ORACLE

Oracle Modern Best Practice

Digital Business Processes for Retail

Safe harbor statement

The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions.

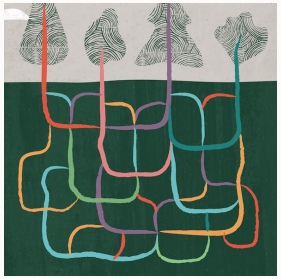
The development, release, timing, and pricing of any features or functionality described for Oracle's products may change and remains at the sole discretion of Oracle Corporation.

Copyright © 2023, Oracle and/or its affiliates. All rights reserved.

What is Oracle Modern Best Practice?

www.oracle.com/modernbestpractice

Digital business processes that evolve with you



End-to-end across the organization

Radically superior results

Leverages emerging technologies

Copyright © 2023, Oracle and/or its affiliates. All rights reserved.

Oracle Modern Best Practice books

The original book on Oracle Modern Best Practice is now in it's 3rd edition is available at https://go.oracle.com/LP=88653

A new book with our vision for processes in the future is available at https://go.oracle.com/LP=88688

Copyright © 2023, Oracle and/or its affiliates. All rights reserved.

Oracle Modern Best Practice

Designed for change – evolves with you

220+

Open, Standard, Free

Finance • Budget to Approval • Asset Acquisition to Retirement • Bank Transaction to Cash Position • Expense Report to Reimbursement • Supplier Invoice to Payment • Customer Invoice to Receipt • Customer Statement to Collection • Daily Close to Financial Forecast • Period Close to Financial Reports • Customer Contract to Revenue

Procurement • Supplier Registration to Supplier Performance • Insight to Smart Sourcing • Contract Creation to Spend Compliance • Requisition to Receipt • Supplier Return to Settlement

Project Management • Opportunity to Project Approval • Resource Analysis to Utilization • Project Methodology to Delivery • Task Detail to Plan Adjustment• Project Costs to Accounting • Billing to Revenue Recognition • Grant Award Funding to Closeout • Capital Project to Asset

Risk Management • Security Design to Separation of Duties • Business Process Risk to Continuous Assurance • Audit Scoping to Financial Reporting Compliance • Risk Identification to Organization Readiness

Marketing • Analytics to Insight • Insight to Campaign ROI • Campaign Execute to Lead • Event Execute to Lead • Disparate Sources to Unified Data • List Import to Prospect

Sales • Social Prospect to Lead • Lead to Opportunity • Opportunity to Quote • Quote to Order • Order to Close Opportunity • Opportunity to Forecast • Sales Play to Key Account Opportunity • Schedule Change to Sales Call • Vendor Lead to Channel Opportunity • Channel Lead to Vendor Opportunity

Sales Performance Management • Sales Strategy to Execution • Coaching Plan to Performance • Incentive Plan to Payment

Service • Customer Contract to Resolution • Social Listing to Resolution • Service Request to Dispatch • Knowledge Gap to Solution • Sensor Alert to Preventive Maintenance • Customer Sentiment to Preventive Maintenance

Commerce • B2C: Multi-Channel to Omni-channel Experience • B2C: Awareness to Interaction • B2C: Interest to Purchase • B2B: Multi-Channel to Omni-channel Experience • B2B: Product Search to Cart • B2B: Cart to Agreement

Logistics • Shipment to Dispatch • Inbound Shipment to Receipt • Freight Invoice to Approval • Lane Forecast to Carrier Contract

Order Management • Multi-channel Order to Promise • Fulfillment Orchestration to Invoice • Order to Drop Shipment

Manufacturing • Forecast to Plan • Production Order to Cost Update • Contract Manufacturing Request to Delivery

Innovation • Social Monitoring to Idea Capture • Idea Capture to Business Case • Requirement Definition to Optimization • Concept Formation to Design • Product Proposal to Go-to-Market Candidate • Portfolio Review to Selection

HR & Talent • Recruit to Onboard • Benefits to Payroll • Time Collection to Payroll • Payroll to Payment • Goal Setting to Performance Improvement • Career Planning to Development • Talent Review to Succession • Absence Planning to Productivity Improvement • Incident Report to Workplace Safety • Employee Insight to Workforce Wellness • Employee Separation to Workforce Analysis

Industry: Retail • Public Entity • Higher Education • Insurance • Banking • Healthcare • Utilities

Copyright © 2023, Oracle and/or its affiliates. All rights reserved.

Modern Best Practice for retail

Finance

- Budgets to Approval
- Supplier Invoice to Payment
- Bank Transaction to Cash Position
- Customer Statement to Collection
- Asset Acquisition to Retirement
- Expense Report to Reimbursement
- Daily Close to Financial Forecast
- Report to Forecast
- Period Close to Financial Reports

HR and Talent Management

- Recruit to Onboard
- Benefits to Payroll
- Payroll to Payment
- Time Collection to Payroll
- Goal Setting to Performance
- Career Planning to Development
- Talent Review to Succession
- Absence Planning to Continuity
- Employee Insight to Work-Life Alignment
- Employee Separation to Workforce Analysis

Commerce

- B2C: Multi-Channel to Omni-Channel Experience
- B2C: Awareness to Interaction
- B2C: Interest to Purchase

Copyright © 2023, Oracle and/or its affiliates. All rights reserved.

ORACLE

Modern Best Practice for Retail - Finance

Oracle Modern Best Practice

Budget to Approval

Retail

Set budget
Design organizational budget with targets that align with merchandising, brand and channel strategies. Key targets include sales, gross margin, LY comps and working capital

Allocate targets
Using data patterns or allocation rules to measure any format or currency, assign targets across any department, merchandising group, brands, or channels

Determine baseline assumptions
Create bottom-up plans, set drivers and assumptions , and analyze variance against targets. Manage tasks via centralized dashboard. Ensure visibility across store operations and corporate teams

Validate assumptions
Validate the accuracy of the plan(s) by analyzing trends in historical data using built-in time series regression techniques. Adjust assumptions, if needed

Drive consensus
Securely collaborate across organization, including store operations and ecommerce teams, on unit budgets and key plan assumptions at each level . Use what-if analysis as needed - to ensure alignment with strategic goals

Monitor and consolidate
Automatically route approval requests based on preset rules and alignment with regional needs. Get notifications on the unit budget status. Review and roll up submitted budgets to next level

Approve budget
Approve and communicate final budget

Product Mix: ERP Cloud, EPM Cloud
Popular KPIs: time to produce/approve/consolidate budget, % variance

Cloud Mobile Analytics Social

Copyright © 2023, Oracle and/or its affiliates. All rights reserved.

Oracle Modern Best Practice

Supplier Invoice to Payment

Retail

Manage supplier invoices
Process electronically or scan invoices with rules-driven routing to automate invoice processing. Use spreadsheets to speed up manual entry

Manage audits, disputes, and approvals
Manage rules-driven approvals across any device or desktop. Resolve disputes and holds via a role-based dashboard and secure social interaction

Manage Prepayments, and discounts, and rebates
Manage prepayments across multiple devices and leverage competitive payment terms to optimize discount opportunities. Subtract eligible vendor rebate and allowance from plan

Settle liabilities
Actively monitor and process supplier and statutory liabilities via secure interaction. Process electronic payments, automated pay runs, or off-cycle payments

Review daily activity
Review and analyze the day's financial activity and monthly progress

Schedule payables close
Stay on predetermined close schedule. Review payables register, trial balance, and reconciliation reports. Close payables period

Product Mix: ERP Cloud
Popular KPI: no. of payments, invoice payment days, % discount taken

Cloud Mobile Analytics Social AI/ML

Copyright © 2023, Oracle and/or its affiliates. All rights reserved.

Oracle Modern Best Practice

Bank Transaction to Cash Position

Retail

Review activities
Review automated aggregation of disbursements, payroll, collections, investments and borrowing and view highlighted differences and variances to plan via secure role-based dashboard

Bank validation
Daily interfaces with banks featuring automatic comparison of records, automatic adjustment of fees and minor differences. Align daily balances

Initiate interbank activities
Execute global cash management based on seasonality and operation needs. Optimize balances across accounts using zero balance schemes, etc. Real-time review of bank positions

Manage end of period positions
Automated month end statement reconciliation. Balance sheet optimization with automatic updates to forecasts and plans

Product Mix: ERP Cloud
Popular KPIs: time to reconcile, no. of reconciliations

Cloud Mobile Analytics Social

Copyright © 2023, Oracle and/or its affiliates. All rights reserved.

Oracle Modern Best Practice

Customer Statement to Collection

Retail

Generate customer statements
Send discrete or consolidated statements via customer preferred format and delivery method (mail, email, or B2B e-commerce message). Display purchase/payment amounts by merchandise type (e.g. layaway vs. regular purchases)

Apply collection strategies
Flag and score delinquencies automatically based on factors such as amount due, aging, % outstanding, and credit limit. Assign course of actions such as friendly reminder via customer preferred format of email or notifications, staged dunning, and phone calls to suit business needs

Manage collection activities
Gain complete visibility to transactions, correspondence, payments, disputes and adjustments via role-based dashboards. Organize related delinquencies with case folder and record customer interactions at customer, delinquency, or case level

Manage settlement
Initiate disputes on behalf of customer for review and approval within and across departments. Receive payments at delinquency or case level
.

Optimize collection efficiency
Manage collection team assignment based on performance metrics and KPIs. Automatically assign new account delinquencies to agents

Monitor outstanding receivables
Leverage advanced analytics to monitor key metrics such as days sales outstanding (DSO), promises, collection effectivity, over multiple dimensions and hierarchies such as time, location and customer. Analyze customer lifetime value and payment history

Product Mix: ERP Cloud
Popular KPIs: no. of delinquent accounts, time to settlement, time to manage

Cloud Mobile Analytics Social Big Data

Copyright © 2023, Oracle and/or its affiliates. All rights reserved.

Oracle Modern Best Practice

Asset Acquisition to Retirement

Retail

Acquire assets
Record all asset acquisitions such as store fixtures and display units at all locations via purchases, projects, contracts. Secure interaction via social network on open issues, questions and approvals

Recognize and register
Automated recognition of assets on purchase. Dashboard driven placement into service, useful life definition and tax valuation

Assign amortization
Automated calculation of depreciation and rules – based assignment to cost center(s) etc. Track depreciation tax breaks and referrals automatically.

De-recognition and disposal
Manage valuations, disposals, de-recognition and retirements in compliance with legal requirements – maintaining accounting and tax position alignment

Manage asset insights
Active management of fixed assets via secure role-based dashboard allowing centralized monitoring, alerts, reassignment and period close for all store and distribution center locations

Product Mix: ERP Cloud
Popular KPIs: asset aging, asset cost distribution, % fixed asset loss

Cloud Mobile Analytics Social

Copyright © 2023, Oracle and/or its affiliates. All rights reserved.

Oracle Modern Best Practice

Expense Report to Reimbursement

Retail

Define expense policies
Configure corporate expense policies, templates, approval rules and audit processes that align with multi-regions and global operations regulations. Maintain the terms and conditions to be accepted before expense report submission

Process expense reports
Submit expense reports on-the-go with any mobile device. Snap receipts, use voice, and leverage calendar events to create expense reports, including store-line expense items such as store and cleaning supplies

Process credit card feeds
Secure and automate availability of credit card transactions by store for expense reporting -- enabling timely approval of reports and payments

Manage cash advances
Self-service submission and processing of cash advance requests. Actively monitor and follow-up on overdue cash advance balances with automated notifications

Manage employee travel
Integration with GETHERE enables direct access to travel booking sites, rules-based reservations, automated itinerary downloads and automated creation of expense reports, including for travel types such as Market Week, Vendor Visit and Store Site Visits

Analyze and audit
Leverage audit policies, lists and selection criteria to automate expense report audit processes in accordance with business policy

Product Mix: ERP Cloud
Popular KPIs: expense vs. budget, expense as % of revenue, payment cycle

Cloud Mobile Analytics Social AI/ML

Copyright © 2023, Oracle and/or its affiliates. All rights reserved.

Oracle Modern Best Practice

Daily Close to Financial Forecast

Retail

Post subledger activity
Automatically post all approved subledger activity to the general ledger to ensure current account balances

Identify anomalies
Dashboard-driven processing of alerts (e.g. return-to-vendor or customer return claims) and notifications anomalous transactions. Use of secure social interaction for further research and review

Convert to institution standard
Automatically revalue, translate, and convert subsidiary balances to corporate currency and chart of accounts

Review daily activity
Secure real-time review analysis of daily financial results. Ability to analyze by store, region, business channel or multiple brands - on any device

Set financial forecasts
Modify and securely share cross-channel forecasts and financial plans in light of the posted activity from the day

Product Mix: ERP Cloud, EPM Cloud
Popular KPIs: Time to Reconcile, No. of Reconciliations

Cloud Mobile Analytics Social

Copyright © 2023, Oracle and/or its affiliates. All rights reserved.

Oracle Modern Best Practice

Report to Forecast

Retail

Report current period
Report actuals by line of business, brand, region or channel on monthly/daily or other frequent close

Update forecast with actual data
Create new forecast scenario to replace current period forecast with actuals

Roll forecast forward
Extend forecast horizon to incorporate actuals to retain forward outlook

Assess variances
Review actuals vs. forecast, and variances against LY Store Comps

Analyze trends
Drill into variances and identify trends in historical data using built-in time series regression analysis (e.g. compare channel sales, online vs. stores)

Update forecasts
Run sandboxes with what-if scenarios based on trend analysis and latest information from across the business, including multi-channel

Monitor and consolidate forecast
Use dashboards and alerts to monitor individual forecast progression. Consolidate into integrated forecast for the global business

Update financial plan
Based on latest forecast, update financial plan and communicate to lines of business. Report to stakeholders with narrative context, such as opportunities for meeting micro-segment performance

Product Mix: ERP Cloud, EPM Cloud
Popular KPIs: % variance, time to analyze variance, time to update forecast

Cloud Mobile Analytics Social

Copyright © 2023, Oracle and/or its affiliates. All rights reserved.

Oracle Modern Best Practice

Period Close to Financial Reports

Retail

Close subledgers
Monitor enterprise-wide close status. Interact on and finalize outstanding sub-ledger transactions and exceptions

Pro-forma close ledgers
Prepare and review preliminary financial statements (noting operational efficiency via metrics: EBIT, days payable outstanding, and SG&A as a percentage of sales). Prioritize outstanding transactions based on initial results

Reconcile accounts
Reconcile sub-ledgers to general ledger, automatically matching transactions to entries

Close ledgers
Route close tasks to task owners automatically. Collaborate to streamline the close for each entity. Monitor enterprise-wide close status.

Consolidate subsidiaries
Transform each subsidiary's results to the corporate chart of accounts. Revalue non-monetary balances and translate to the corporate currency. Eliminate intercompany activity and minority interest

Review and confirm financial and management reports
Review consolidated results –using the same reports as each subsidiary where applicable – and enter final adjustments. Monitor retail performance, including customer and vendor claims

Publish and securely share financial statements
Distribute financial statements to all interested parties, leveraging collaboration to incorporate feedback

Update financial forecasts
Modify forecasts and financial plans in light of the results from the just-closed period

Product Mix: ERP Cloud, EPM Cloud
Popular KPIs: time to close books, time to publish reports

Cloud Mobile Analytics Social

Copyright © 2023, Oracle and/or its affiliates. All rights reserved.

ORACLE

Modern Best Practice for Retail - HR and Talent Management

Oracle Modern Best Practice

Recruit to Onboard

Retail

Determine workforce need

Leverage workforce modeling and predictive algorithms to identify resource and budget needs (i.e. regional and store location staffing, new omnichannel initiatives). Understand talent supply/demand to mitigate future shortages due to channel expansions, new fulfillment models, or turnover. Create new workforce plans and submit to finance team for approval. Authorize job requisitions, including full-time and temporary workers

Drive candidate engagement

Manage corporate brand across website/social media for cohesive messaging. Include digital assistant for candidate interactions. Present relevant content to candidates (e.g. articles, events) and recommendations to personalize the experience

Manage sourcing

Find candidates to fill current needs (i.e. seasonal staffing) but also those with potential to meet future needs (i.e. building out new consumption model offerings, opening 'experience' stores) by sourcing from social media, referrals, job boards, agencies, or internal talent profiles and succession pipelines

Intelligent screening

Identify top prospects via multi-tiered automated screening and assessment tools. Review recommended candidate resumes, conduct interviews and perform background checks

Select candidate and generate offer

Decide best-fit candidate, analyze offer insights (e.g. likelihood to accept), and collaboratively manage salary details with the Compensation. Obtain required approvals and electronically deliver offer package

Onboard new hires

Automate the completion of onboarding tasks with new hire portal and dashboards. Manage benefits, knowledge requirements and learning plans

Product Mix: HCM Cloud, EPM Cloud
Popular KPIs: Time to Hire, # of Conversions of Channel X, Rate of Acceptance, % Employees Trained, Retirement Rate

Cloud Mobile Analytics Social AI/ML Big Data

Copyright © 2023, Oracle and/or its affiliates. All rights reserved.

Oracle Modern Best Practice

Benefits to Payroll

Retail

Define benefits programs
Define plans and eligibility for temporary, seasonal, full and part-time employees. Assess likely cost. Reuse plan elements across organization as needed

Process enrollment
Schedule annual/periodic/seasonal enrollments for employee population(s). Process life events and on-demand requests

Administer employee benefits
Prepare plans and manage employee self-service enrollments. Ensure accessibility to all retail front line employees

Notify providers
Submit employee benefit enrollment information to 3rd party benefit providers including those managing seasonal retail teams

Automate post to payroll
Automate processing to payroll for the designated pay run

Product Mix: HCM Cloud
Popular KPIs:, Salary Competitiveness Ratio, Cost/Employee, HR-to-FTE Ratio

Cloud Mobile Analytics Social Big Data

Copyright © 2023, Oracle and/or its affiliates. All rights reserved.

Oracle Modern Best Practice

Payroll to Payment

Retail

Manage and monitor payroll processes
Proactively monitor global payroll status and processes via interactive dashboards

Rules-based validation
Data-driven verification of earnings, hours, local taxes and deductions by store location, if required

Schedule and distribute payments
Generate and distribute employee payments. Support potential 3rd party agencies that manage and distribute to the temporary retail workforce

Finalize payroll reporting
Generate and securely share payroll reports and synchronize the general ledger with the corporate finance department, or if required with the management agency

Tax and social compliance
Determine tax liabilities, prepare tax filings and deposits

Maintain personal profile
Secure employee access to profile information, pay slips, etc. For seasonal or temporary workforce, ensure planned work dates and hours worked match actual data

Product Mix: HCM Cloud
Popular KPIs: Cycle Time To Process Payroll, Ratio of Salary Competitiveness, % of Cost of Workforce

Cloud Mobile Analytics Social Big Data

Copyright © 2023, Oracle and/or its affiliates. All rights reserved.

Oracle Modern Best Practice

Time Collection to Payroll

Retail

Time collection
Capture time through various online methods, including point-of-sale time entry applications, and by manual methods such as time cards

Monitor time entries
Monitor time entries, statuses and processes via different calendar views; e.g. merchandise shelves, take mark downs

Perform time calculation
Execute rule-based time processing and calculation, including by store location, such as overtime, shift differentials and other premiums

Approve time
Manage approval of time entered by individuals or groups. Approve everything or only exceptions (e.g. manage inventory personnel hired to count goods)

Transfer time to various consumers
Transfer time to payroll, projects, or any third-party application as appropriate

Product Mix: HCM Cloud
Popular KPIs: Cycle Time To Resolve Payroll Errors, Rate of Absenteeism, Rate of Approvals, % of Vacation Days Used

Cloud Mobile Analytics Social Big Data

Copyright © 2023, Oracle and/or its affiliates. All rights reserved.

Oracle Modern Best Practice

Goal Setting to Performance

Retail

Align goals and business objectives
Define and align associate goals to business objectives (e.g. align sales tactics to revenue objectives with workforce goal of driving awareness of in-store promotion via emailing, calling, contacting customers), including relevant succession plan needs. Review goal progress with dashboards

Draft objectives
Review talent profile to cross reference evaluation with any relevant career goals. Employee shares with manager the first draft of objectives for achieving set goals (e.g. learn OTB planning, margin strategy, subscription revenue management)

Improve goal attainment with social
Use embedded secure social collaboration to enhance goal processes and increase likelihood of success

Finalize goals
Agree and finalize objectives based on feedback

Employee self-evaluation
Employee conducts self-evaluation to measure performance on goals and competencies. Update talent profile with competency and career goal changes

Request colleague feedback
Employee identifies and asks relevant co-workers and colleagues (e.g. store operations managers, distribution teams) to provide feedback on individual performance

Evaluate employee performance
Review feedback from others, perform a fit/gap analysis on relevant pre-defined competencies, and update evaluation, validating attainment. Provide frequent performance, finalize evaluation and update career plan

Predict worker and team performance
Predict voluntary turnover and performance (e.g. looking at sales per hour and accuracy), and determine which recommended pre-emptory actions to take (e.g. determine associates to retain or temporary associates to transition to regular positions)

Product Mix: HCM Cloud
Popular KPIs: Rate of Internal Job Hires, % of Workforce Below Performance Standards

Cloud Mobile Analytics Social AI/ML Big Data

Copyright © 2023, Oracle and/or its affiliates. All rights reserved.

Oracle Modern Best Practice

Career Planning to Development

Retail

Establish career preferences
Review/identify aspirational roles (e.g. buyers, planners, merchants and e-commerce leaders) suggested by managers, HR, or HR system via comparison attributes to job requirements

Define talent profile
Match skills (e.g. customer service), competencies (marketing systems, social tools), and content types (e.g. degrees, licenses and certifications). Identify gaps for desired role
Identify gaps for desired role and recommended learning paths

Define career goals
Create personalized goals incorporating automated recommendations for blended learning programs, automated suggestions. Define alternative career opportunities which could include store operations, e-commerce, fulfillment or corporate roles

Social learning
Use social engagement to foster enterprise-wide collaboration, engagement via internal competitions and real-time knowledge transfer

Recognize career planning
Leverage career planning in talent reviews and personal career progression. Monitor and update regularly to incorporate new skills and experiences such as professional designations and committee participation. Monitor and update regularly to incorporate new skills / experience

Product Mix: HCM Cloud
Popular KPIs: % Employees Trained, Pre/Post Training %

Cloud Mobile Analytics Social AI/ML Big Data

Copyright © 2023, Oracle and/or its affiliates. All rights reserved.

Oracle Modern Best Practice

Talent Review to Succession

Retail

Review talent
Assess talent capabilities such as omni-channel, web commerce management, inventory control and merchandising through insight-driven, collaborative, and interactive online discussions based on the talent profile, recruiting activities, goal/performance factors, career plans and other sources

Rank and assess talent
Evaluate/calibrate talent using advanced visualization (e.g. interactive 9-Box) to assess factors such as potential, risk/ impact of loss, performance, success in vendor negotiation, and partner business development

Review current and future talent needs
Based on corporate approved workforce plans identify short and long-term talent needs (e.g. channel expansions, new fulfillment models or high turnover ratio predictions) create talent pools (e.g. to track emerging leaders or budding artificial intelligence experts) or succession plans to track potential gap/fit candidates.

Organize talent
Strategically place employees into talent pools and succession slates based on ranking/ assessment data, engagement indicators, and reputation metrics.
.

Analyze talent pools
Discover recommended development needs of talent pool members and automated learning paths to address skill gaps. Track progress of implemented talent development plans.

Assess succession plans
Analyze individual and workforce strengths and weaknesses to track bench strength and succession slates readiness. Re-evaluate faculty and staff using the 9-box as needed

Product Mix: HCM Cloud
Popular KPIs: Internal Promotions vs. External Hires, Average Age of Retirement, Turnover Rate For Highest Performers

Cloud Mobile Analytics Social AI/ML Big Data

Copyright © 2023, Oracle and/or its affiliates. All rights reserved.

Oracle Modern Best Practice

Absence Planning to Continuity

Retail

Define absence and leave plans
Ensure compliance to regulations and corporate policies using insight-driven definitions of absence and leave plans, while addressing seasonal operational needs at the department level

Create absence rules and controls
Configure different absence and entitlement criteria, eligibility rules, and accrual definitions

Enable employee self-service
Optimize employee absence entry through self-service dialogs and enter absence types, accessible across any mobile device

Track absence balances
Calculate balances during the year to provide accurate information on leave balances for employees and managers of temporary and/or contingent labor as needed

Monitor absence trends and analysis
Analyze absence trends across department and store (e.g. management effectiveness and employee satisfaction), to provide organizational insight and guidance

Product Mix: HCM Cloud
Popular KPIs: Rate of Absenteeism,

Cloud Mobile Analytics Social

Copyright © 2023, Oracle and/or its affiliates. All rights reserved.

Oracle Modern Best Practice

Employee Insight to Work-Life Alignment

Retail

Design outreach initiatives

Create talent and wellness initiatives that align with the company's mission. Promote programs to corporate and in-store leadership and staff to generate awareness and interest

Set personal goals and connect with mentors

Leverage key insights to identify and set goals in alignment with personal and career aspirations as well as organizational initiatives. Align store shift hours to personal wellness program goals. Determine steps for attainment (e.g. classes, seminars, volunteering, mentorships)

Manage wellness progress

Design, measure, and evaluate trends and patterns of wellness activities using dynamic tools, including wearables and smart phone apps, to achieve goal success

Measure reputation

Optimize social presence and reach by measuring level of influence, impact, generosity and activity on initiatives and performance via input from internal and/or external sources including Oracle Social Network, Twitter, Facebook, Slack and survey tools

Identify development opportunities

Blend talent, reputation, and participation data to gain insight into employee effectiveness and adjust development plans and talent profiles as needed. Discover hidden skills and identify potential staff redeployments to fulfill project gaps

Join volunteer opportunities

Improve motivation and connect with coworkers via community outreach programs that improve company public image, foster career development and team collaboration. Share overall progress of volunteer work in internal forums such as in a store community board or break room

Receive kudos, rewards, and recognition

Align company brand to employee reward (e.g. reward for participation in outdoor retailer's hiking or walking program). Receive acknowledgment of goal attainment and progress that promote work-life alignment and cultivates workforce engagement in mission-supportive HR practice such as career mobility

Product Mix: HCM Cloud
Popular KPIs: Percentage of Vacation Days Used, Employee Satisfaction Index,

Cloud Mobile Analytics Social Internet of Things AI/ML Big Data

Copyright © 2023, Oracle and/or its affiliates. All rights reserved.

Oracle Modern Best Practice

Employee Separation to Workforce Analysis

Retail

Process employee separation
Complete employee separation process, incorporating country-specific regulations

Perform exit interview
Gain insight as to why the employee decided to leave if applicable and discuss off-boarding matters using a checklist (e.g. name badge, store and cash register keys, customer preference logs)

Finalize compensation pay out
Automate processing and prorate pay due upon termination

Post to payroll
Automatically post final pay to payroll, with verification and adjustments for scheduled or off-cycle payroll runs

Analyze workforce trends
Predict future workforce movement and prevent attrition by analyzing turnover factors (e.g. poor attendance record, lack customer experience) using a variety of data such as region, job, department, geography, store location and from exit interviews

Product Mix: HCM Cloud
Popular KPIs: Average Tenure, Retirement Rate, Attrition Rate, Diversity Rate, Number of Contractors, Voluntary Termination Rate,

Cloud Mobile Analytics Social Big Data

Copyright © 2023, Oracle and/or its affiliates. All rights reserved.

ORACLE

Modern Best Practice for Retail - Commerce

Oracle Modern Best Practice

B2C Multichannel to Omnichannel Experience

Retail

Link online to in-store
Connect the online with the physical experience, e.g. store, site, and warehouse. Integrate chat, call and social functions plus recommendations and reviews

Integrate social presence
Integrate product catalog to social selling presence to enable direct purchasing

Mobile optimization
Use responsive design to deliver consistent customer experience across all devices and channels

Configure location services
Recognize opted-in customer presence and push location specific content via push message, etc

Integrate clienteling
On-site associates deliver personalized and andailored assistance synced to the online and social sales process

Handoff to customer care
Rules-driven automatic assignment of customer and order information to the service center

Product Mix: CX Commerce, CX Service, CX Marketing
Popular KPIs: Visit Rate, Length of Visit, Cross-channel Conversion Rate; Cross-channel Basket Size.

Cloud Mobile Analytics Social AI/ML

Copyright © 2023, Oracle and/or its affiliates. All rights reserved.

Oracle Modern Best Practice

B2C: Awareness to Interaction

Retail

Create optimized web presence
Drive site traffic by boosting Search Engine Optimization from all dynamic commerce-created pages

Provide adaptive experience
Display content based on explicit user indications (how they get to site and click behavior.) Adjust experience as users move through site

Integrated search and navigation
Tailor search results based on customer interests and provide product comparison for easy decision-making. Find needed items in the fastest and most effective way

Entice account login
Prompt visitor to login and make it easy with features like social login. Incorporate account specific benefits (loyalty program, promotion, etc.)

Apply personalization
Dynamically personalize experience based on visitor profile and needs

Pinpoint promotions and merchandising
Maximize value per order with targeted promotions, recommendations, and content

Add to cart
Record product selection and quantities. Retain cart information across web and retail systems

Product Mix: CX Commerce, CX Marketing, CX Service
Popular KPIs: Conversion Rate, Average Order Size, Time On Site, Bounce Rate

Cloud Mobile Analytics Social AI/ML Big Data

Copyright © 2023, Oracle and/or its affiliates. All rights reserved.

Oracle Modern Best Practice

B2C: Interest to Purchase

Retail

Review shopping cart
Summarize items in the cart with latest pricing, discount, and availability information

Send abandoned cart reminder (optional)
Entice visitors to return to complete shopping via e-mail or display ads. Offer incentives such as free shipping, discount, where-to-buy in store, etc

Maximize up-/ cross-sell
Provide intelligent offers and effective cross-and up-sell recommendations relevant to the items in the cart

Apply promotions
Automatically apply discount codes from e-mail or ads. Make it easy to apply additional codes for other promotions

Offer flexible payment methods
Customer chooses from multiple payment methods and terms to make the payment

Track order
Provide real-time order status and details that can be viewed from multiple channels/devices

Share experience
Encourage customers to share the order to social network, rate purchase, and give feedback

Post-purchase interaction
Monitor customer online behavior. Set trigger to send targeted follow-up offers and communication

Product Mix: CX Commerce, CX Marketing, CX Service
Popular KPIs: Shopping cart abandonment rate, Pageviews per Visit

Cloud Mobile Analytics Social AI/ML Big Data

Copyright © 2023, Oracle and/or its affiliates. All rights reserved.

ORACLE