

# Oracle Digital Store Solution

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In today's consumer driven world, retailers with brick and mortar stores must innovate with digital technologies to connect with their consumers along their path to purchase, which often ends in the physical store. Connecting the digital and physical worlds to deliver seamless, cross-channel experiences will define the companies that thrive with today's hyper-connected consumer. Leveraging new store technologies will help you know, engage, and convert more consumers and help your stores become a competitive advantage.

**The Oracle Digital Store Solution** is a modern, cloud based solution that enables the integration of store infrastructure and consumer engagement technologies. This solution will help you increase store traffic, improve engagement, drive conversion, and increase shopper basket size. This solution will also help you improve store operations, by reducing costs, improving efficiency and enhancing customer service.

## KEY FEATURES

- Develop a single view of the consumer across your virtual and physical touchpoints
- Create more efficient shopper acquisition and engagement processes to orchestrate marketing in alignment with the consumer's journey
- Power intelligent customer segmentation based on PII and any data, structured or unstructured
- Integrate sensor systems to capture and analyze shopper data in real time, delivering actionable insights to optimize sales

## KEY BUSINESS BENEFITS

- Increase same store sales and sales per square foot
- Increase foot traffic
- Increase conversion
- Increase market basket

## Real-Time Offer Personalization

Shoppers increasingly expect to receive meaningful deals, customized products, responsive and caring customer service. They have grown accustomed to receiving suggestions from retailers online based on their shopping history. This is becoming the case having their smartphone experiences tailored by location and browsing history.

The Oracle Digital Store solution provides this level of personalization as customers are identified as they walk into the store, their shopping history is understood and you are able to orchestrate a personalized dialog with them across their shopping journey, leveraging real-time data.

## More Efficient Shopper Acquisition and Engagement

Clienteling symbolizes the transformation of the in-store shopping experience in the mobile age. This customer relationship philosophy requires that associates be equipped with tablets, and other mobile devices, from which they can access information about both the customers they serve and the store's product offerings and inventory.

Using location data to help the associate locate consumers, items and promotions in the store, Oracle Digital Store solution delivers actionable data and content to a mobile associate dashboard via a tablet device to improve knowledge of products, services, promotions as well as consumer profiles and segmentation.

**KEY FEATURES**

- Integrate mobile platforms, including store apps and chatbots
- Integrate store systems, including PoS and store inventory management
- Leverage real time store analytics to drive better customer service, higher productivity and lower costs
- Integrate visualization platforms to create store manager dashboards, merchandising tools and clienteling applications
- Leverage real time merchandising analytics to improve sales, volumes and category management

**KEY BUSINESS BENEFITS**

- Improve customer service
- Improve store productivity
- Reduce store costs

**Real-Time Store Analytics**

Store sales have been on a steady decline over the last few years. To survive and thrive in this fast paced, hyper-connected world, it is imperative to transform the stores and deliver actionable insights and alerts to the store manager, assist in monitoring daily sales and performance in real-time.

Oracle Digital Store solution enables monitoring of promoted item sales and identifies corrective actions in real time. It enables the optimization of the store expenses based on shopper traffic and can enhance customer service using the data on shoppers' navigation, dwell times, and levels of engagement with associates.

**Connect the Digital and Physical Worlds**

The Oracle Digital Store solution enables brick and mortar retailers to leverage unique advantages over their pure play rivals by bringing the power of digitization within the four walls of their stores in order to deliver seamless experiences to the shoppers and to improve store operations, from a productivity, cost and customer service standpoint.

The solution will improve experience for the empowered consumer and optimize performance of store managers and associates across three key consumer interaction steps of Know, Engage, and Convert.

**A Unique Blend of Customer Experience, Store Management and Technology**

Fig.1– Improve shopper experience and appeal to younger, more technology savvy shoppers

Oracle's Digital Store solution is architected to be delivered in a modular way, on top of the Oracle Cloud platform and based on your priorities. It takes advantage of Oracle's proven technology stack. Together with our Systems Integrators and sensor providers partners, Oracle is your one stop shop for Customer Experience, Store Management and Technology Platform.

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For more information about Digital Store, visit [oracle.com](http://oracle.com) or call +1.800.ORACLE1 to speak to an Oracle representative

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