



Revamping Retail Customer
Experience with Aspire Systems:

The Oracle Retail Customer Engagement Cloud Migration Success Story

Our client Al Nahdi is an exceptional retail pharmacy chain in Saudi Arabia, dominating over 130 cities with an unwavering commitment to their customers. Through their pharmacies, online stores, and care clinics, they have established themselves as one of the top players in the industry.

To enhance customer experience, they implemented a highly successful loyalty program. This program offered various rewards, discounts, gift cards, and personalized offers, ensuring customers felt valued and appreciated.

However, the Al Nahdi group needed help with their existing software, as they were operating Oracle Retail Customer Engagement (ORCE) On-Premise version 18. These limitations hindered their ability to deliver the desired level of customer satisfaction. Recognizing the need for improved features and capabilities, they decided to migrate to the ORCE cloud, which offers enhanced functionalities.

Given our longstanding relationship and proven track record with the customer, they entrusted Aspire Systems with the crucial task of facilitating this transition. We have consistently demonstrated our expertise and reliability in delivering successful solutions to our customers' challenges, making us the ideal partner for this endeavor.

About the Customer

The Need

Our customer, Al Nahdi was using ORCE On-Premises version 18 for their operations, but they encountered a significant problem in providing optimal customer satisfaction because of the platform's limited features.

Our customers must adopt the ORCE Cloud solution to maintain their competitive edge in the market. The decision to transition was made after thoroughly evaluating the advanced features and capabilities of the cloud version, which have undeniably revolutionized the game.

The ORCE Cloud presented our customers with new promotions and loyalty features, empowering them to gain a competitive advantage in the market. These innovative offerings enabled them to elevate customer engagement, reward programs, and personalized experiences, setting them apart from competitors.

Furthermore, introducing the new JET UI (User Interface) in the ORCE Cloud brought functional enhancements to the forefront. With features like the Info tile and promotions scorecards, our customer was provided intuitive access to key information, enabling them to optimize their operations.

Aspire's Solution

Aspire Systems was pivotal in implementing Oracle Retail's Xstore suite and Customer Engagement solutions for Al Nahdi. We successfully upgraded the ORCE from V18 to V19, ensuring a seamless transition and equipping the customer with enhanced features and functionalities.

Our consulting services focused on ORCE and Xstore suite, specifically enhancing Loyalty solutions to optimize the customer's loyalty programs. Our 24/7 L2/L3 support provided uninterrupted assistance for ORCE and the Xstore suite, ensuring smooth operations and timely issue resolutions.

We conducted comprehensive end-to-end testing of the Xstore suite and ORCE applications to guarantee robust implementation. Additionally, we facilitated the successful Xstore Suite implementation, enabling centralized management and real-time insights.

Aspire Systems' contribution empowered our customers with a seamless retail ecosystem, elevated customer experiences, and strengthened their position in the competitive market.

Business Benefits

- ✓ Advanced features of ORCE V19, unlocking powerful capabilities for businesses
- ✓ Seamless single sign-on across integrated applications with Oracle Identity Management, streamlining user access.
- ✓ Enhanced user experience, making interactions with the system more intuitive and efficient.
- ✓ Leverage loyalty-driven promotions, a newly added feature in the Cloud Version, to drive customer engagement and boost sales.
- ✓ Real-time awards to customers, ensuring improved customer retention and a significant increase in business opportunities.
- ✓ A fully monitored and highly available cloud environment provides uninterrupted service and peace of mind.
- ✓ Oracle performs incremental and full production data backups, ensuring data integrity and minimizing potential risks.
- ✓ Reduced IT infrastructure costs, allowing businesses to allocate resources more efficiently and drive cost savings.

Highlights

- Challenges and Motivations
- Limited features of ORCE On Premise version 18 hindering optimal customer satisfaction
- Inability to deliver personalized experiences and meet evolving customer expectations
- Limited access to new promotions and loyalty features to elevate customer engagement and reward programs
- Lack of functional enhancements of the new JET UI, such as Info tile and promotions scorecards, enabling intuitive access to key information for optimized operations

Technology Snapshot

Customer Engagement Cloud
Service V19

Results

- ✓ Delivered superior customer experiences by presenting a single 360-degree view of their customers in real-time for all touch points across the enterprise.
- ✓ Increased customer value through the management of a variety of engaging loyalty and stored value programs
- ✓ Elevated customer experience with increased personalization using precise targeting and campaign management.
- ✓ Better customer segmentation
- ✓ Increased ROI by delivering targeted promotional offers to responsive and profitable customer segments.
- ✓ Increased Omnichannel sales
- ✓ Efficient campaign performance tracking

Solution

Strategic planning of the lift and shift strategy for seamless migration from V18 to V19 Cloud



Successful implementation of ORCE upgrade from V18 to V19 by Aspire Systems



Thorough data mapping and preparation to ensure a smooth and accurate data migration process.



Implementation of new features and functionalities in alignment with specific business requirements, leveraging the enhanced capabilities offered by the cloud version.





About Aspire

Aspire Systems is a global technology services firm serving as a trusted technology partner for our customers. We work with some of the world's most innovative enterprises and independent software vendors, helping them leverage technology and outsourcing in our specific areas of expertise. Our core philosophy of "Attention. Always." communicates our belief in lavishing care and attention on our customer and employees.

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