

Oracle® Retail Customer Engagement

Release Notes

Release 16.0.2

June 2018

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

Overview

Oracle Retail Customer Engagement 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:** 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:** 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:** 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:** 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.

Hardware and Software Requirements

See the *Oracle Retail Customer Engagement Installation Guide* Release 16.0 for the hardware and software requirements.

Browser Requirements

Connecting to Customer Engagement 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

Resolved Issue/Defect	Defect Number
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 User Guide*
- *Oracle Retail Customer Engagement Implementation Guide (Doc ID 1994453.1)*
- *Oracle Retail Customer Engagement Batch Processing & Web Services Guide (Doc ID 1994453.1)*

Supplemental Training on My Oracle Support

Transfer of Information (TOI) Material (Doc ID 732026.1)

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

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