Order Management Microservices

The convergence of online and in-store shopping requires retailers to deliver seamless customer-centric experiences. Customers today expect retailers to provide them real-time inventory availability, personalized delivery commitments, along with full order visibility and transparency as orders get fulfilled. But without the right technologies, many retailers struggle to attract and retain customers, grow market share, and serve customers profitably. Meeting customer expectations requires technologies that support intelligent real-time decision making and provide order and fulfillment visibility and accuracy. Blue Yonder's scalable and augmentative order management microservices help retailers optimize the entire click-to-deliver journey, starting with an engaging customer experience through efficient last mile delivery/pick-up.

Increase Conversion Rates with Accurate & Real-time Inventory Availability

Retailers not only need to have complete, real-time inventory visibility, but also need to share this view with customers from the beginning of the shopping journey. Blue Yonder's Inventory Availability microservice provides real-time product availability to customers on product listing pages (PLP), product detail pages (PDP), cart and checkout pages based on their location and fulfillment preferences. From the search page, customers are able to see what products are in-stock/out-of-stock, see "limited stock" urgency messaging, reserve products for purchase and understand what products are available and where. With inventory visibility, retailers can not only encourage purchases, but also steer shoppers to pick up products in their local store driving in-store traffic and revenue.

Drive Intelligent Fulfillment Optimization

Customers today demand flexible and transparent fulfillment options and commitments prior to making a purchase. Providing accurate and reliable pre-purchase delivery commitments to them improves conversion rates. Blue Yonder's Commits microservice determines the best location to fulfill potential customer demand by factoring in all processing and lead times, to provide customers with accurate delivery dates for their fulfillment options, including order-by/get-by timelines. Access to definitive information helps increase shopper confidence and loyalty, lower cart abandonment rates, reduce returns and increase conversion rates.

Benefits

- Higher conversion rate and increased revenue with accurate and reliable commitments
- Improved inventory exposure and productivity with real-time network-wide ATP
- Improved margins by reducing fulfillment costs with optimized sourcing
- Improved customer satisfaction with better visibility, transparency, and insights

Reduce Costs with Order Optimization

AI/ML based multi-factor cost optimization reduces the cost-to-serve and improves margins. Blue Yonder's Commits post-order optimization engine, leverages machine learning to determine the most optimal fulfillment location to fulfill e-commerce orders. Retailers can identify the optimal way to fulfill each order, considering customer and product locations, promised delivery dates, inventory levels, merchandise costs, the likelihood of markdowns, shipping time and costs, labor capacity and other constraints. With multi-variant order optimization, retailers can balance service levels with cost-to-serve to grow their digital business profitably.

Deliver on the Promise to Customers

Achieving operational excellence in an omni-channel world requires solutions that can orchestrate complex orders regardless of how they come (stores, digital storefronts, marketplaces or call centers) or how they get fulfilled (stores, warehouse, vendors, and partners). Blue Yonder's Order Services provides a single workflow engine that can manage all order types and provide visibility at each step of the order lifecycle with proactive alerting and monitoring to ensure order and fulfillment accuracy. The solution, which includes Customer Order Visibility (COV) provides real-time tracking and monitoring capabilities with an intuitive user experience that enables retail staff and customer service to search, view, create and modify order details in real-time, and manage reverse logistics creating a single, up-to-date repository of order information. Customer Order Assistant enables organizations to augment their customer service teams' ability to manage customer orders. Leveraging unsupervised learning algorithms, the solution generates actionable insights on metrics to optimize promising and fulfillment processes that help deliver customer-centric experiences. Robust order management capabilities enable retailers to deliver promises to customers.

Improve Store Order Fulfillment

Retailers are increasingly leveraging their physical stores as fulfillment centers to support ship from store (SFS), buy online, pick up in-store (BOPIS) and curbside demand. Blue Yonder's Order Fulfillment capabilities meet this challenge with an intuitive mobile user experience that seamlessly drives the activities of receiving, prioritizing, picking, packing and delivering consumer orders. Store managers have complete visibility into their store's fulfillment activities, with actionable dashboards and reports, while retail staff have workflows to efficiently pick, pack and fulfill orders. This microservice helps increase the operational efficiencies of in-store fulfillment tasks to ensure work is completed in a timely, efficient manner that maximizes both service and employee productivity.

Conclusion

Given high customer expectations, retailers need technologies that enable them to not only deliver new capabilities but do it quickly, effectively, and cost- efficiently. Blue Yonder's augmentative and scalable Order Management microservices help today's retailers create seamless experiences across their in-store and digital businesses to gain a competitive advantage through a model that supports rapid implementation and an accelerated return on investment.

Features

- Real-time inventory availability
- Order optimization
- Order orchestration
- Insights and analytics
- Store order fulfillment

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