

CASE STUDY

Fashion retailer launches new omni-channel loyalty program powered by Oracle Retail Customer Engagement in time to tackle peak back-to-school season



A prominent fashion retailer that defines its influence by actions sports and the California lifestyle set an internal goal to launch a new loyalty program in time to vigorously tackle their upcoming back-to-school season.

With different trading platforms in stores, e-commerce, and mobile, the challenge was to create a seamless omni-channel experience for loyalty integrated with all their existing customer touch points.

To respond to this challenge within the tight timescales, the fashion retailer selected Oracle Retail Customer Engagement Cloud Service (formerly MICROS Retail Relate) as their customer and loyalty platform due to its deployment flexibility and powerful APIs.

SkillNet was selected to design and implement the overall solution that would integrate with all of their existing front-end channels. The implementation would take advantage of the system's powerful customer management features as well as the loyalty campaign module for the upcoming peak season.

LOYALTY PROGRAM DESIGN, INTEGRATION, AND PILOT DELIVERY

Overall, the fashion retailer's loyalty program was designed as an advanced implementation of Oracle Retail Customer Engagement that involved integration with their existing third-party e-commerce platform, a mobile application, and a legacy third-party POS system. SkillNet conducted a business impact analysis for the retailer followed by a series of configurations, testing, training, and support to ensure preparation for overall pilot readiness.

As industry leaders in Oracle MICROS technology expertise, SkillNet's team designed all of the integration required for the omni-channel initiative. SkillNet also headed up the delivery of the integrations which involved other existing third-party integration partners. As a trusted advisor devoted to success, SkillNet ensured these partners were provided with guidance and support throughout the delivery of the project.

Initially, the fashion retailer successfully rolled out a soft pilot of the system. With the technology and functionality in place, they rolled out the loyalty program to a small subset of users to ensure smooth operations before launching it to the public. The pilot of Oracle Retail Customer Engagement was the first step in launching their long awaited loyalty program.

RESULTS

With the new customer engagement initiative in place, customers are able to fully experience the new omni-channel capability by accessing their customer profiles and information in real time online, in store, or on the go via their mobile phones. The fashion retailer had set an initial target goal of signing up 1,000,000 customers to its new loyalty program within a month before the US Labor Day holiday. They far surpassed that target goal well ahead of schedule.

The new ORCE-based loyalty program is expected to continue to be a strong business driver for the organization producing a large return on investment. The retailer is also in the process of implementing Oracle Retail Xstore Point-of-Service with SkillNet. Once Xstore is launched, the retailer will also be utilizing the deals and promotions module in Oracle Retail Customer Engagement while the initial configuration for loyalty will be reused.

INDUSTRY

Fashion Apparel

APPLICATIONS IN SCOPE

- » Oracle Retail Customer Engagement Cloud Services
 - Oracle Retail Campaign and Deal Management Cloud Service
 - Oracle Retail Customer Management and Segmentation Foundation Cloud Service
 - Oracle Retail Gift Cards Cloud Service
 - Oracle Retail Loyalty and Awards Cloud Service

SKILLNET'S ACCELERATORS

- » Reference business process flows for loyalty and omni-channel
- » SkillNet's StoreHub integration framework

ABOUT SKILLNET

- » #1 Oracle Retail Stores global partner
- » Over 45 Oracle Retail Stores and Xstore implementations worldwide
- » Leading Oracle MICROS partner
- » 100+ global retail clients
- » Retail implementations in over 26 countries around the globe
- » 20+ years of retail devotion
- » 100% retail focused
- » 400+ consultants worldwide
- » 9 global office locations to serve you

SKILLNET

Have questions or looking for more information?

We are here to help.

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