

ORACLE LOYALTY CLOUD

Reward Your Most Loyal Brand Advocates
Attract New Ones with Optimized Programs



Sharing the Love

ORACLE®

CUSTOMER EXPERIENCE EXPECTATIONS ARE HIGH



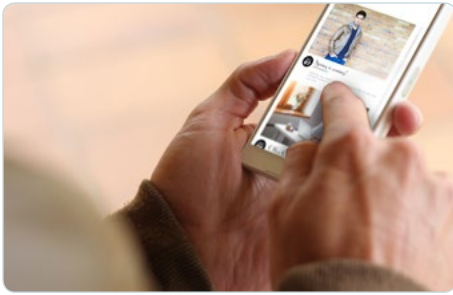
MODERN CUSTOMERS EXPECT AN EXPERIENCE THAT SPEAKS TO THEM, THEIR INTERESTS, AND THEIR PREFERENCES.

THE MODERN CUSTOMER ECOSYSTEM

In the new customer ecosystem, modern customers expect businesses to understand them and reward them without added effort. If anything, a loyal customer expects their experience to be better because you know them. They want you to prove it. Modern customers expect an experience that speaks to them, their interests, and their preferences.

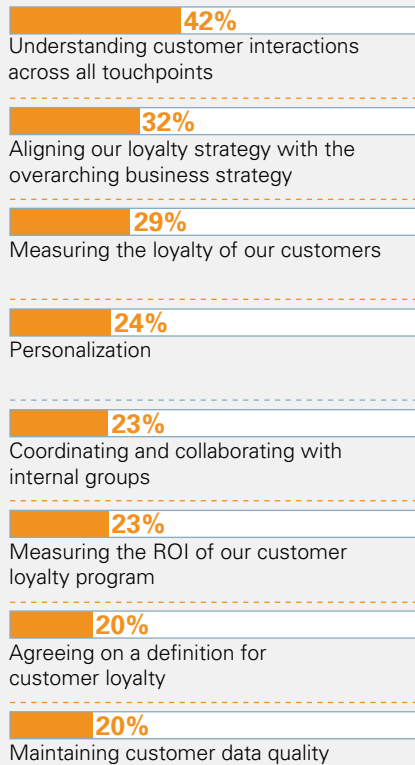
Even though more brands are offering joining incentives to improve customer acquisition and the number of people overall joining loyalty schemes is increasing rapidly year on year, the issue now is that loyalty programs are common and commoditized. Consumers may join programs of brands they like, but they limit their participation to only a few programs that offer them relevant rewards and that keep them engaged with the right interactions, in the right place, at the right time, which many businesses are struggling to do.

Increasing customer retention by 5% can increase profits by up to 95%, so a loyalty scheme can play a major part in an uplift in profit. And that's because loyalty scheme members spend significantly more too – 30% more with traditional retailers than other shoppers¹.



What are the greatest challenges facing your customer loyalty program/incentive today?

What are the greatest challenges facing your customer loyalty initiatives today?"



BASE: 94 Marketers
 (Not all responses shown)
Source: Forrester/DMA Q3 2016 Global State of Loyalty Online Survey

2

Figure 1: Measurement Is A Challenge For Loyalty Marketers

THE CHALLENGE:

Competition for Loyal Customers is Intensifying

Connecting with customers is becoming harder. They are increasingly distracted. It is estimated that there are over three billion loyalty program memberships in the US – with the average US household participating in 29 programs. And membership growth shows no sign of slowing – it’s up 26% in just two years.² That is a lot to compete with.

Customers are switching brands and retailers more than ever before. Consumers no longer have to be brand loyal – they can research online for better prices, and are more prepared to shop around.

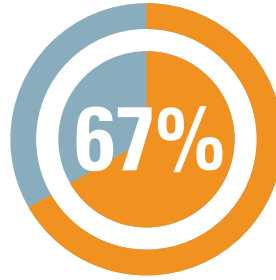


This is making customer acquisition is harder. It can cost 7 times more to acquire a new customer than it costs to keep them. And according to Gartner, 65% of a company’s business comes from existing customers.

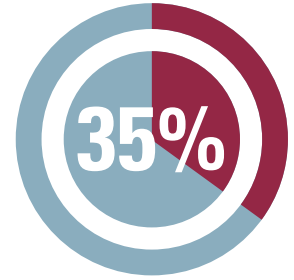
Brands must stay relevant and offer their customers what they want, otherwise they are just a click away from being forgotten.

INNOVATE FASTER & PERSONALIZE

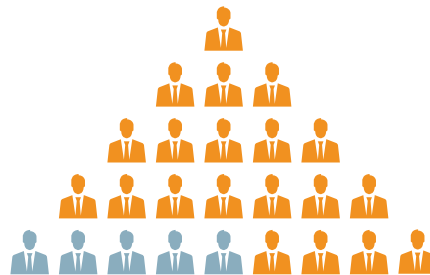
Growth and profitability are critical to success. In the new era of loyalty, you need to innovate faster than competitors to provide personalized experiences to your customers and drive repeat business.



Loyal customers spend more on each transaction. Data suggests an average of 67% more.



Engaged loyalty members increase visit frequency by an average of 35%.



5X

It costs 5x – 7x more to attract new customers than it does to retain an existing customer

Loyal customers spend more on each transaction. Data suggests an average of 67% more.³

THE KEY TO LOYALTY PROGRAM SUCCESS:

Relevancy and Personalization

Clearly interest in loyalty programs is not dead. But poorly implemented and executed loyalty “gimmicks” are dead. While memberships grow, approximately 58% of those memberships are inactive – i.e. they had no engagement with the brand or loyalty scheme within a 12 month period⁴.

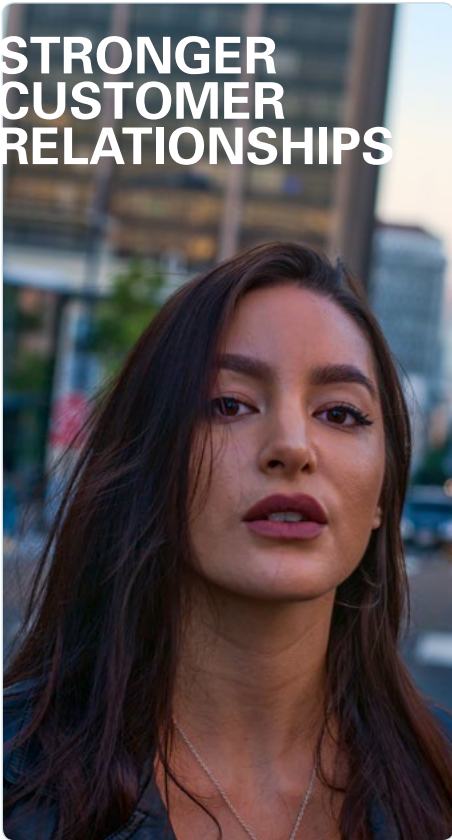
Modern Loyalty is about providing real value, understanding the customer, and driving meaningful engagement that makes your brand the right brand when the customer needs or wants to buy. And it is about promoting and shaping the right consumer behavior to retain customers and build brand advocates so that you can grow your business.

The best customer experience possible to succeed in the new era of ultra-competitive loyalty schemes is the ability to provide not just personalized experiences – but individualized, relevant experiences at scale. To do so requires modern, smarter technology leveraging complete customer data and AI capabilities to provide such experiences.

POWERFUL INNOVATIVE UNIFIED

CUSTOMER-CENTRIC

STRONGER CUSTOMER RELATIONSHIPS



Loyalty Cloud delivers to every customer touchpoint with integrated tools so that you can stay engaged with the right interactions, in the right place, at the right time

MEET ORACLE LOYALTY CLOUD

Gain a competitive advantage and build stronger customer relationships by providing individualized experiences that are truly rewarding and reinforce positive buyer behavior – like spending more with your business. Oracle Loyalty Cloud will work with your business to extend your influence and enable a more consistent and seamless customer experience overall, all without help from development teams to set up the loyalty programs.

Oracle Loyalty Cloud is the most powerful, truly scalable loyalty platform in the cloud.

Innovate and accelerate customer acquisition and engagement with rapid loyalty program deployment, simplified usability and member management.

Deliver amazing unified loyalty experiences across channels, with pre-built integrations and REST APIs.

Enable complete, customer-centric experiences across all lines of business to improve loyalty and build stronger customer relationships.

Loyalty Cloud empowers loyalty programs to become:

POWERFUL: Focus on growing your business with a truly scalable platform, enterprise grade performance, and secure resources

INNOVATIVE: Move faster and improve customer profitability with rapid loyalty program deployment and simplified usability

UNIFIED: Deliver amazing unified omni-channel loyalty experiences with pre-built integrations and REST APIs

CUSTOMER-CENTRIC: Concentrate on retaining existing customers, acquiring new customers, and increasing customer lifetime value





**NOT ALL CLOUDS ARE
CREATED EQUAL**

THE WORLD'S LARGEST COMPANIES TRUST ORACLE HARDWARE, ORACLE DATACENTERS, AND THE ORACLE CLOUD

**LEVERAGE THE UNMATCHED
SCALE AND INFRASTRUCTURE
OF ORACLE CLOUD.**

UPTIME: 99.9% SLA.

**AUTOMATIC FEATURE
UPDATES**

PCI COMPLIANCE.

**CLOUD SERVICES SIMPLIFIED:
Leverage and build on Oracle's
DaaS, IaaS, PaaS infrastructure
to simplify your – gIT footprint.**

POWERFUL

GROW WITH THE PROVEN LEADER.

Enjoy the ease of use that comes with the cloud

Too often we hear that other vendors have performance issues. Loyalty cloud is the most scalable loyalty platform in the cloud today so you can focus on driving meaningful interactions with your customer, without the worries about infrastructure, uptime, and scalability at peak periods with the Oracle Cloud.

Keep moving with simplified upgrades

Enjoy regular product updates, delivered automatically without downtime and without compromising on other business functions.

Gain a competitive advantage

Focus on understanding your members by improving marketing and sales with 360 degree member insight. Quickly engage and reward your customers to keep them coming back for more. Immediately connect POS data, loyalty data, and marketing data to positively reinforce every personalized interaction.

Allow IT to focus on something other than servers

Let us deal with the details. We protect the performance of all loyalty interactions with the massive infrastructure of Oracle so you can relive pressures of security from IT and focus on growing your business. Take advantage of the Oracle fabric – DaaS, IaaS, PaaS and the SaaS apps portfolio to simplify your IT footprint and reduce costs.

Dramatically reduce your costs and increase innovation while simplifying your IT footprint with the Oracle Cloud Platform portfolio.

Software as a Service (SaaS): market-leading applications to assist with engagement, conversion, fulfillment, and support across the customer lifecycle.

Platform as a Service (PaaS): Increase productivity with an elastically scalable platform for adding and consolidating applications.

Infrastructure as a Service (IaaS): Reach IT goals. Run any workload in the cloud for instant value with elastic compute, networking, and storage.

Data as a Service (DaaS): Deliver better, more lucrative customer experiences across the buying journey by aggregating and analyzing data across the organization.

TRANSFORM YOUR BUSINESS WITH THE UNRIVALED DEVELOPMENT EXPERTISE AND R&D FROM LOYALTY CLOUD



Move faster and improve customer profitability with rapid loyalty program deployment and simplified usability.

FORRESTER

Forrester Research named Oracle as the only complete Digital Experience platform on the market.⁵

INNOVATIVE

TRANSFORM YOUR BUSINESS

Be more agile

Move faster and improve share of wallet and customer profitability with rapid loyalty program deployment and simplified usability. Drive faster time-to-value with streamlined and pre-optimized integrations out of the box. Empower IT to innovate with an API-first, standards-based platform.

Accelerate customer acquisition and engagement

Easy enrollment, referral and membership management means customers are easily engaged and acquired to promote brand loyalty. Retain existing customers and increase customer lifetime value with simplified tier and promotions management. Reinforce positive buyer behavior with a responsive program that rewards purchases immediately.

Use AI to get ahead

Dive deeper into member insights to understand top buyers, at risk members, and use AI to create natural segments. Quickly create the perfect experience for your customers from a single environment to match the right customer to the right loyalty program.

Innovate faster

Enable connected customer loyalty faster with less admin time and higher return. Maximize efficiency and effectiveness of marketing and sales efforts with connected customer data that enables and automates individualized experiences. Stay ahead with regular feature releases, and integrations to other applications.

Meet Your Objectives with Oracle Loyalty Cloud



Retain Existing Customers



Increase Customer Advocacy



Gain Customer Insight



Improve Share of Wallet



Customer Engagement



Improve Customer Lifetime Value



Improve Customer Profitability



Customer Acquisition



Enable Interaction

80%

According to research from Accenture, nearly 80% of today's consumers fail to get a tailored, consistent experience across channels.⁶

That's because offering a joined up experience across channels through integrating with systems like analytics, campaign management, and point of sale is hard and expensive, and takes a long time – but loyalty program success relies on it.

That's why all our major Loyalty process flows are available through REST APIs

UNIFIED

EVERYTHING YOU NEED IN ONE PLACE

Engage, reward, and recognize loyalty members with personalized interactions throughout their lifecycle. Simplify your IT footprint with a proven partner: add applications and cloud services as needs evolve. Enhance your entire business with the complete Oracle CX Cloud Platform.

Reduce Integration Headaches

Deliver amazing unified loyalty experiences across channels with pre-built integrations and REST APIs. Loyalty Cloud is extensible so that companies can create tailored and personalized experiences customers are looking for so they are engaged with the right interactions, in the right place at the right time. Take advantage of the Oracle Cloud marketplace with pre-integrated extensions to take away the headache and the cost of offering a truly unified and omni-channel customer experience.

Unify Experiences

Enable unified, customer-centric experiences across all lines of business and all channels to improve loyalty and retention. Drive consistent experiences connected with loyalty across all lines of business.

Grow as your needs evolve

Enhance your entire business with the complete Oracle CX Cloud Platform. As your needs grow and evolve further, we have other applications in the Oracle CX family that can create a truly engaging customer experience that drives more revenue and loyalty. Simply connect to the system of your choice. Combine and extend on-premise, cloud solutions, and third party technologies.

Increase engagement and improve value

Connect with prospects and improve engagement through loyalty. Drive customer advocacy and engagement with personally tailored customer interactions. Empower customers with rich rewards while providing sales and service valuable customer data.

CUSTOMER CENTRIC

DELIVER INDIVIDUALIZATION

“Customer relationships are now the only remaining source of competitive advantage, which makes earning customer loyalty mission-critical in the age of the customer.” —Forrester

The real shift now is that Customer Loyalty and Customer Centricity are interchangeable terms and ideas. Businesses really need to put the customer at the heart of their business.

This means, you need to:

Know your customer

Leverage your understanding of your customers to truly connect. Drive engagement with promotions personalized for each customer. Maximize efficiency and effectiveness of marketing and sales efforts with connected customer data that enables and automates individualized experiences.

Leverage Individualization

With stronger customer relationships you can drive smarter business decisions. Gain a single view of the customer to drive individualized interactions. Craft engaging experiences with intuitive drag and drop interfaces designed for business users who can swiftly respond to changing needs of business.

Create Personalized Experiences

Connect with each customer by understanding the full-spectrum of their experiences and engagements, across pillars with 360 degree member insight. Drive meaningful and relevant interactions that are truly rewarding by enabling customers to easily engage with your brand.

Make every interaction positive

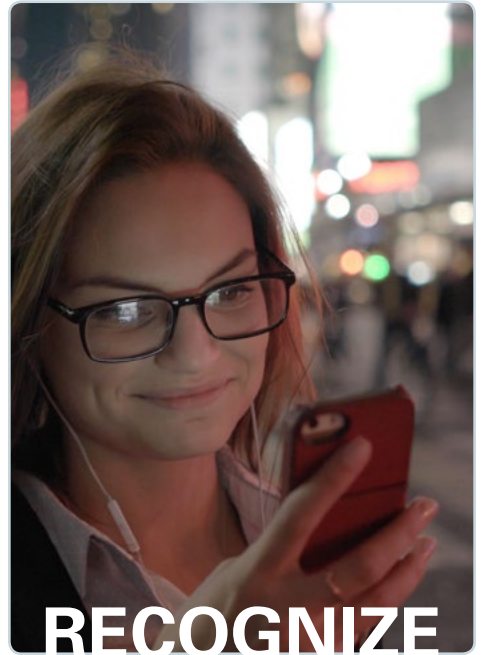
Use engagement to drive value, motivate behavior, and create brand ambassadors. Promote the buyer behavior desired with streamlined redemption and customer journey reinforcement. Enable a more consistent and seamless customer experiences overall to retain existing customers and acquire new customer who can become brand loyalists.

Companies that capitalize on member relationships and building both behavioral and emotional loyalty improve program results and differentiate from competitors.⁷



For consumers who regularly participate in a majority of those [Loyalty programs], 69% find special treatment important.⁸

Loyalty Cloud meets the objectives of your decision maker – deepening relationships, tailoring messages and offers, and turning new customers in to brand loyalists.



Loyalty Cloud is built to Record, Reward and Recognize Customer Behavior

Record: Oracle Loyalty Cloud’s Transaction Framework allows you to record any type of customer behavior like purchases, referrals, check-in, social, airline departures, hotel stays, and more so that you have a complete view of your customer’s interactions with you.

Reward: Reward your customers with our robust promotion engine, which allows for points and currency accrual, vouchers, and attributes so that your customers feel valued and continue doing business with you.

Recognize: Utilize the Oracle Loyalty Cloud Tier Assessment Framework to truly understand your customer and all of their attributes and behavior so that you can upgrade loyal customers and get a complete look at their membership lifecycle.

Commitment to Customer Success

The Oracle Loyalty Cloud Customer Success Team's mission is to promote and enable our customers to achieve and exceed their strategic goals.

We are here to build loyalty focused businesses, together.

Product Innovation

Focus on flexibility and ease of use for the modern business user.

Advocacy

Single point of contact whose job is to advocate for you.

Getting Started

An onboarding team will quickly get your project underway.

Scale & Security

Dedicated cloud operations team to manage and scale infrastructure

Education

Knowledge center & resources to build your usage fluency.

Implementation

An oversight team to coordinate efforts between Oracle and your partner.

Support

24x7 product and technical support to maximize your operations.

Growth

Leverage tools plus other Oracle solutions to scale your own business.

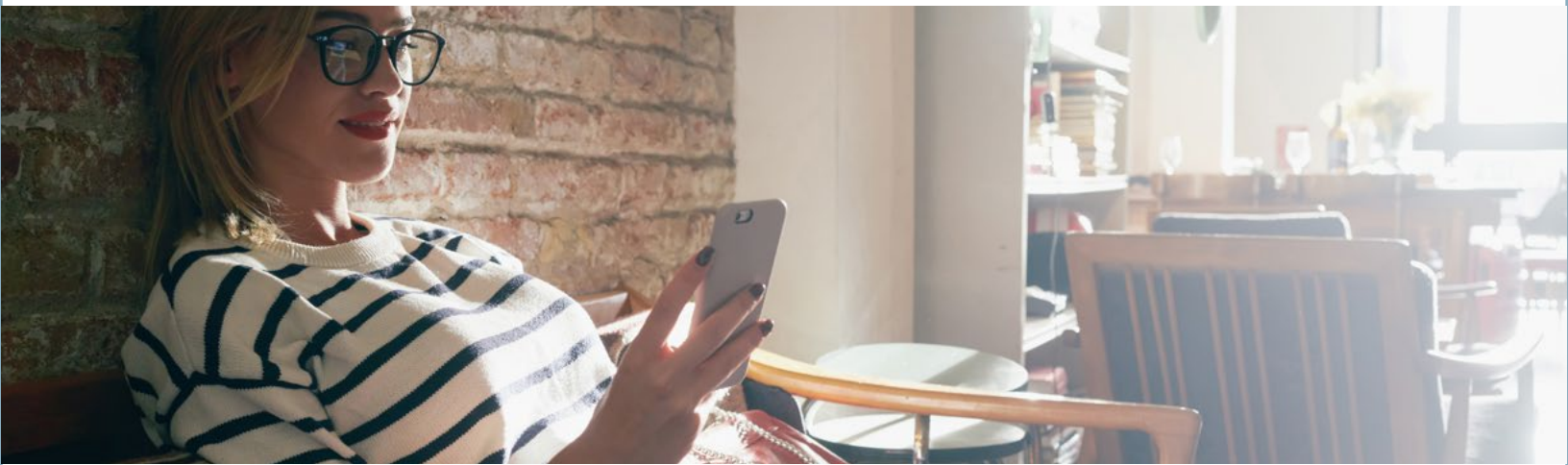
94%

94% of market-leading SaaS adopters said that "partnering with a reputable technology company that prioritizes my business success" is a top factor for choosing an eCommerce platform⁹

Sources:

1. **Source:** Forrester, Brief: Loyalty Program Members Give Brands Higher Customer Experience Index Scores, August 7, 2015
2. **Source:** Forrester: How Consumers Really Feel About Loyalty Programs, May 7, 2017
3. **Source:** Value Online Customer Loyalty You Capture – Bain and Company, Apr 2000
4. The 2015 COLLOQUY Loyalty Census
5. **Source:** Forrester, Take Two Technology Roads to Digital Experience Success, Feb 2016
6. **Source:** 6% of consumers believe they are more likely to switch compared to 10 years ago. Customer 2020: Are You Future-Ready or Reliving the Past? Accenture
7. **Source:** Forrester, Improve loyalty Measurement With Behavioral and Emotional Metrics, January 25, 2017
8. **Source:** Forrester Data Consumer Technographics North American Retail and Travel Survey, Q4 2016 (Us).
9. "The Value of Agile Commerce," Forrester Research Inc., May 2016.

ORACLE LOYALTY CLOUD



ORACLE®

Loyalty Evolution

Extend your influence and connect with your customers to drive repeat business with the most powerful, truly scalable loyalty platform in the cloud.

To learn more, visit [Cloud.oracle.com/loyalty-cloud](https://cloud.oracle.com/loyalty-cloud)