

Oracle® Retail Customer Engagement

Release Notes

Release 18.2

F25398-01

December 2019

This document highlights the major changes for Release 18.2 of Oracle Retail Customer Engagement Cloud Service.

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.

Oracle Retail Cloud Services and Business Agility

Oracle Retail Customer Engagement Cloud Services is hosted in the Oracle Cloud with the security features inherent to Oracle technology and a robust data center classification, providing significant uptime. The Oracle Cloud team is responsible for installing, monitoring, patching, and upgrading retail software.

Included in the service is continuous technical support, access to software feature enhancements, hardware upgrades, and disaster recovery. The Cloud Service model helps to free customer IT resources from the need to perform these tasks, giving retailers greater business agility to respond to changing technologies and to perform more value-added tasks focused on business processes and innovation.

Oracle Retail Software Cloud Service is acquired exclusively through a subscription service (SaaS) model. This shifts funding from a capital investment in software to an operational expense. Subscription-based pricing for retail applications offers flexibility and cost effectiveness.

Client System Requirements

The following technology is supported:

Browser Support

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

- Internet Explorer 11
- Firefox 38 or higher

Supported Retail Products

Application	Version
Oracle Retail Xstore Point of Service	18.x+
Oracle Retail Order Management System Cloud Service	18.x+
Omni Channel Data Service (OCDS)	16.0.031
Oracle Marketing Cloud	18.x+
Oracle Retail Insights Cloud Service	18.x+

Functional Enhancements

The functional enhancements below are included in this release.

Promotion Home Role

The system administrator can activate this new role on a user(s) account within the user administration console. When the user logs in, they will then land on the 'Promotion Event List Page' directly.

- Customer Home (released in 18.0) will take precedence if the account has both turned on.
- Access to additional functionality in 'Modern View'.

Offer Event Scorecard

Enables the user to evaluate performance of offers (formerly known as Deals) across multiple promotion events

- Accessible ONLY in 'Modern View'.
- New feature in Customer Engagement.

Advanced Search Capabilities

Enables the user to quickly find specific promotion or offer objects for review and editing.

- Accessible ONLY in 'Modern View'.
- Access to create, edit, and view functions within advanced search.

Re-designed Wizard

Improved navigation when defining Promotions and Offers

- Accessible **only** in 'Modern View'.
- Redesigned User Interface that enhances the user experience for offer and promotion maintenance.

Related Documentation

For more information, see the following documents in the Oracle Retail Customer Engagement Cloud Services 18.2 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 Documentation on My Oracle Support

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The learning subscription enables current users to continually refresh and upgrade their product skills. It also enables new employees with a self-paced learning guide to help them quickly become proficient on Oracle Retail Products.

For training opportunities, see the following web site:

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

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