ORACLE®

Eight Best Practices to Deliver Great Commerce Experiences
Transform the Buying Process With Oracle's Commerce Solution

INTRODUCTION

Customers have new ways to research, evaluate, compare, purchase, and provide feedback on products and services. What was once a simple buying process has evolved to include the Web, store, mobile, social, kiosk, and call center. Throughout that buying process, customers expect consistent, relevant, and personalized interactions.

WHAT YOU NEED TO KNOW ABOUT THE CHANGING COMMERCE LANDSCAPE

Shopping Across Multiple Touchpoints Is a Given

Siloed touchpoints directly impact the customer experience. Consumers expect to glide seamlessly among your brand's touchpoints. In fact, 44 percent of online retailers reported that optimizing the user experience across touchpoints is their top priority for 2012[1].

Mobile and Social Are Catalysts for Cross-Channel

Mobile and social commerce are changing how consumers research, buy, and recommend products. Fifty-four percent of U.S. smartphone owners use their phones to shop before arriving at a store[2]. Armed with smartphones and tablets, consumers have access to much more product information and can compare, recommend, and share information from anywhere, at any time.

"Big Data" Applies to the Commerce Experience

A massive amount of data is being generated daily by consumers, businesses, and devices. "Big data" provides valuable insight and can be utilized across all touchpoints to deliver better, more relevant experiences. In fact, 91 percent of marketing leaders believe that successful brands use customer data to drive marketing decisions[3].

BEST PRACTICES TO DELIVER GREAT COMMERCE EXPERIENCES

1) Personalize Customer Engagement Across Touchpoints

Today's customers expect consistency across all touchpoints. Provide a seamless, personalized, and consistent customer journey no matter where or how your customers choose to engage with your brand.

2) Connect Buyers with the Most Relevant Content

Predicting what customers want is nearly impossible. Use everything you know about them—from purchase history to what device they are on—to present tailored products and offerings.

3) Target Experiences at Each Interaction Point

A rewarding customer experience includes presenting the right content to the right customer at the right time. Offer the ideal experience on different interaction points by leveraging personalization as well as proactively managing pricing and profit margins across products, store locations, and devices.

4) Influence Experiences to Maximize Conversion

Getting shoppers to your site is half the battle. Leading companies succeed because they quickly convert shoppers into customers through effective merchandising. Use all of the data from your commerce ecosystem to drive personalization, merchandising, and relevant search results. The result: higher conversions and order values, and decreased shopping-cart abandonment.

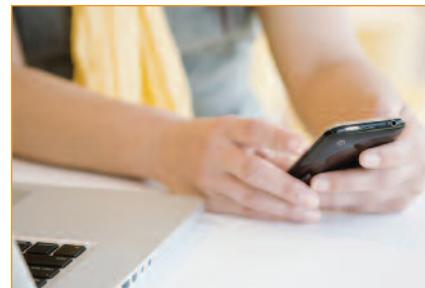### 5) Optimize Execution to Deliver Value

An ideal commerce experience ensures your customers can easily find the products, services, and information they want, and assists them exactly when they need help. Consider providing live help or access to a knowledge base to help them find answers easily.

6) Engage Buyers at the Point of Need

Help your customer service team by proactively identifying and engaging at-risk buyers via chat, call, or e-mail when they need help. And in doing so, you can improve customer satisfaction and increase average sales and conversion rates.

7) Leverage Everything You Know and Learn

It is important to create a 360-degree view of your customer data to make accurate, timely decisions. As new transaction, customer, and product data arises, make sure it's collected and aggregated immediately, giving your teams access to the most up-to-date and accurate information.

8) Utilize Data to Build Lifetime Value

Customer data is only as good as what you do with it. Go beyond the sale and use customer data to up-sell and cross-sell customers to related products and build customer lifetime value. Drill deep into customer data to create more impactful loyalty programs and more targeted offers.

SUMMARY

Great commerce experiences start with pinpointing customer needs, and then providing the best recommendations.

Oracle addresses the entire customer lifecycle with a comprehensive suite of solutions for commerce, service and support, sales, insight, loyalty and marketing, and social media. You will be able to simultaneously connect and engage customers, learn more about them, and make it rewarding for them to do business with you. Oracle's commerce solutions enable you to deliver great customer experiences and profitable customer journeys. To learn more visit oracle.com/commerce. ■

Sources:

[1] *Oracle Retail E-Commerce Trends for 2012 Research Study, February 2012*

[2] *Leo J. Shapiro & Associates (US) "How Smartphones Are Helping Create a New Generation of Smart Shoppers", March 23, 2012*

[3] *Columbia Business School and New York American Marketing Association "Marketing ROI in the Era of Big Data", March 2012*