This document highlights the major changes for Release 18.1 of Oracle Retail Customer Engagement Cloud Services.

Overview

Oracle Retail Customer Engagement Cloud Services (ORCE) is a comprehensive, web-based, customer relationship management application designed for today's fast-paced retail environment, and consists of the following services:

- 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 11
- Firefox 38 or higher

Functional Enhancements

The functional enhancements to Modern View described below are included in this release. For more information, see the *Oracle Retail Customer Engagement Cloud Services JET UI User Guide* in the Customer Engagement Cloud Services 18.1 documentation set.

Customer Options in Modern View

The customer options in Modern View have been significantly expanded and now include the following:

- From the Customer Dashboard:
  - Optionally, click the customer's email address to open your default email application, where you can compose and send an email to the customer.
  - Display cards and programs for the customer, and optionally advance to a new page where you can assign a card to the customer.
  - Display information about the segments that include the customer.
  - Display other members of the customer's household.
  - Enhanced options available to work with notes for the customer.
  - Work with alternate keys.
  - Assign or unassign associates to the customer.
  - Display and work with franchisee assignments for the customer.
  - Merge customers.
  - Work with preferences for the customer. You can also upload an authorization file.
  - Display information about campaigns and promotions for the customer.
  - Work with registries for the customer.
  - Work with tasks related to the customer.

Registry Options in Modern View

The following registry options are now available in Modern View:

- Look up a registry based on information about the customer or information about the registry.
- Use the registry wizard to create a registry or edit an existing registry.
- Delete a registry.
- Download a Registry Detail report in PDF format.

New Options for Customer List in Modern View

The following new options are available in the customer list displayed at the Home page:

- Filter and sort the displayed customers by segment and sort by various criteria.
- Additional options available from a dropdown menu at the right of the customer listing at the Home page:
  - Add the customer to a segment (personal list).
  - Create a note related to the customer.
  - Create a task, including appointments and "to do."

Reports in Modern View

All supported reports are now available in Modern View by selecting the Reports icon.

Related Documentation

For more information, see the following documents in the Oracle Retail Customer Engagement Cloud Services 18.1 documentation set:

- *Oracle Retail Customer Engagement Cloud Services User Guide*
- *Oracle Retail Customer Engagement Cloud Services JET UI User Guide*
- *Oracle Retail Customer Engagement Cloud Services Implementation Guide (Doc ID 1994453.1)*
- *Oracle Retail Customer Engagement Cloud Services Administration Guide (Doc ID 1994453.1)*
- *Oracle Retail Customer Engagement Cloud Services 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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Oracle Retail Learning Subscriptions at Oracle University

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http://www.oracle.com/education

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Value-Added Reseller (VAR) Language

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