

Oracle® Retail Customer Engagement Release Readiness Guide



Release 19.1

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March 2021

The Oracle logo, consisting of a solid red square with the word "ORACLE" in white, uppercase, sans-serif font centered within it.

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Preface

This guide outlines the information you need to know about Customer Engagement new or improved functionality in this update, and describes any tasks you might need to perform for the update. Each section includes a brief description of the feature, the steps you need to take to enable or begin using the feature, any tips or considerations that you should keep in mind, and the resources available to help you.

Audience

This document is intended for the users and administrators of Oracle Retail Customer Engagement Cloud Service.

Documentation Accessibility

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When contacting Customer Support, please provide the following:

- Product version and program/module name
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- Detailed step-by-step instructions to re-create
- Exact error message received
- Screen shots of each step you take

Oracle Help Center (docs.oracle.com)

Oracle Retail product documentation is available on the Oracle Help Center at <https://docs.oracle.com/en/industries/retail/index.html>.

(Data Model documents can be obtained through My Oracle Support.)

Comments and Suggestions

Please give us feedback about Oracle Retail Help and Guides. You can send an e-mail to: retail-doc_us@oracle.com

Oracle Retail Cloud Services and Business Agility

Oracle Retail Customer Engagement Cloud Service 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.

1

Feature Summary

This chapter describes the feature enhancements in this release.

Noteworthy Enhancements

This guide outlines the information you need to know about new or improved functionality in the Oracle Retail Customer Engagement (ORCE) update and describes any tasks you might need to perform for the update. Each section includes a brief description of the feature, the steps you need to take to enable or begin using the feature, any tips or considerations that you should keep in mind, and the resources available to help you.

Column Definitions

- **Feature:** Provides a description of the feature being delivered.
- **Module Impacted:** Identifies the module impacted associated with the feature, if any.
- **Scale:** Identifies the size of the feature. Options are:
 - **Small:** These UI or process-based features are typically comprised of minor field, validation, or program changes. Therefore, the potential impact to users is minimal.
 - **Larger:** These UI or process-based features have more complex designs. Therefore, the potential impact to users is higher.
- **Delivered:** Is the new feature available for use immediately after upgrade or must the feature be enabled or configured? If no, the feature is non-disruptive to end users and action is required (detailed steps below) to make the feature ready to use.
- **Customer Action Required:** You must take action before these features can be used. These features are delivered disabled and you choose if and when to enable them.

Table 1-1 Noteworthy Enhancements

Feature	Module Impacted	Scale	Delivered	Customer Action Required?
Job Management	Job Management	Larger	Enabled with Job Management	No
Loyalty Offer Types	Campaign	Larger	Enabled with Campaign Management	Yes

Table 1-1 (Cont.) Noteworthy Enhancements

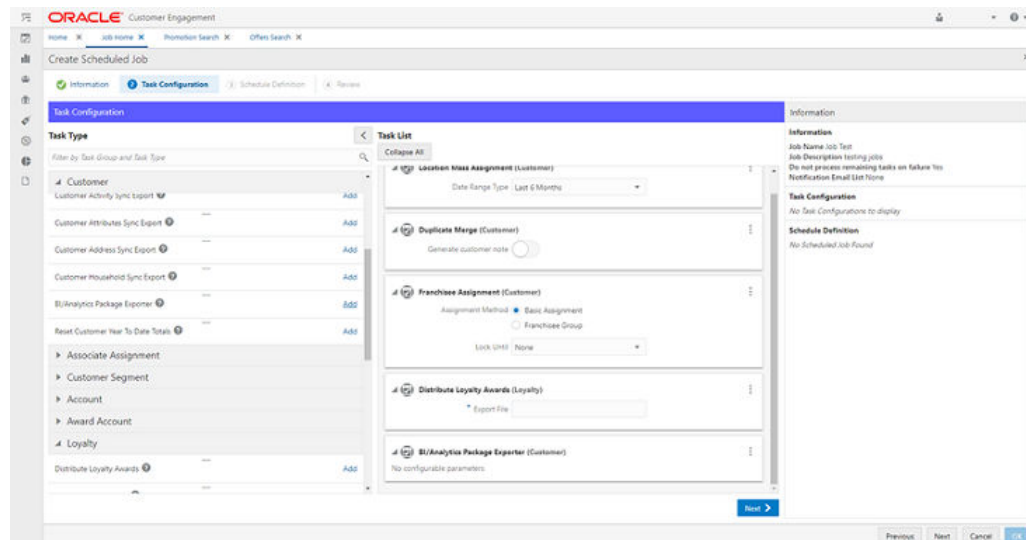
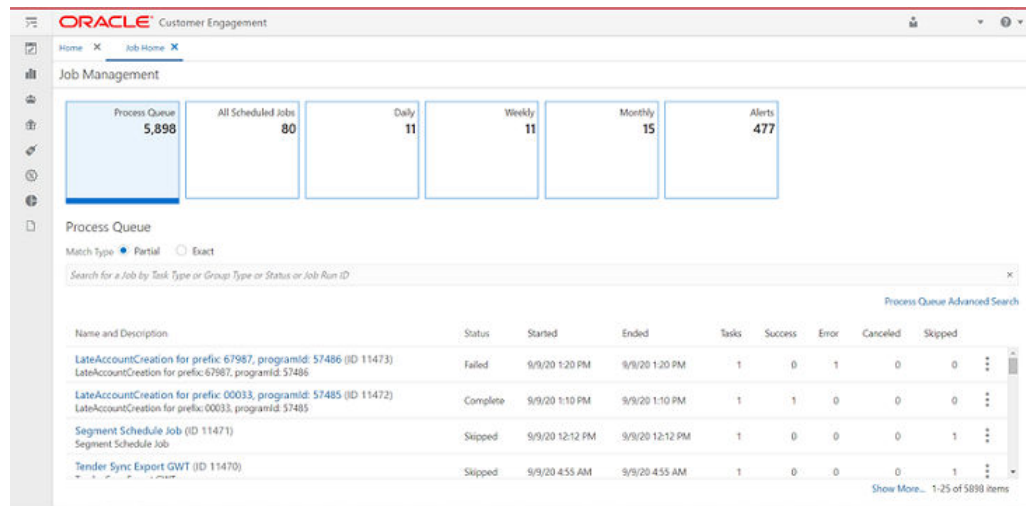
Feature	Module Impacted	Scale	Delivered	Customer Action Required?
Loyalty Bounceback Promotion	Campaign	Larger	Enabled with Campaign Management	Yes

New Feature Description

This section describes the new features.

Job Management

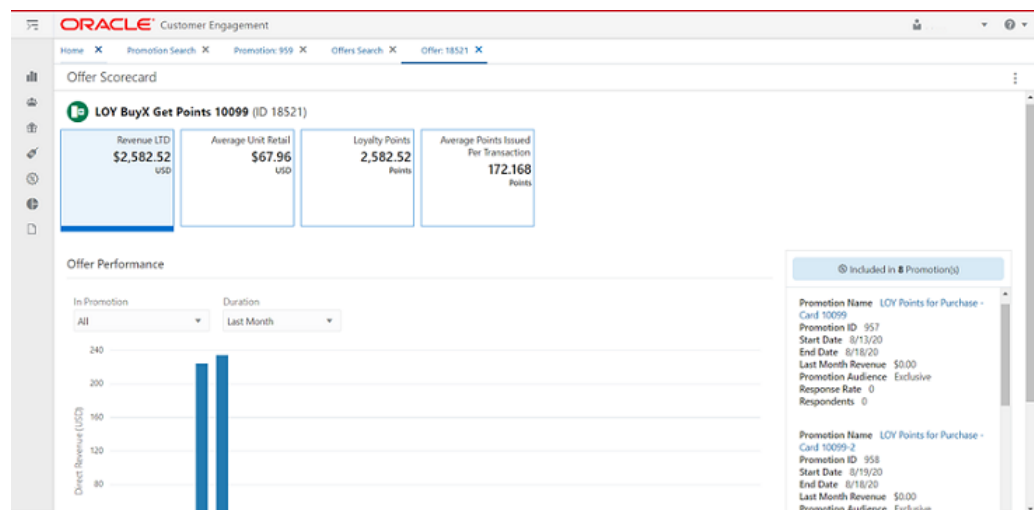
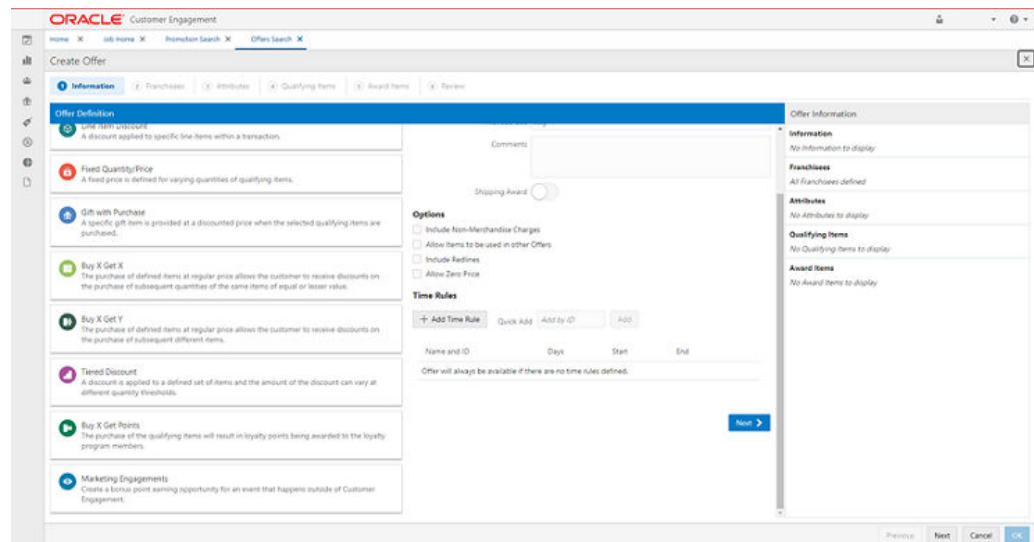
The job management functionality is now available on the modern user interface.



- The following job management functionality is now in the JET UI:
 - All existing job tasks are now in the new JET UI
 - Process Queue
 - New Job Home Page
 - Job Advanced Search

Loyalty Offer Types

Two loyalty offer types have been included in the existing offer wizard on the modern view only.

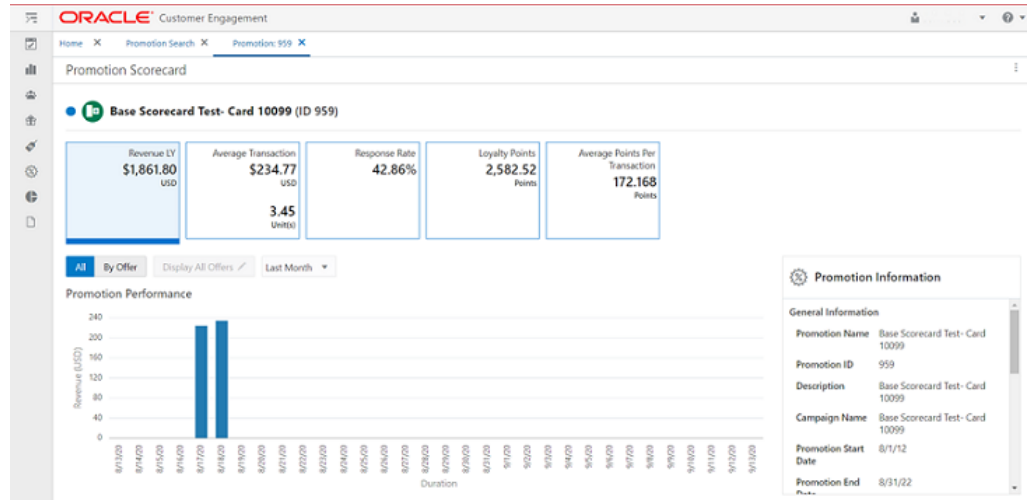
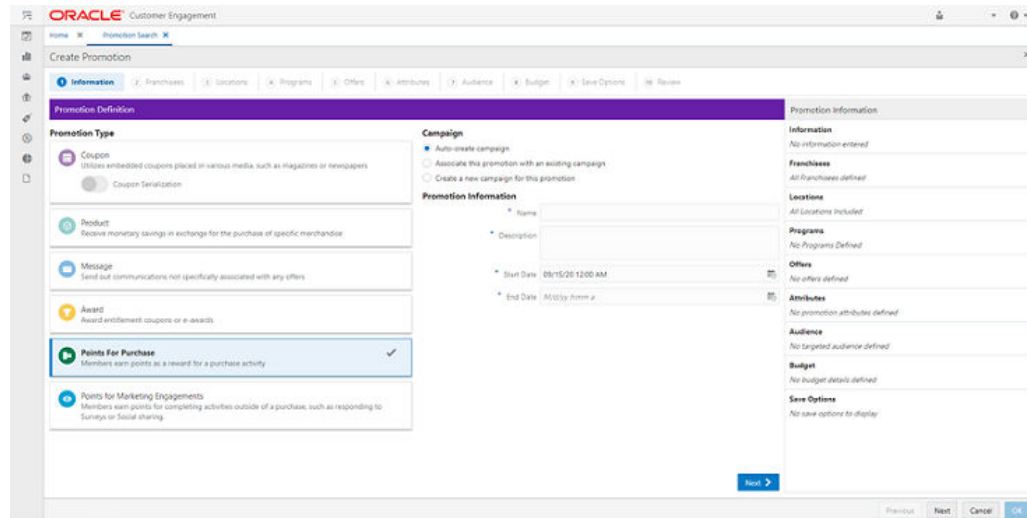


- The following loyalty offer types are available with the appropriate roles in ORCE:
 - Buy X Get Points - The purchase of the qualifying items will result in loyalty points being awarded to the loyalty program members.
 - Marketing Engagements - Create a bonus point earning opportunity for an event that happens outside of Customer Engagement.
 - New Scorecards - New offer scorecard for Buy X Get Points and Marketing.

The loyalty offer types must be enabled in the Deal Types system configuration. For more details on this, see the *Oracle Retail Customer Engagement Implementation Guide*. The user must also have the appropriate roles in ORCE to interact with these offers.

Loyalty Bounceback Promotion

Two loyalty promotion events have been included in the existing promotion wizard on the modern view only.



- The following loyalty promotion types are available with the appropriate roles in ORCE:
 - Points for Purchase - Members earn points as a reward for a purchase activity.
 - Points for Marketing Engagement - Members earn points for completing activities outside of a purchase, such as responding to surveys or social sharing.
 - New Scorecards - New scorecards for the Points for Purchase and Points for Marketing Engagement promotion events.

The loyalty promotion types must be enabled in the Promotion Types configuration. For more details on this, see the *Oracle Retail Customer Engagement Implementation Guide*. The user must also have the appropriate roles in ORCE to interact with these promotion events.

2

Client Requirements and Supported Products

This chapter covers the Client System requirements supported for Oracle Retail Customer Engagement.

Client System Requirements

The technology below is supported.

 **Note:**

Oracle Retail assumes that the retailer has ensured its Operating System has been patched with all applicable Windows updates.

Browser Support

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

- Mozilla Firefox ESR 68+
- Internet Explorer 11
- Microsoft Edge 44+
- Chrome (Desktop) 79+

Supported Oracle Products

Application	Latest Supported Version
Oracle Retail Xstore Point of Service	19.0+
Oracle Retail Order Management System Cloud Service (OROMS)	19.1+
Oracle Retail Omnichannel Data Service (OCDS)	19.0+
Oracle Retail Marketing Cloud	18.0+
Oracle Retail Insights Cloud Service	18.0+

3

Deprecated Features

As part of the continuous delivery model for cloud services, features and technical components of a solution may be removed or replaced to enhance the security, performance, and overall quality of the cloud service. When this occurs, the deprecation of a feature or component will be announced in advance, allowing customers sufficient time to anticipate the change and transition to any enhanced replacement feature/component. After the deprecation is announced, the deprecated feature or component will remain in the solution until the planned removal date and will not be enhanced or made compatible with other new features.

For the full schedule of planned deprecations for this product, see the Deprecation Advisory accessed from the following Documentation Library: Oracle Retail Customer Engagement Cloud Service Documentation Library MOS Doc ID [1994453.1](#).