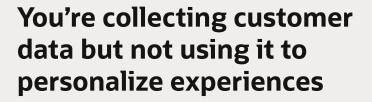ORACLE
Retail

5 Signs You're Ready to Upgrade Your Retail Loyalty Strategy

Retailers build lasting loyalty with their most valuable customers by delivering personalized recognition and a connected shopping experience. Data-driven insights provide a 360-degree view of customers, making each interaction personal and relevant. Review the five signs below to help turn customers into lifelong fans.

You're collecting customer data but not using it to personalize experiences

Personalized customer interactions can significantly enhance satisfaction and drive deeper loyalty. But transaction data alone isn't enough. If your organization lacks zero- and first-party data or struggles to activate it, you're not realizing your data's full potential.

Your loyalty program focuses on transactions, not engagement

Loyalty programs should reward more than purchases. If your program focuses on discounts and coupons, you may be eroding margins and missing opportunities to build long-term emotional loyalty.

Customers aren't engaging with your app or digital touchpoints

Mobile and digital loyalty engagement are vital for ongoing interaction. If app downloads don't lead to consistent use or customers don't return, your loyalty experience may lack the value and interactivity required to sustain participation.

Store associates can't access or use loyalty insights

Front-line employees play a key role in delivering personalized experiences. If associates can't access data such as loyalty tier, purchase history, rewards, or preferences, you're missing an opportunity to increase satisfaction and drive in-store engagement.

Your loyalty platform isn't integrated with your broader technology stack

Disconnected systems create friction and fragmented experiences. A modern loyalty solution should unify engagement data across point of sale, ecommerce, marketing, and service platforms to help ensure consistent, personalized interactions across every channel.

Enable a connected retail journey

Increase profitability, strengthen shopper relationships, and boost retention rates.

Unlocking Success: A Retailer's Guide to Engagement-Based Loyalty

Customer success

Oracle Retail delivers insights and innovation to support connected retail journeys. With Oracle Retail solutions, your business is supported every step of the way. Discover how leading retailers are transforming with Oracle.