ORACLE

Oracle Retail Loyalty and Awards Cloud Service

Oracle Retail Customer Engagement Cloud Services is a suite of integrated cloud services designed to drive incremental revenue and profitability for today's retail enterprise. The modules in the suite empower the user to: build customer loyalty, increase average spend, and drive repeat purchases. Further, the integrated modules each deliver strategic insights to focus investments on high potential customer segments and better inform decision-making in key areas of merchandising and operations.

LOYALTY PROGRAMS ARE AN EFFECTIVE STRATEGY

Loyalty programs are an effective strategy for customer retention and acquisition. Identifying, rewarding, and retaining loyal customers is key to return on investment and profitability. Points-based loyalty programs provide a powerful differentiator in today's competitive retail landscape and serve to draw a bright line connecting continued loyalty to special rewards and recognition. This strategy offers a disincentive to competitive switching and is proven to increase customer lifetime value (LTV). Increasing the LTV of existing customers accelerates revenue growth.

FLEXIBILITY TO SUPPORT A WIDE VARIETY OF PROGRAM CONCEPTS

Oracle Retail Loyalty and Awards Cloud Service have the flexibility to quickly implement the program best suited to a retailer's specific market requirements. Whether a loyalty strategy is based on direct awards or special recognition driven by membership levels, the platform has the features to operate the program efficiently.

At the heart of any loyalty program model is the idea of accumulating points and redeeming those points for rewards. Earned points can be accumulated indefinitely or can be periodically expired (if not otherwise redeemed), to more predictably control financial exposure. **Issue rules** control the way members earn points. Depending on the program concept, these rules can issue points based on the value of items purchased, the number of items purchased, or the count of individual purchase transactions or visits. **Eligibility rules** enable retailers to define qualifiers like merchandise categories, dates, dayparts, tender types, and customer groups. These qualifiers can focus on the program, or provide additional 'bonus point' opportunities to motivate members and create excitement. On the reward side, **award rules** can be defined to enable members to exchange points for 'experiential' or direct financial awards. Electronic award certificates can automatically be generated at fixed point ratios, i.e., $5.00 for every 250 points or a 'cashback' model where accumulated points are exchanged for value at a defined rate such as 5%.

Key Benefits

- *Quickly respond to changing requirements*
- *Easily create bonus-earning opportunities*
- *Integrate the loyalty program into all selling channels and customer touchpoints*
- *Create engaging program concepts with low operational impact*
- *Reduce total cost of ownership via Cloud deployment with SaaS pricing*

YOUR LOYALTY PROGRAM... EVERYWHERE

Accessibility is key to engagement, and engagement is key to success. Oracle Retail Loyalty and Awards Cloud Service is an open platform with an extensive web services layer. This provides the means to integrate a loyalty program into all of a retailer's 'customer touchpoints,' including point of service systems, e-commerce, kiosks, and mobile apps. It also allows retailers to continually reinforce the value of the program and make it easy for customers to realize benefits from on-going participation.

COMPREHENSIVE SOLUTION INCLUDES BACK OFFICE

Superior customer service and support for a loyalty program is an integral part of its delivery. Oracle Retail Loyalty and Awards Cloud Service's back-office account management interface enables users to gain access to their card and account details for balance inquiries, manual point adjustments, card merge/replacements, and other essential functions. The role-based security model means access levels can be granted to specific associates based on the level of experience or responsibility. Points management, awards, and member communications can be managed through the integrated job scheduler to increase efficiency and reduce the cost of operations.

The solution also includes several pre-built report definitions to provide the management team with the information and insight to evaluate the program's effectiveness continually.

LOWER TOTAL COST OF OWNERSHIP

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. Included in the service are 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, the company that leads the world in database technology.

For more information about Oracle Retail Loyalty and Awards Cloud Service, please visit oracle.com/retail or email oneretailvoice_ww@oracle.com to speak with an Oracle representative.

Key Features

- *Comprehensive support for back-office customer service*
- *Centralized rules engine for rapid systems integration*
- *Configurable rules for issue award and movement*
- *User-friendly interface with role-based security*
- *Automation to manage key operational details*
- *Integrates with POS systems, e-commerce, OMS, social networks, and email*

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