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Oracle Retail Customer Management and Segmentation Cloud Service

Oracle Retail Customer Management and Segmentation Cloud Service empowers users to build customer loyalty, increase average spending, and drive repeat purchases. The integrated modules deliver strategic insights to focus investments on high-potential customer segments and better inform decision-making in key areas of merchandising and operations.

PERSONALIZING THE CUSTOMER EXPERIENCE

The retail shopping experience is greatly enhanced when it feels personalized and relevant to customers. Oracle Retail Customer Management and Segmentation Cloud Service address the challenges retailers face in implementing a truly customer-centric business strategy. Oracle Retail Customer Management and Segmentation Cloud Service break down data 'silos' that exist in the retail organization. Its extensive set of web services and scalable architecture make it a perfect platform to connect customer and associate-facing applications in real-time. The result is a solid foundation to speak with one voice to customers, however, and wherever they interact with retailers.

DATA INTEGRITY IS CRITICAL

There are particular challenges for retailers in the area of data capture, especially if, as is the norm, the majority of their customer data is collected in-store through a Point of Service system. Oracle Retail Customer Management and Segmentation Cloud Service has a series of tools to address these problems. The duplicate search and consolidation feature automatically combines data across multiple instances of the same customer profile so that retailers get an accurate representation of that customer's purchases. Import procedures interrogate contact fields like phone and email on import and check if they are properly formatted. The system can also automatically assemble multiple cohabitating individuals into a household.

CONTROL INFORMATION ACCESS TO MAINTAIN FOCUS

If a retail concept requires highly trained professional sales associates with a 'book of business,' it is important to have systems that respect the relationship between an associate and his/her customers. The associate assignment feature takes an automated approach to identifying and maintaining customer lists for named sales associates while at the same time allowing management to make adjustments in the field. Once established, this relationship is leveraged by the data access layer. This keeps associates focused on their assigned customers, not others', ensuring there is consistent customer communication, and overall accountability.

Key Benefits

- *Delivers superior shopping experiences by presenting a single 360-degree view of customer attributes in real-time for all touchpoints across the enterprise*

- *Increases ROI by better aligning strategic investments with high potential customer segments*

- *Improves strategic decision-making with more accurate and comprehensive customer data*

- *Elevates customer service levels with event-triggered task management*

- *Identifies profitable customer segments and opportunities for growth*

- *Defines and tracks key performance metrics*

- *Lowers total cost of ownership with cloud deployment and SaaS pricing*

EMPOWER ASSOCIATES TO DELIVER SUPERIOR CUSTOMER SERVICE

Superior customer service is about more than simply responding to customer needs; it means anticipating them. The platform delivers a configurable event-triggered 'task generator.' With a few clicks, management defines business rules that identify customer sales and service opportunities and then alerts the associate to take action. The distribution and feedback mechanisms help to monitor the program and keep it on track.

SEGMENT MANAGEMENT MADE EASY

Implementing a customer segmentation strategy can be a simple task. Oracle Retail Customer Management and Segmentation Cloud Service includes a set of powerful segmentation tools designed for business users (not for IT) to help them explore the data, glean strategic insights, and then exploit areas of opportunity. Segment management provides pre-defined segment templates that tap into the wealth of customer data and help to quickly identify the customer groups that drive profitability for the business. The stratification feature enables retailers to get beyond the averages to align investments with opportunities. Once defined, a segmentation strategy can be implemented across integrated systems with automation and integration using batch and/or real-time interfaces.

PROVEN RETURN ON INVESTMENT

Oracle Retail Customer Engagement Cloud Services is hosted in the Oracle Cloud and acquired exclusively through a subscription service (SaaS) model. This shifts funding from a potential capital investment in software and IT infrastructure to an operational expense. For one monthly fee, the retailer's business will benefit from world-class capabilities that drive marketing, service, and operations to meet and exceed customer expectations.

From an IT perspective, the Oracle Cloud team takes on the burden and responsibility of providing retailers with the highest levels of system availability, scalability, performance, and data security. The service includes continuous technical support, access to valuable software feature enhancements, hardware upgrades, and disaster recovery. Lastly, retailers will have peace of mind knowing that their data is managed and protected by Oracle.

Request a Demo

Key Features

- *A flexible framework for capturing, organizing, and analyzing customer information and purchase behavior*
- *Duplicate search and consolidation feature to maintain accurate customer profiles*
- *Highly configurable, user-friendly segmentation tools to define, analyze, and target customers who share common characteristics*
- *Data validation rules to improve data quality*
- *An extensible data model for managing a wide array of customer-specific data*
- *Wish list and 'virtual closet' hold items of interest and highlight purchased items*
- *Full-featured gift registry to deliver service and exploit marketing opportunities related to gift-giving events*
- *An extensive set of web services to support real-time integration with 3rd party systems*

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