order dynamics

Powering intelligent commerce

Improve Customer Experience

The Critical Connections for Omni-Channel Success

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Improve Customer Experience

Why read this eBook?

A great shopping experience is reliant on a retailer's ability to provide a consistent, transparent, and differentiated service offering. To achieve this, merchants must continue moving towards creating seamless connections between disparate internal and external systems. By investing in the right technology and shifting the organizational culture around serving the multi-channel customer, retailers will ultimately become well positioned to compete and foster greater brand loyalty.

This eBook will showcase how an Order Management System (OMS) plays an integral role in not only syncing disconnected systems and data, but also driving an improved customer experience in following five critical areas of execution: delivery on promise, flexible fulfillment, order notifications, personalized customer service, and the customer's ability to return anywhere.
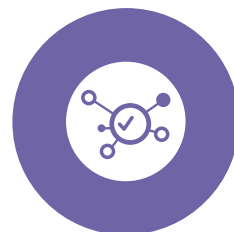
Delivery on Promise

Order Notifications

Return Anywhere

Flexible Fulfillment

Personalized Customer Service

1. Delivery on Promise

Are you missing your customers' anticipated delivery times?
What percent of your orders are arriving late?

How does the ability to deliver on promise impact the customer experience?

Delivery on promise is one of the most important aspects to providing a customer experience that gains short term satisfaction and long term loyalty. Retailers are now faced with ever-increasing expectations, as Amazon and Walmart have trained the average consumer to expect rapid, affordable and reliable shipping. The challenge is that so many different factors can influence and obstruct you from meeting your promised delivery dates – from unreliable carrier partners to overly stringent fraud rules to stock unavailability.

How does OMS help ensure delivery on promise?

An OMS is at the heart of ensuring promised delivery is met every time. It connects cross-channel inventory data, both on-hand and in-transit, with shipping carrier delivery estimates as well as direct integration into warehouse fulfillment systems. Order management software provides you with real-time insight into where an order stands in the processing cycle at all times – ensuring no order is delayed at any stage. Likewise, it also helps drive efficient peak period order processing for faster shipping and final delivery – while simultaneously reducing the potential for human error.

Industry Insights

A US survey analyzed hundreds of online shipments over the 2014 holiday season and found that 15 percent of orders missed guaranteed delivery times. Approximately 56 percent of orders missed because of internal problems, while the remaining 44 percent were caused by unreliable carriers. Retailer-caused shortcomings were largely due to internal processing errors or failure to upgrade shipping. Other influencing factors such as inventory availability issues and late to ship accounted for 40 percent of failing to meet delivery on promise.[1]

[1] Kurt Salmon. (2014). *Are Carriers Being Unfairly Blamed for Holidays Shipping Delays.*

Order Management

Enterprise Resource Planning

Supply Chain and Inventory Systems

Warehouse Management Systems

Shipping Carriers

Address Validation Services

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2. Order Notifications

Are you effectively communicating with customers?
Are they notified when there is a partial shipment?

How do order notifications impact the customer experience?

Sending accurate and timely information about the status of an order is an essential part of delivering on the customer experience. Order notifications can include anything from on-hold status updates for fraud verification, notifications of fulfillment-in-progress or simply to provide the customer with a tracking number. Automated order notifications deliver a transparent shopping experience – from initial checkout, to final delivery and through to post-purchase returns. Haphazard, or unclear communications from different systems are confusing to the customer, and can subsequently cause a number of frustrated customer inquiries into a call center.

How does Order Management help ensure consistent order notifications?

Customer notifications throughout the entire order lifecycle processing are automated through a centralized Order Management System. By connecting in real-time with shipping carriers, warehouse fulfillment systems and store fulfillment applications, you can notify customers along each step of processing. With the increasing number of ways that an order can be fulfilled, from click-and-collect to ship-from-store, Order Management plays an integral role is supporting these complexities.

Customer Case Study

An international branded manufacturer of apparel implemented OrderDynamics Order Management across 3 continents to provide a consistent and transparent shopping experience. With our configurable order processing workflow, this client created over a dozen custom email triggers to communicate clearly with customers. Our software also supports complex international requirements for currencies, taxes and languages.

Order Management

eCommerce Platforms

Third Party Marketplaces

Warehouse Management Systems

Customer Relationship Management

Store Fulfillment Solutions

Shipping Carriers

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3. Return Anywhere

Do you allow multi-channel returns in-store?
Are you minimizing the cost of handling reverse logistics?

How does return anywhere impact the customer experience?
With the rise of cross-channel shopping, selling has become more complicated than ever before – especially when it comes to handling returns and reserve logistics. A simple and convenient returns and exchange policy ensures a retailer is delivering on the final mile of the Omni-channel shopping experience. By allowing for returns flexibility, you are reinforcing a stronger merchant-customer relationship and increasing the likelihood that customers will shop with you again.

How does Order Management optimize a return anywhere strategy?
By connecting backend inventory and financial systems with POS and CRM systems, retailers are better suited to execute a return anywhere strategy. An Order Management System is at the heart of connecting these disparate systems that are collectively critical to supporting multi-channel returns. It is pivotal for managing the entire cross-channel return process including return payment transactions, inventory re-allocations, financial reconciliation, notifications and customer record updating.

Industry insights
According to a global survey of enterprise retailers, 46 percent identified cross-channel returns and exchanges as having a significantly positive impact on customer retention and loyalty. Likewise, over 30 percent of respondents also noted that return anywhere service had a major impact on customer acquisition and driving additional store foot traffic.[2]

Order Management

Enterprise Resource Planning

Loyalty System

Customer Relationship Management

eCommerce Platforms

Third Party Marketplaces

[2] Forrester Research. (2013). *the Retail Order Management Imperative.*

4. Flexible Fulfillment

What fulfillment choices do you offer your customers?
Are you confident that stock will be available for click-and-collect?

How does flexible fulfillment impact the customer experience?

In today's customer-centric retail world, consumers expect to have an array options when it comes to deciding how and when they receive their products. Offering a variety of fulfillment options, like buy online and pickup in-store, has now become a standard for an Omni-channel shopping experience. The way a customer wants to purchase from you is dynamic — on any given day they may expect a different fulfillment experience.

How does Order Management help enable flexible fulfillment?

An OMS acts as the strategic hub that ties together disconnected channel inventory systems while at the same time controlling stock exposure to customer-facing touch points. In addition, it provides efficient associate tooling and business configuration to offer flexible fulfillment alternatives, including same-day click-and-collect, reserve online and pickup in-store, as well as ship-to-store from a warehouse. By gaining real-time insight into available-to-sell stock at the distribution center and store-levels, a retailer can be more confident that the necessary stock will be available.

Customer Case Study

A national homewares and furniture retailer using OrderDynamics Order Management software offers customers free ship-to-store order pickup. This fulfillment option has become so successful that it represents over 80 percent of all orders placed online. By driving thousands of new customers into physical stores, this retailer has benefited from greater opportunities to educate, upsell and cross-sell online customers while picking up in store.

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- eCommerce Platforms
- Enterprise Resource Planning
- Supply Chain and Inventory Systems
- Loyalty System
- Warehouse Management Systems
- Store Fulfillment Solutions

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5. Personalized Customer Service

Do you know which customers shop in-store more than online?
Are you treating VIP customers with enhanced service?

How does personalized customer service impact the customer experience?
Given the changing nature of how customers purchase from you, it's become very difficult to piece together complex customer behavior patterns to create a holistic view. The ability to target and service customers with a personalized touch is the way in which retailers will differentiate themselves from others in the market. It is truly all about centering your Omni-channel commerce strategy on the customer. Recent history of major retail successes and failures teach us that only the Omni-channel strategies that keep the customer at the center will lead to profitable returns.

How does Order Management enable personalized customer service?
An Omni-channel OMS is crucial for connecting cross-channel CRM and loyalty systems. Additionally, it integrates with eCommerce sites, third-party marketplaces and store-level sales data to create a single view of purchase history. Our software provides robust tooling, like case ticket management, for customer service agents in call centers, retail stores and eCommerce centers. This allows for rapid access to a single, accurate view of the customer, including orders, history and preferences.

Customer Case Study
An international branded manufacturer of health and beauty products uses OrderDynamics Order Management to create a unified customer profile. This multi-channel brand feeds customer data and purchasing history from a number of different channels, like Amazon, Disney and Kohl's. With an OMS they now are able centrally manage orders, fulfillment and customer service under one unified system.

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What is Order Management?

An OMS is the critical piece of retail software that serves as the strategic hub for connecting disparate systems and optimizing Omni-channel programs. There are four main facets to order management software, including distributed order orchestration, inventory management, customer service, and store fulfillment.

Download our Order Management brochure:
www.orderdynamics.com/brochure/ordermanagement

Did you know?

An Omni-channel retailer with $50 million in online annual sales could see a benefit of over $15 million over 3-years of offering a return anywhere service to their customers. By driving customer returns to the store, this retailer saw close to $2 million in saved reverse logistics shipping costs, and over $13 million in sales from replacement products and additional in-store purchases.
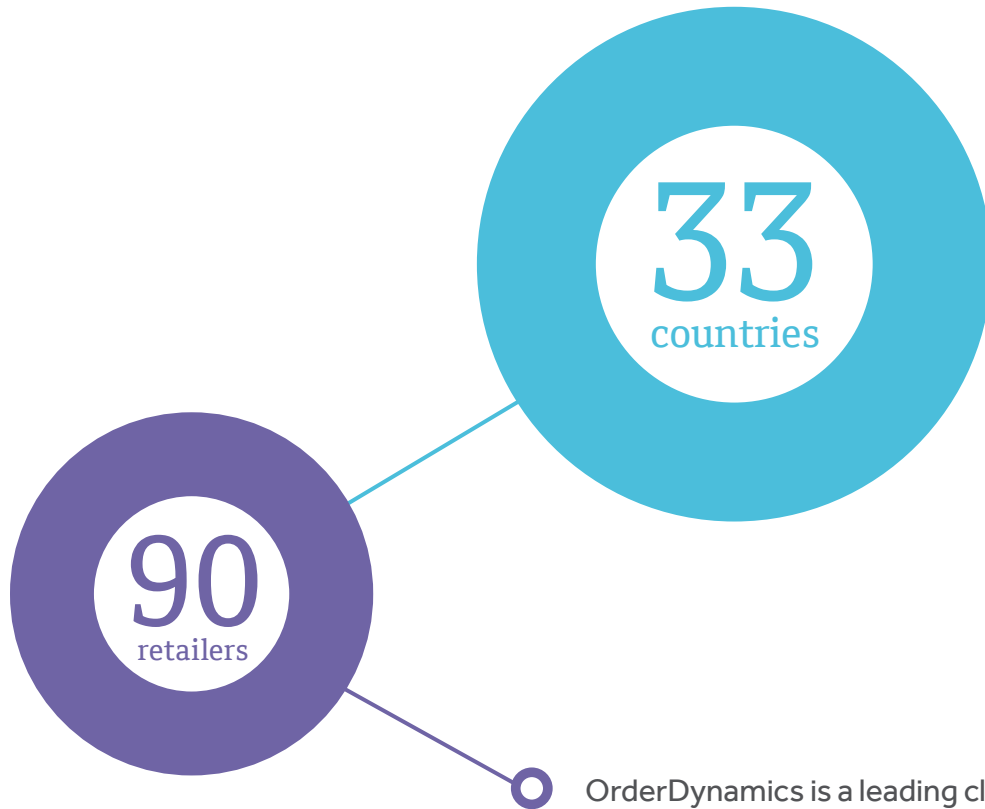
The business case for investing in Omni-channel Order Management is clear.
Speak with one of business analysts today to learn about the potential value of Omni-channel retailing.
info@orderdynamics.com

What are the systems and data feeds consolidated through Order Management?

Shipping Carriers

Warehouse Management Systems

Address Validation Services

eCommerce Platforms

Third Party Marketplaces

Order Management

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Store Fulfillment Solutions

Loyalty System

Supply Chain and Inventory Systems

Customer Relationship Management

About OrderDynamics

33 countries

90 retailers

OrderDynamics is a leading cloud software and big data company that believes the order is the moment of truth – when profits can be made or lost. With more than 90 clients in 33 countries, we help the world's leading retailers activate commerce from first interaction to final fulfilment with our Dynamic Action, Commerce Platform and Order Management solutions and services.
We empower agile and intelligent commerce experiences so that our clients, including House of Fraser, Neiman Marcus, Clarins, Speedo, Brooks Brothers, T.M. Lewin and Asda Direct, win at that very moment of truth.

OrderDynamics is headquartered in London, with offices in Silicon Valley, Toronto, Paris, India and Bulgaria. Connect with us at **orderdynamics.com** and **@OrderDynamics** on Twitter.

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Powering intelligent commerce

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