# Order Management Process & Capabilities Assessment

*Provide a superior omnichannel customer experience*

## KEY BENEFITS

*Optimize your fulfillment operations to ensure a positive customer experience especially during peak periods*

*Reduce call center time while enhancing the customer experience*

*Increase efficiency for in-store fulfillment and returns*

*Deliver best in class customer omni-channel experience*

*Reduced customer disappointment and customer cart abandonment*

IBM Business Partner Award
2016
IBM Commerce Winner

Customers continue to push retailers to deliver on their promises. With ecommerce continuing to grow at 15% a year and store revenue shrinking, retailers need to look at process improvement within their omni-channel strategy. That starts with order management.

Regardless of where the retailer is on the omni-channel maturity curve, the order management platform is the foundation for all customer order, delivery and return procedures. But there is often room for process and configuration improvements. Some of the opportunity areas we have seen include:

- **Participant model** was not built to accurately reflect your supply chain and support future growth and acquisitions
- **Sourcing engine** is not being used optimally, resulting in stock outs
- **Fulfillment rules** may be obsolete and not accurately managing service levels
- **Shipping costs** may be high without proper rate shopping tools or process

BRIDGE SOLUTIONS GROUP

Delivering Intelligent Fulfillment > BridgeSGI.com

Many retailers began the omni-channel journey over 10 years ago. The customer experience may have improved, but the strategy and business model have not changed fast enough to meet the customer's demand. Process and application areas where we see big efficiency and cost improvement are:

**Ship from Store**

- Automation of manual order processing
- In-Store 'Locate inventory' process, and application of simplified warehouse management best practices to the store
- 'Staging area for shipments' optimization
- Packaging materials optimization

**In-Store Pickup**

- Encourage in-store pickup to eliminate shipping costs
- Maximize revenue by encouraging incremental purchase while in-store
- 'Locate' and 'Pick' inventory processes
- Pickup storage area optimization

**Returns**

- Return processes that minimize time to resale, maximize resale value, and reduce shrinkage
- Presale of returns
- Reduce Fraud

**Backorders**

- Improved inventory management through more accurate and timely updates across channels to minimize out of stocks
- Optimize sourcing rules for fulfillment
- Enhanced in-store picking processes to improve inventory accuracy

**Drop Ship and/or Vendor Managed Inventory**

- Use drop ship and/or vendor managed inventory to reduce inventory carrying costs, and expand assortment.

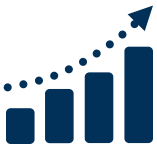
## Assessment Deliverables

**Key Findings**

Provides a quick summary of the interview and workshop session findings, including known gaps, barriers, opportunities, and value drivers (KPIs) for various aspects of the maturity model analysis.

**Initiative Recommendations**

For the gaps and capabilities required, the initiative profiles describe the grouping of functions into manageable and logically connected efforts which can be implemented over time.



**Maturity Model**

Depicts both the current state capabilities and desired future state capabilities against a leading practice index. Shows key gaps and desired new business capabilities based on your business model and industry benchmarks.

**High Level Roadmap (with KPIs)**

Provides a recommended sequence to the initiatives, grouped into near-term, medium-term and long-term planning horizons, with a qualitative assessment of impact on KPI metrics.

## Ready to learn more?

*Contact me today:*

**Jim Bengier**
**jim.bengier@bridgesgi.com**
**+1.617.908.9720**