

CUSTOMER-CENTRIC RETAIL

3 WAYS TO EXCEED CUSTOMER EXPECTATIONS WITH ORDER FULFILLMENT





44% of shoppers are more likely to purchase online if they can pick up in the store.¹

Digital technology has changed retail forever. And for retail operations, it's all about acronyms like C&C, BOPUS and P&P (**Click and Collect, Buy Online Pick Up in Store and Pick & Pack** respectively). Retailers who are embracing these **omni-channel order fulfillment strategies** are delivering true value and winning business.

Many retailers are ramping up other order fulfillment capabilities to meet customer demands:



Buy in-store, ship to home



Shop online, reserve in-store



Ship from store to store



Same day pickup or delivery
(especially in grocery)



Shipping options (speed and cost)



Drop shipping

1 / BUY ONLINE, PICKUP IN-STORE, ETC.



“Shoppers who buy online and pick up in-store end up spending a lot more once they get to the store.”²

The new role of the store in modern retail includes using them as **fulfillment centers with endless aisles**. Consumers on the go love being able to shop from anywhere and pick up their order in their store of choice, typically for no extra cost. And retailers are able to **re-engage customers** when they enter the store and **boost sales**.

2 / IN-STORE ORDER FULFILLMENT



In order to **bridge the gap** between online orders and fulfillment, items need to be picked accurately and rapidly, packed, scheduled for pickup or delivery, and tracked. **Empower pickers with tablets or other mobile devices** with instant access to all the information they need to set things in motion and guarantee on-time delivery.

64% of retail shoppers think delivery speed is important when purchasing online.¹

TIPS

PICK & PACK MOBILE APPS SPECIFIC FOR ONLINE GROCERY

For omni-channel grocers, efficient in-store fulfillment of orders is a critical success factor. Modern technology with mobile apps is proven to **simplify store operations** and **boost productivity**. Gone are the days of printing orders on paper and having clerks roaming the aisles.

Capabilities include:

- Receive orders in real-time
- Picking prioritization based on time of pickup or delivery
- Optimal picking routes with planogram integration
- Ability to pick multiple orders
- Barcode reader to confirm item and quantity
- Integration with POS to speed up checkout process

3 / PRODUCT RETURN MANAGEMENT



In the world of online shopping, errors and returns weigh heavily in the decision process, with **more than three quarters of consumers choosing brand A over brand B if they have a more flexible returns policy**. Especially when in many cases the return is due to the retailer's error: wrong item shipped, item received is different than the way it appeared online, or item was received damaged.

 TIPS

3 REASONS WHY RETURNS ARE SO IMPORTANT IN AN OMNI-CHANNEL STRATEGY³:

3X

as many customers would purchase an item that costs more than \$1,000 if offered free returns.

62%

of shoppers are more likely to purchase online if they can return the item in the store.

83%

of shoppers prefer to return items to physical stores, regardless of whether they purchased the item online or in-store.

In-store returns can boost sales!

40%

of customers claim they spend more than planned when in a physical store (compared to 25% who shop online).

★ SUCCESS STORY: SOBEYS' PICK & PACK APP SIMPLIFIES IN-STORE FULFILLMENT

Challenge

Sobeys, a leading national grocery chain, needed to optimize and digitize its in-store order picking process from A-Z in order to maximize revenue potential of its online grocery strategy.

Solution

A mobile Pick & Pack application that reduces picking time to maximize labor costs and productivity, and drastically improve order accuracy, boosting customer satisfaction and retention.

Use Case

Patrick checks his mobile to see his morning priorities. It's very convenient that the items are listed by optimal route so he doesn't have to backtrack. He finds most of the items except for 2, but he is able to add a substitution based on the client's instructions. As he scans each item it tallies the total price. The only things he will have to ring at the cash are the fruit because they're weighted.



Learn more about Sobeys' mobile Pick & Pack app powered by the Orckestra Commerce Cloud built on Microsoft Azure.

[Download the case study](#)

ARE YOU EQUIPPED TO HANDLE OMNI-CHANNEL ORDER FULFILLMENT?

Innovation is no longer an option when it comes to personal service, operational efficiency and faster return on investment.

New channels and touchpoints, disparate systems, and increasing global competition have made it seemingly impossible for retailers to deliver the differentiating experiences they need to win. The gap between what your customers want and what you can do with your existing technology will continue to widen.

In order to fill that gap, **Orchestra Commerce Cloud** solutions enable retailers to adapt rapidly for an omni-channel world in order to meet changing customer expectations.

Discover 9 more ways to personalize experiences!

Download Ebook now. >

ABOUT ORCKESTRA

Orchestra is a leading provider of modern commerce solutions, offering a single commerce platform to create and manage the most engaging shopping experiences across the web, mobile and in-store. Built on the Microsoft Azure open cloud, our Commerce Orchestration™ platform establishes a unique central commerce layer that unifies all retail systems and customer touchpoints, and helps enterprise organizations grow their business successfully in the global marketplace. We fuel digital innovation for leading retailers and branded manufacturers, enabling them to deliver differentiated commerce experiences faster with lower IT burden and operating costs, and maximum revenue growth.

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