

This document highlights the major changes for Release 18.0 of Oracle Retail Customer Engagement.

Overview

Oracle Retail Customer Engagement is a comprehensive, web-based, CRM platform designed for today's fast-paced retail environment, and consists of the following:

- **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* for the hardware and software requirements.

Browser Requirements

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

- Internet Explorer 11
- Firefox 38 or higher

Functional Enhancements

The functional enhancements below are included in this release. For more information, see the *Oracle Retail Customer Engagement User Guide* in the Customer Engagement 18.0 documentation set.

Shipping Awards

Users have the ability to define and execute entitlement offers that involve shipping awards (i.e., spend over \$100 and receive free shipping). Qualifiers can include shipping method, payment method, and shipping address range (based on country, continental US only, or SCF range). Also, you can define an additional charge code to pass to an integrating system, such as Oracle Retail Order Management System. Note there currently is no base integration between OROMS and ORCE's Entitlement Engine.

Dynamic Loyalty Account Creation

In this new optional operating model, the user defines loyalty programs as normal. However, individual accounts are only created after the customer has made a qualifying purchase. This is an ideal model where there are a large number of specific items that can be purchased and must be tracked separately.

Optional New Associate-Facing UI for Customer Lookup and Edit

JET is an Oracle technology for designing and building user interfaces. This release delivers the first installment of a strategic initiative to deliver the next generation of CE's UI. The customer lookup and edit UI features an intelligent customer search mechanism and a user friendly dashboard which provides customer profile data at a glance. During the transition over the next few releases, BOTH the existing UI (GWT) and the JET UI will be accessible. Users will be taken to one or the other based on assigned roles. In this release there is a menu option in the existing interface to call the new UI. It is called 'Modern View'.

Extended Language Support

Polish and Turkish languages have been added to the list of supported languages.

Integration Enhancements

The integration enhancements described below are included in this release. For more information, see the *Oracle Retail Customer Engagement Cloud Services Batch Processing & Web Services Guide* in the Customer Engagement 18.0 documentation set.

Import Bulk Data through Oracle Cloud Data Service (OCDS)

Added the ability to import 'foundation' data from Oracle Retail Merchandise Operations Management through Oracle Cloud Data Service (OCDS). The supported data includes: item details and images, merchandise hierarchy, store location, location hierarchy and organization.

Fixed Issues/Defects

Noteworthy issues fixed with this release include the following:

- BugDB # 28394774: Enhanced the speed of the Create Pending Awards job.
- BugDB # 28936671: Corrected database error that occurred during Customer Merge process.
- BugDB # 28409297: Corrected Franchise Assignment batch processing to ensure that customers remain associated with each franchise where they have history.
- BugDB # 28951632: Changed Retail Insights export process to correctly complete placement of the zip file to the SFTP folder.
- BugDB # 28985205: Corrected issue that occurred during fileset processing if there was a large number of files.

Related Documentation

For more information, see the following documents in the Oracle Retail Customer Engagement 18.0 documentation set:

- *Oracle Retail Customer Engagement User Guide*
- *Oracle Retail Customer Engagement JET UI User Guide*
- *Oracle Retail Customer Engagement Installation Guide*
- *Oracle Retail Customer Engagement Upgrade Guide*
- *Oracle Retail Customer Engagement Implementation Guide (Doc ID 1994453.1)*
- *Oracle Retail Customer Engagement Installation Guide (Doc ID 1994453.1)*
- *Oracle Retail Customer Engagement Administration Guide (Doc ID 1994453.1)*
- *Oracle Retail Customer Engagement Batch Processing & Web Services Guide (Doc ID 1994453.1)*

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

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