

# Oracle® Retail Customer Engagement Cloud Services

Release Notes

Release 16.0.2

June 2018

This document highlights the major changes for Release 16.0.2 of Customer Engagement Cloud Services.

## Overview

Oracle Retail Customer Engagement Cloud Services is a comprehensive, web-based, direct-marketing application designed for today's fast-paced retail environment, and includes the following modules:

- **Customer Management and Segmentation Foundation Cloud Service:** A required module that maintains and serves all customer-related information. In addition to managing core customer data, the service includes support for strategies that are based on in-store clienteling and gift registry.
- **Campaign and Deal Management Cloud Service:** Delivers promotional offers to transaction systems, drives execution, and performs analysis. It has a more operational focus and is considered complementary to solutions like Responsys or Eloqua, which are dedicated to orchestrating marketing communication campaigns. The service supports offer management, couponing, list targeting, and performance analysis.
- **Loyalty and Awards Cloud Service:** A leading points-based loyalty platform. It can be quickly configured to support program concepts from simple punch-card frequency programs to highly sophisticated programs involving a variety of earning opportunities, as well as recognition levels like gold, silver, and bronze. In addition to the management of points, the platform manages awards in the form of stored value or discounts on merchandise.
- **Gift Cards Cloud Service:** A highly evolved stored value solution. It features a sophisticated back-office user experience and supports global operations with cross-currency management and cross-channel delivery and fulfillment.

## Browser Requirements

Connecting to Customer Engagement Cloud Services requires one of the following web browsers:

- Internet Explorer 10 and 11
- Firefox 38 or higher

## Notable Resolved Issues

The noteworthy defect fixes described below are included in this release:

Resolved Issue/Defect	Defect Number
Corrected association of a loyalty card to a customer so that it is enabled even if not all loyalty programs for the card are currently active.	BugDB # 26886651

<b>Resolved Issue/Defect</b>	<b>Defect Number</b>
Corrected the country code for Switzerland displayed under Address Detail.	BugDB # 27201116
Enhanced the performance of the Create Pending Awards job.	BugDB # 27920153

## Related Documentation

For more information, see the following documents in the Oracle Retail Customer Engagement 16.0.1 documentation set:

- *Oracle Retail Customer Engagement Cloud Services User Guide*
- *Oracle Retail Customer Engagement Cloud Services Implementation Guide (Doc ID 1994453.1)*
- *Oracle Retail Customer Engagement Cloud Services Batch Processing & Web Services Guide (Doc ID 1994453.1)*

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<http://www.oracle.com/education>

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