



Powering the Cross-Channel Customer Experience with Oracle's Complete Commerce

Contents

Overview	1
The Trends are Clear	2
Business Challenges	3
Complete Commerce	4
Customer Successes	8
Why Oracle?	9
Act Now	11

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Overview

Today's customers are more information-enabled and mobile, and have higher expectations than ever before. They demand services that are always on and accessible from a range of touch points, including smartphones, tablets, retail kiosks and social media. They might start the buying process based on the recommendation of a friend, online product research, or an email or text message offer. They might then touch and feel the product in a retail store but ultimately buy it from the comfort of their home via a tablet or other device in the small hours of the night.

And through it all, customers expect their buying journey to be relevant and personalized, to reveal consistent features, offers and experiences based on where they've been, what they want and how they choose to get it. When their on-the-go shopping experience involves a retail store interaction with a sales associate or a phone call to a call center agent, these savvy customers expect the companies tied to their favorite brands to provide all the answers — even as they jump from one channel to another and back.

How can your company hope to deliver on its brand promise with expectations like these? Customer data is locked in silos, promotional offers differ by channel, and customer information is often not consistent. The challenges are big, no doubt, but the opportunities are greater. These new channels and multiple points of customer engagement give brands a chance to delight their customers at every turn and build loyalty into their everyday interactions, creating a new world of commerce: *Complete Commerce*. This paper will discuss *Complete Commerce* and the ways it can change how you interact with your customers. You will learn why it is important to:

- Gain a complete view of your customer
- Connect every customer interaction across all of your channels
- Personalize your customer's journey
- Assist your customers at the point of need and deliver the right answers
- Recognize, personalize and reward your high-value customers

In addition, you will learn how Oracle solutions come together to enable *Complete Commerce* by handling everything from core customer data to the mobile phone experience.

The Trends are Clear

Today's overall commerce trends are becoming crystal clear. Online and electronic sales are growing at an unprecedented pace, despite challenging economies. The following highlight how customers — both B2C and B2B — are increasingly turning to online sources:

- In 2011, a whopping 70 percent of all Internet users made at least one online purchase.¹
- Two-thirds of consumers use mobile phones for purchasing.²
- More than 7 percent of consumers in the U.S. will own a tablet by the end of 2012.³
- Tablet sales are estimated to grow at a compound annual rate of 51 percent through 2015.⁴
- More than half of frequent Web shoppers turn to social networks such as Facebook and Twitter at least some of the time to gather ideas for shopping.⁵
- 28 percent of Facebook users have purchased something online via a Facebook link.⁶
- 43 percent of all U.S. retail sales are influenced by the Web.⁷

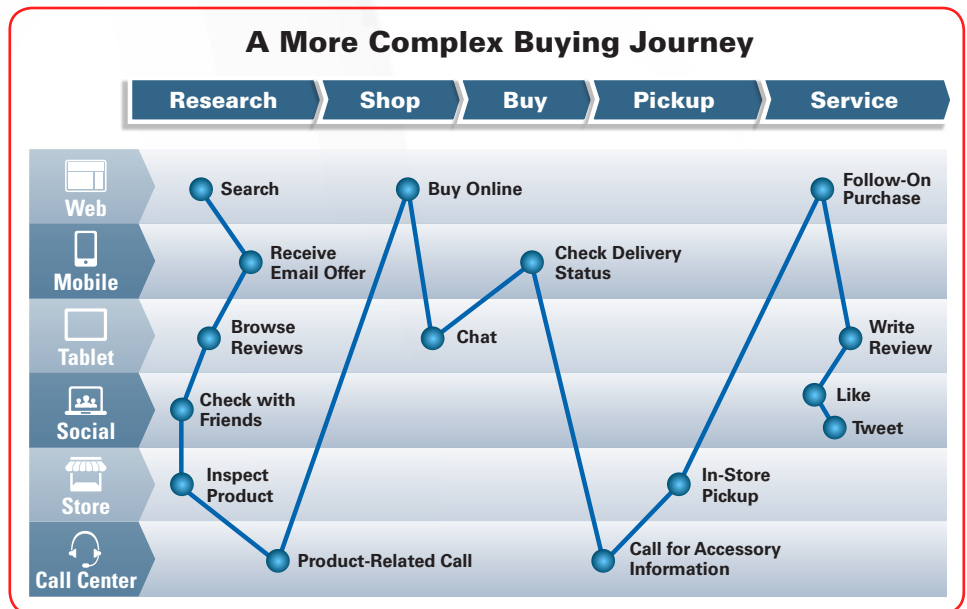
Among other statistics is the fact that 1 in 10 mobile users redeem coupons, and for smartphone users, the rate is even higher: nearly 1 in 5. By 2013, almost 33 percent of smartphone users will be redeeming discounts on the go.⁸

While these nuggets of insight point to specific channels, research studies conducted by Oracle have shown that consumers often start browsing and researching on their computers and mobile devices, yet ultimately cross multiple channels or interaction points with brands before making their final purchase. Customers now have the capability to use their smartphones to do things like pull up an online coupon and print it out at home or simply display it to a sales associate from their device.

Meanwhile, customers haven't abandoned human interaction prior to, during and after a sale, either by chatting or speaking with a customer service agent sometime during the process: Over 90 percent of U.S. consumers and over 77 percent of European consumers ranked click to call and click to chat as "useful to extremely useful." Click to call and click to chat were ranked second and third, respectively, out of five options, behind only the option of a free phone call into the contact center.⁹

Business Challenges

On average, Oracle's consumer research shows that more than three-quarters of consumers use two or more channels to browse for, research and purchase products. More important, 85 percent of shoppers expect the shopping experience to be consistent and personalized.¹⁰ This can be a challenge, however.



If customers are traversing multiple channels and expecting consistent buying experiences and that companies and their brands know them personally and can anticipate their needs, how can you create an experience to meet such dynamic customer expectations? Customers expect to be able to move across multiple channels seamlessly — to start an interaction on the Web, for example, and continue it in the call center.

The customer's buying journey can be mapped out on paper, and while complex and fluid, it's understandable — yet ever changing. But what happens when that journey needs to be reflected and managed? Infrastructures and business processes need to be aligned to work together toward a common, complete solution. There is customer data to collect, clean, connect and transform in order to drive personalization seamlessly across these channels. Siloed channels are no longer an option, and while satisfaction might rise for one well-run siloed channel, failure to connect across all channels will eventually erode your brand's reputation and ability to completely satisfy your customers.

Companies need a solution that:

- Unifies every customer interaction across all channels
- Personalizes the products and content that interests the customer
- Delivers targeted promotions to the right customer at the right time
- Drives lifetime revenue, increases retention and incents referrals
- Engages with customers when they need it
- Optimizes the engagement beyond the initial sale

But there's more to a *Complete Commerce* solution. In order to provide consistent, relevant and personalized customer experiences, brands need a total solution that:

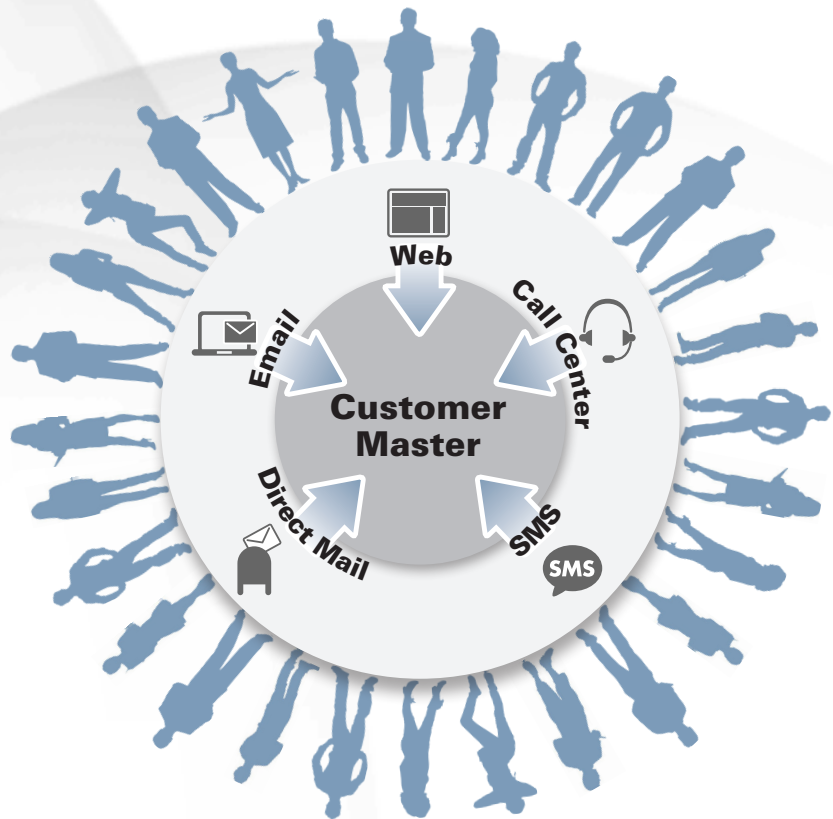
- Enables them to connect all interactions with the brand, no matter what channel customers are using to engage with the company
- Drives integrated marketing campaigns that attract and engage customers, and incent them to purchase
- Tailors the products that are displayed for the customer based on the type of device the customer is using, whether a mobile device, PC or kiosk
- Personalizes search results to the individual
- Provides tools such as product recommendations and knowledge management capabilities to ensure that the customer is making the right buying decision
- Extends and enhances customer engagement beyond the initial transaction
- Builds long-term customer loyalty

Complete Commerce

To better understand how you can rise to these new commerce challenges and thrive, these four principles can ensure that you deliver on your brand promise and provide the best customer experience across all of the ways your customers interact with you:

- Unify the experience
- Personalize the journey
- Maximize the engagement
- Optimize the execution

Unify the experience. This starts with unifying each customer interaction across all channels by gaining a 360-degree view of your customers, spanning multiple applications and systems. This lets you deliver a unified brand message across all channels so you can deliver customized content and offers based on a specific channel, device or interaction location. Plus, it lets you attract and engage customers through marketing campaigns delivered to the right customers, both online and offline.



Unifying the customer view enables organizations to combine customer profile information, transactional data, online navigation and social interactions to create a rich customer profile and a more dynamic, personalized experience for the customer. Many of these solutions, including CRM, Product Information Management and Master Data Management, enable organizations to capture this information and make it available for any application to contribute to and consume. Here are the basic steps needed to unify the experience:

- Develop a single repository of customer data
- Cleanse, enrich and synchronize key business data
- Supplement with external sources for deeper customer profiles
- Leverage the customer information across all channels and systems

Personalize the journey. Personalizing the customer experience to the device is key, be it the Web, mobile or other channel. That experience should span one commerce platform to ensure a consistent journey — and it should be optimized based on the customer's specific device. For example, you don't want to push huge amounts of data when your customer is connecting with your brand on a smartphone.



Of course, a major part of the personalization journey is delivering targeted promotions based on a customer's immediate inquiry, profile and history. These marketing offers should be consistent across all of your channels — it's easy to erode consumer confidence when, for example, a smartphone offer gives a 25 percent off incentive while an email offer for the same product gives a 15 percent discount and free shipping.

To maximize the effectiveness of these customer journeys, your *Complete Commerce* solution should also give you the ability to create personalized landing pages and microsites, as well as analyze your campaign effectiveness. While you don't want to fracture your offers and create customer confusion, you also need to be able to recognize patterns — perhaps 15 percent off with free shipping is more effective than other offers.

When it comes to meeting immediate customer needs, robust search — and *searchandising* offers — are critical elements of a *Complete Commerce* solution. You should be able to leverage search for merchandising by customizing search functionality to deliver optimal products and results that will increase conversions by providing the customer with the best solution based on their search criteria. Companies will also find that they can:

- Deliver personalized search results, including highly relevant cross-sell offers
- Limit irrelevant results or empty search result pages by redirecting customers to relevant category pages
- Display relevant, featured products along with the search results, helping customers find what they are really looking for
- Link directly from the search results to the customer's shopping cart

A truly dynamic solution will let your brand offer dynamic online storefronts that live and breathe like real stores, reacting to customer profiles and behavior. Rules-driven recommendations and promotions will let you provide more relevant and intelligent offers, as well as effective cross- and up-sell opportunities. A *Complete Commerce* solution can make all of this — and more — possible.

Maximize the engagement. While unifying the experience and personalizing the journey makes for a happy customer experience, maximizing the engagement is the frosting on the cake. By wildly exceeding your customers' expectations, you not only create brand loyalty, but you can increase profitability and directly affect your company's bottom line. It's a win-win game. To play it well, you must recognize, personalize and reward your high-value customers.

When you recognize your customers, *Complete Commerce* can help you combine transactional history with online behavior. When you personalize your interactions, you can use this insight to drive cross-channel promotional messages that are consistent across tablets, smartphones, kiosks and even via live agents. And rewards remain an effective tool, too, especially when combined with personal behavior insight that can offer, for example, incentives like "double rewards points" on electronics purchased in December.

Chico's FAS Maximizes Engagement

Chico's FAS is a set of lifestyle brands aimed at women's apparel and gifts. The company uses Oracle ATG Web Commerce, Live Help and Recommendations. As the company began unifying and personalizing the experience for its customers, it discovered a critical point: Chico's FAS multichannel customers were making an incredible contribution to the business, spending somewhere between three to five times that of the average customer. Consequently, the company made it a priority to build up its stable of multichannel customers to ensure that they could shop wherever, however and whenever they liked.

The thinking around the Chico's FAS customer speaks clearly to an effort to maximize engagement: She is an on-the-go woman who has lots of opportunities to interact, whether by phone, on an iPad at home, on a computer or when traveling and stopping in at one of the Chico's retail stores.

As Stephen Carvelli, vice president of e-commerce and CRM systems for Chico's FAS, says, "We just want to be with her where she wants us to be, when it's convenient for her."¹¹

Optimize the execution. Finally, the last part of the *Complete Commerce* journey centers around optimizing the execution. That includes maximizing customer profit-ability, using post-sale services to build a loyal customer base and commerce tools to react to market conditions and improve business agility. None of the previous elements of *Complete Commerce* can be successful if they can't be woven into your existing systems, architecture and business processes.

Smartphone Bundle



Warehouse #1



Warehouse #2



Warehouse #3

In order to optimize execution, captured orders must be routed through the right fulfillment processes for execution. This would be straightforward if a single ERP system handled every customer order. The reality is that multiple fulfillment systems are necessary to fulfill orders today, requiring rules to define who fills which order and when. Distributed order orchestration enables managers to define how an order is decomposed, orchestrated and routed to the right fulfillment execution system and ultimately to the customer. Plus, managers are empowered to monitor the demand and supply from a single set of screens to ensure that promises made to customers can be kept.

Agents in call centers or online chat service centers need tools to ensure that they can understand customer questions and provide relevant answers. Business users need site management tools that let them easily manage products, multiple sites and a variety of ongoing marketing programs.

Customer Successes

Oracle's *Complete Commerce* solutions are already being leveraged by some of the world's top brands including major retail, financial services, telecommunications, high-tech and airline companies.

A look at Netshoes, for example, illustrates a *Complete Commerce* success: As Brazil's second-largest e-commerce operation (and largest in sporting goods), Netshoes saw a 60 percent increase in visitor traffic with its new e-commerce platform based on Oracle ATG Web Commerce. What were its challenges and opportunities? Netshoes needed:

- A stable and scalable e-commerce platform that would offer customers an individualized shopping experience
- To enable Web pages to be customized according to user profiles
- To obtain real-time performance monitoring tools for the sports and leisure e-commerce portal's marketing campaigns

And the results? With Oracle solutions, Netshoes was able to:

- Display a personalized shopping experience based on the user's profile, login information, link to the site, search history and viewed items
- See a 60 percent increase in site traffic — 5.1 million visits per month in June 2011 compared with 3.2 million in June 2010
- Offer targeted e-mail marketing campaigns with exclusive offers from each customer's favorite teams

Why Oracle?

While all of these elements of the *Complete Commerce* solution might seem daunting — yet make sense — one company has both the experience and the specific solutions you need to make it happen: Oracle.

Oracle's Web Commerce solutions represent the industry's top-ranked commerce capabilities, powering the world's best brands and delivering a consistent, personalized cross-channel customer experience. Oracle's Web Commerce portfolio offers a complete platform that enables you to deliver a personalized customer buying experience across all customer touch points, including the Web, the contact center, mobile devices, social media, physical stores and more.

In addition, Oracle's Customer Relationship Management, Product Information Management, Master Data Management, Order Management and related solutions can be connected according to your company's specific needs to help you achieve Complete Commerce.

Oracle has all the specific elements you need to build your *Complete Commerce* solution. Plus, Oracle offers an integrated set of software-as-a-service (SaaS) commerce services that provides the flexibility and intelligence to target the right visitors at the right time, with the right offer in the right channel, driving high-value sales. Through these services, your company can engage with customers at every point of interaction through personalized recommendations, targeted promotions and guided assistance.

Here are some of the key elements that can be harnessed with Oracle:

ATG Web Commerce

Oracle's Web commerce solutions can personalize your customers' journey by providing individualized sites and product content, and personalized search, optimizing the execution through tailored recommendations, assistance, and relevant answers, and maximizing the engagement by increasing agility through merchandising and site administration, delivering a personalized brand experience, and by leveraging social data. It is available as either a licensed solution or hosted on-demand solution.

Oracle Endeca

Oracle Endeca's Web commerce solution enables your company to deliver a personalized, consistent customer buying experience across all channels — online, in-store, mobile, or social. Whenever and wherever customers engage with your business, the Oracle Endeca Web commerce

solution delivers, analyzes, and targets just the right content to just the right customer to encourage clicks and drive business results. By integrating relevant data and content from a diversity of technologies, you can dynamically deliver a richer, more targeted cross-channel buying experience.

Oracle Live Help On Demand

Oracle's Live Help On Demand is an integrated suite of live voice, chat, and email solutions that enable you to deliver just-in-time, personalized, interactive assistance. You can proactively deliver live help to site visitors and engage with your buyers at the point of need. The solution can help you drive cross-channel customer acquisition and sales by reducing shopping cart abandonment, increasing conversion rates, and selling higher value products and services as well as reduce support costs. Delivered as software-as-a-service and through a simple implementation you can quickly realize total cost of ownership.

Oracle Recommendations On Demand

Oracle Recommendations On Demand automates and personalizes online shopping by steering customers to related products. You can tailor recommendations that match each shopper's current needs and your merchandizing strategies, and present them at the right time in the right channel. And by personalizing each touch point with each buyer across your site — email, contact center, and other channels — you can increase average sales, drive repeat purchases, and dramatically improve conversion rates.

Commerce Customer Service

Oracle's customer service solutions help you integrate all customer touchpoints to help you increase customer satisfaction and loyalty, while reducing the cost of customer service. With faster problem resolution and a personalized, consistent experience across multiple channels, you can deliver the best possible customer service and drive repeat business to your Web commerce site.

Related Solutions

Oracle puts you in the driver's seat with a complete choice in applications to fit your unique Web commerce needs, enabling you to connect all customer interactions, maximize opportunities and execute transactions with efficiency. For more information on the following related product families, visit [Oracle.com](#):

- Siebel Marketing and Loyalty
- Siebel Contact Center and Service
- Siebel Quote and Order Capture
- Oracle CRM On Demand
- Oracle Retail
- Business Intelligence Applications
- Master Data Management

Act Now

At the heart of any great commerce solution is the call to action. To learn more about how you can take the challenges, ideas and opportunities discussed here and turn them into a thriving *Complete Commerce* solution, go to www.oracle.com/us/products/applications/web-commerce/index.html — and engage!

Footnotes and Citations:

¹ comScore Q2 2011 U.S. Retail E-commerce Sales Estimate, August 8, 2011

² L.E.K. Consulting Consumer Study 2011

³ eMarketer

⁴ Forrester's US Consumer Tablet Forecast, January 2011

⁵ E-tailing Group study, 2011

⁶ Shop.org 2011 Social Commerce study

⁷ Forrester Research

⁸ eMarketer

⁹ Oracle ATG Commerce Live Help: Global Consumer Views & Trends Study, March 2010

¹⁰ 4th Annual MyBuys/E-tailing Group Consumer Insights Survey

¹¹ ATGCommerce's channel on YouTube, <http://youtu.be/uGOLSQra-n8>