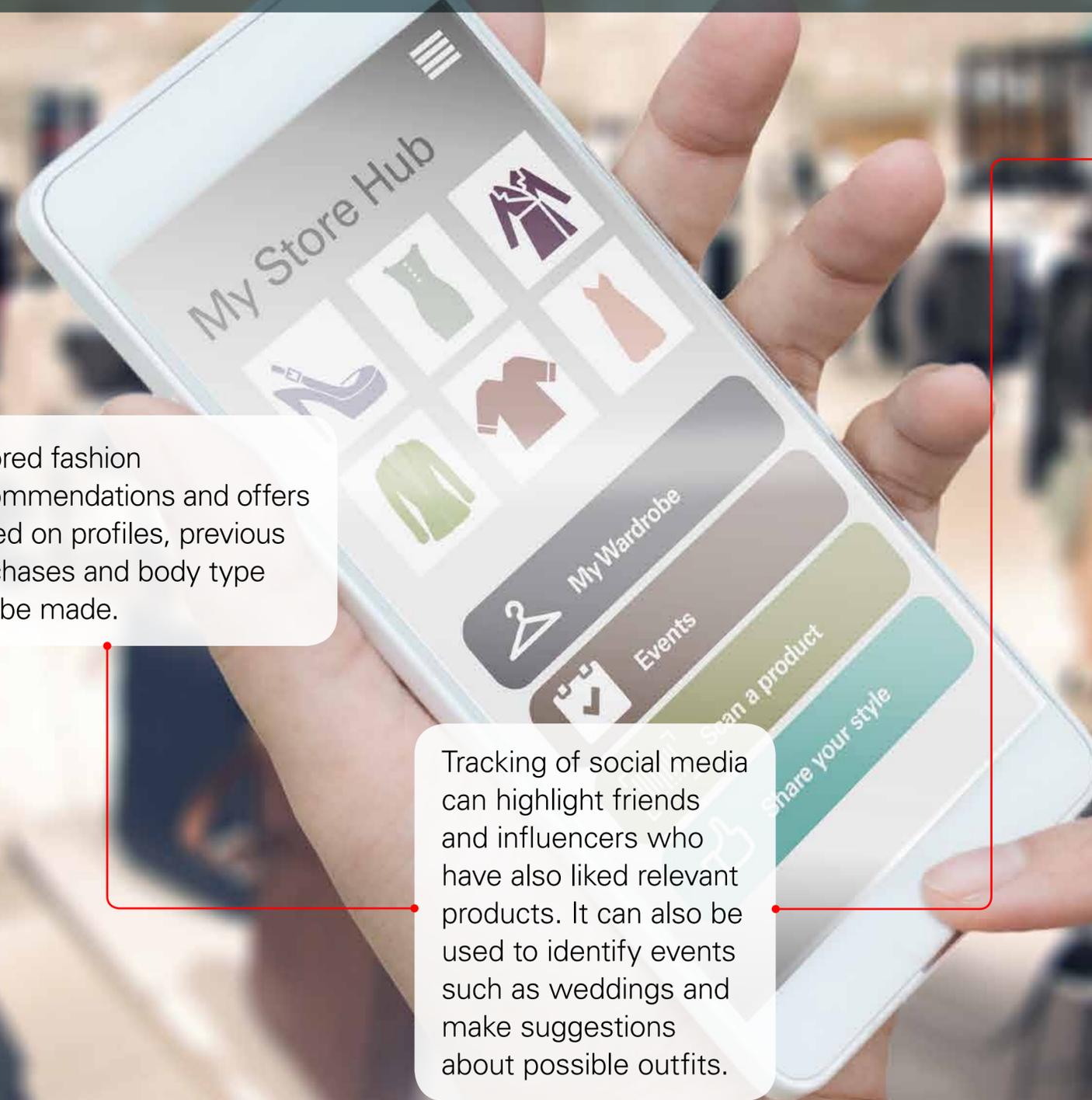
How can Oracle enable your customers
to choose items that fit their needs?

Across every phase and moment of your customers' experience, connected digital applications and services such as an integrated store hub can now enable you to give them a fundamentally more immersive, supportive and enhanced shopping experience. 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 given a complete, integrated virtual and physical experience by bringing in-store and digital tools and processes together. The result is a customer experience that's stickier, leading to more products being bought during any given visit. 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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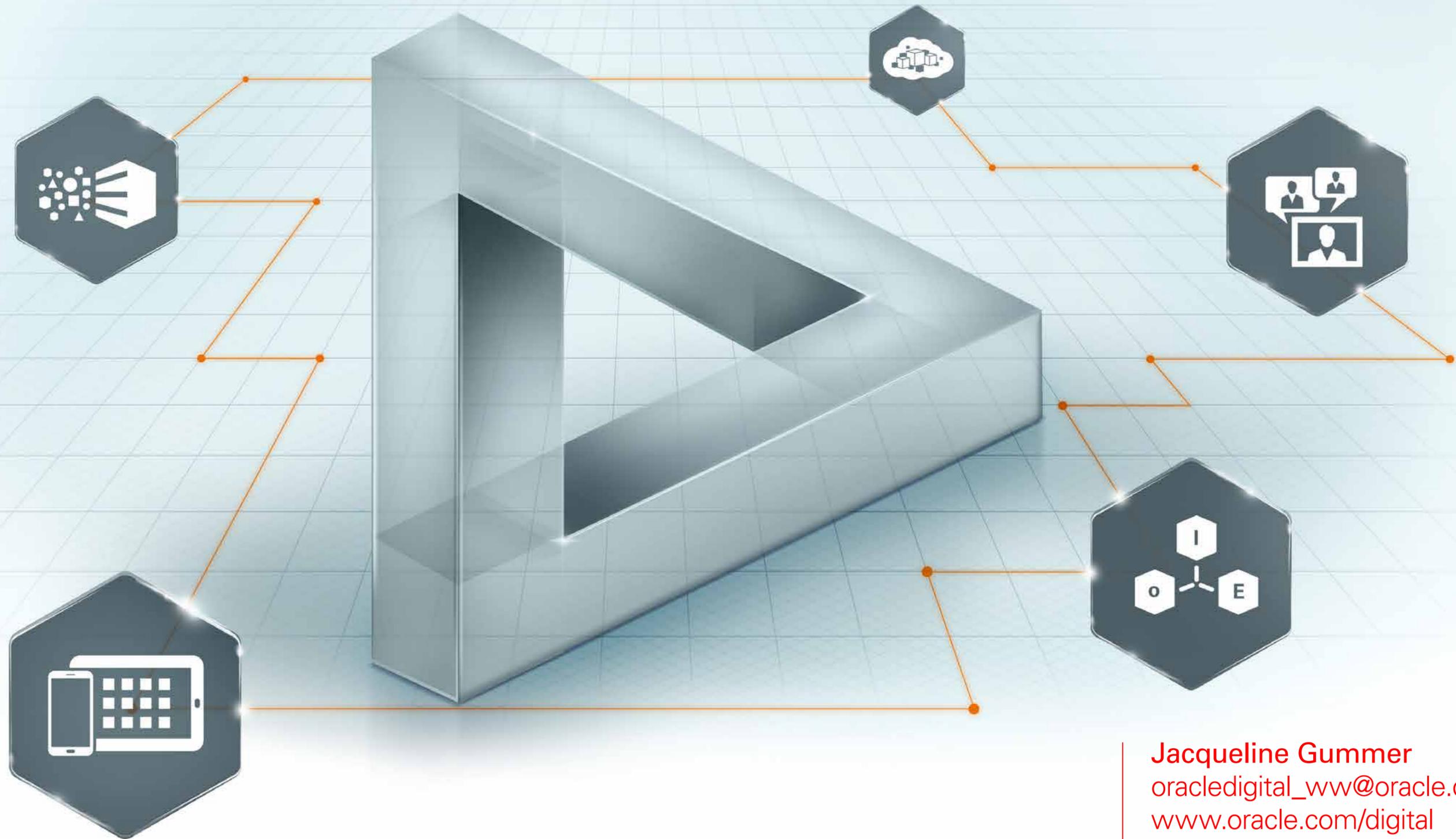
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