

Mastering Fulfillment in the DIY Market:

Transforming Complexity
into Competitive Advantage



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Introduction

For DIY and home improvement retailers, managing inventory and fulfillment effectively is critical. These stores carry diverse SKUs—from single screws and bolts to large appliances and building materials—all sourced from multiple brands and manufacturers. With **upwards of 40,000–60,000 SKUs per store**, inventory management is not just complex but essential for competitive success.

[The Europe DIY home improvement market size is forecast to increase by USD 48.33 billion at a CAGR of 4.23% between 2024 and 2028¹](#). The market is experiencing significant growth, driven by the rising interest in homeowners taking on their own projects.

So staying ahead means delivering a seamless customer experience across channels.

In this guide, we'll walk through the pressing fulfillment challenges for DIY retailers and how a modern distributed Order Management System (DOM) can turn these challenges into opportunities for growth, efficiency, and customer satisfaction.

Key Takeaways

What B2B Leaders in the DIY Market Can Learn from B2C:



Drive Omnichannel Success by creating a consistent customer experience across online and in-store channels.



Leverage Real-Time Inventory Visibility to reduce canceled orders and abandoned baskets.



Optimize Fulfillment Operations to improve KPIs such as sales per square meter, stock turnover, and inventory availability.



The DIY Market Landscape and Key Challenges

Customer Expectations & Omnichannel Shopping Behavior

Growing Online and In-Store Demand:

[In 2024, 44% of European consumers purchased DIY products online²](#). Most of these customers aren't looking for convenience alone; they're trying to ensure product availability before visiting a store.

High SKU Variety and Complex Inventory Management:

With **a typical store carrying up to 60,000 SKUs**, ranging from fast-moving items to bulky seasonal goods, effective inventory management becomes a major challenge.

Omnichannel Integration as a Necessity:

[Research shows that 82% of DIY shoppers research products online before visiting a store³](#). Maintaining a unified inventory view across channels is essential to meet these expectations.

Challenges Facing the DIY Supply Chain

Inconsistent Inventory Data:

Without unified data across channels, DIY retailers risk disappointing customers with inaccurate inventory availability. Customers who find items out-of-stock after an online confirmation experience frustration, leading to negative reviews, abandoned baskets, and lost sales.

KPIs Affected by Inefficiency:

Poor visibility and omnichannel integration can impact essential KPIs, including stock turnover, return rates, and customer experience metrics.

Fragmented Omnichannel Systems:

Managing online and in-store inventory separately leads to inefficiencies and limits the retailer's ability to deliver a smooth customer experience. A DOM that provides a unified approach is crucial to meeting customer expectations and staying competitive.

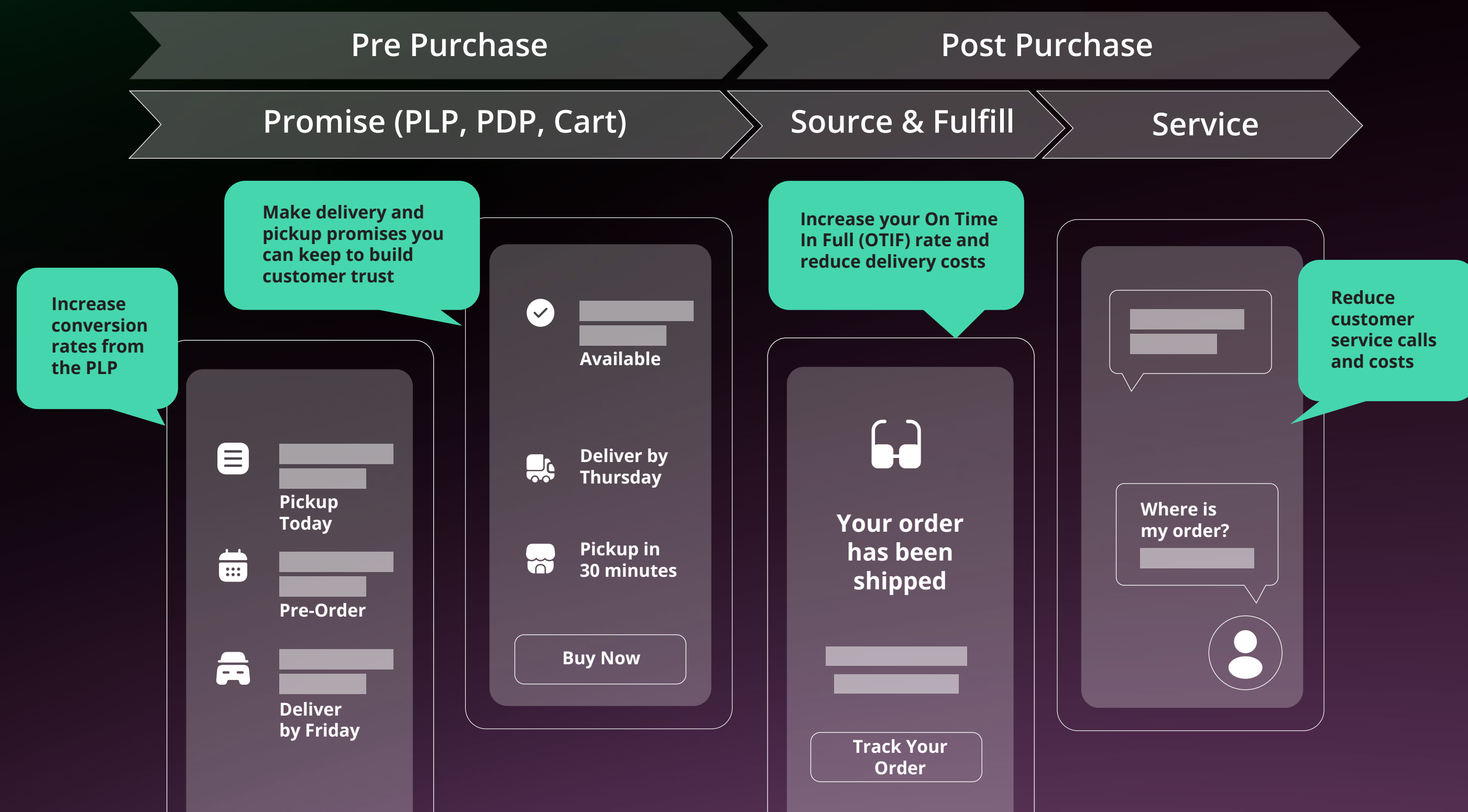
Did You Know?

[Only 19% of DIY shoppers choose online shopping for convenience⁴](#). The rest prioritize availability, especially for time-sensitive projects—making reliable inventory visibility essential.

2 Solution: The Power of a Distributed Order Management System (DOM)

A cloud-native DOM like Fluent Order Management, implemented by Intellias, addresses the complexity of DIY retail by providing seamless, real-time inventory visibility, optimized fulfillment, and improved customer experience across all channels through the whole buying journey.

Here's how:



Real World Results

"We now offer a 30 minute Click and Collect service - this is a key offering and a real game changer for our customers!"

1. Offer Flexible, Profitable Fulfillment

Support pickup and delivery on a single order

Let customers choose how they want to receive their order - single or multiple site deliveries, same or next day delivery and split shipments based on product availability

- Increased customer satisfaction

Manage complex orders

Create workflows for large orders and made-to-order SKUs

- Reduce shipping costs, increase offering and reduce operation costs.

Optimize fulfillment

Use advanced sourcing logic to ensure you ship from the best location every time, manage order consolidation, split shipments, and support unique fulfillment processes based on product attributes (e.g. bulky, hazardous, items that must ship alone, etc.)

- Reduced shipping costs, reduce split shipments, and increase OTIF.

Advanced Fulfillment Options

Advanced sourcing logic optimizes every order by fulfilling it from the most profitable or convenient location

- Minimizes shipping costs, reduces split shipments, and maximizes on-time, in-full (OTIF) performance.

2. Prioritize Customer Experience

Provide an accurate, real-time view of inventory

Show what's available to promise, in real-time, either for delivery or at a store of their choice so the customer has trust in you on what they're looking to purchase. And that you can deliver on that promise

- Increased customer loyalty
- Reduced canceled orders
- Increased sales

Provide an endless aisle experience

If it's not in-store - enable them to purchase it in the store with flexible fulfillment options based on their needs

- Increased customer retention

Show quantity available

Show customers how many units you have in stock so they'll know if you have the quantity they need

- Let them buy with confidence when they need more than one (e.g., bolts, cabinet hardware, lightbulbs, etc.)

Flexible SKU and Service Management

Support for complex SKUs, such as product bundles and non-standard items

- Allows DIY retailers to offer a full range of services, from digital gift cards to custom product configurations

Real World Results

Customer example - once live with inventory availability, the retailer had a consolidated view of real-time SKU counts across all their stock locations. So they were able to provide an accurate, real-time and reliable view to their customer.

Sales were saved rather than canceled (due to lack of visibility of products) and they saved double digit millions in lost sales in under 12 months!

3. Provide Real-time Delivery Updates

Real-time tracking and automated updates

Lets customers know exactly where their orders are and when they will arrive, reducing uncertainty and improving trust

- Reduced Wait Times - Builders and contractors can plan their projects more efficiently, knowing precise delivery times, which is especially critical for just-in-time (JIT) workflows in construction

Provide Self Service

Lets merchants adjust delivery routes and priorities on the fly to accommodate changes, such as urgent orders or traffic disruptions

- Reduced Errors - Real-time systems minimize the risk of miscommunication between merchants, drivers, and customers, ensuring accurate delivery of items

Reduce “Where Is My Order” (WISMO) queries

It’s estimated between 30-50% of customer service calls in the Building Merchant industry are around ‘Where is my order’ queries. Forrester research paper reported that real-time delivery updates can reduce WISMO calls

- Significantly, improving efficiency and customer satisfaction, while decreasing operational costs

🚩 Real World Results

One customer was able to **reduce their inbound customer service calls by 66%**, all by providing an accurate, real-time view of delivery. Reducing operational costs and increasing customer satisfaction!

3 Practical Use Cases for DOM in DIY Retail

For decision-makers in the DIY industry, here are specific scenarios where a DOM can drive measurable value:

1. Inventory Availability at Scale:

Display accurate, real-time stock levels across channels, reducing customer frustration and abandoned carts.

2. Optimized Fulfillment Routing:

Advanced sourcing capabilities allow orders to be fulfilled from the most efficient location, reducing costs and ensuring on-time delivery.

3. Multi-Unit Purchases with Confidence:

Customers can easily see if items needed in bulk, like bolts or fixtures, are available in sufficient quantities, minimizing cart abandonment.

4. Integrated Service Offerings:

Connect customers with third-party service providers for assembly or repairs. Offering end-to-end solutions builds loyalty and encourages repeat purchases.

5. Customer-Centric Delivery Options:

Enable customers to select flexible delivery and pickup methods, including multi-location delivery for larger orders, enhancing customer convenience and satisfaction.

Persona Highlights



For CIOs/CTOs:

A scalable, cloud-native DOM solution enables seamless integration and data consistency.



For COOs and VPs of Operations:

Achieve improved stock turnover, optimized fulfillment, and customer satisfaction.



For Supply Chain Managers:

Real-time inventory and sourcing capabilities improve OTIF metrics and streamline operations.

4 Differentiators of Fluent Commerce and Intellias for DIY Retail

Why Fluent Commerce and Intellias?

Together, these partners offer a powerful combination for DIY retailers.

- **Fluent Commerce:** A flexible, scalable platform that provides real-time inventory visibility across all channels. Fluent Order Management ensures you avoid costly overselling or underselling by keeping inventory levels accurate across the network.
- **Intellias:** With deep expertise in cloud-native solutions and market-specific knowledge, Intellias ensures a smooth transition to a fully integrated, customer-centered fulfillment ecosystem.

A typical frustration that Fluent Commerce and Intellias' OMS solution eliminates with reliable inventory visibility and accurate fulfillment.

- **Trustpilot Review (Obi):** "Reserved 3 items, drove there 3 times for nothing. Online stock showed availability, but items were out of stock at pickup. I had to visit multiple stores to complete my purchase."

This collaboration offers DIY retailers a highly extendable solution designed to solve industry-specific challenges and enable scalable growth in a dynamic market.

Real-World Testimonials

- **Client Success Story** "Fluent Commerce helped us achieve real-time inventory visibility across our locations, reducing stockouts and increasing online conversions. The cloud-native solution allowed us to optimize our fulfillment network, enhancing customer satisfaction."
- **Client Success Story** "After only 4 months of implementation, the solution has been able to provide a customer experience that meets the exacting standards of our clientele. Fluent Order Management provides us with real time inventory visibility. Very soon we were able to observe an increase in online sales by around 20%."
- **Client Success Story** "As we keep extending our markets, channels, and products, a scalable, robust and flexible platform for e-commerce and fulfillment is key for long-term and sustainable growth in both direct-to-consumer as well as B2B business."

5 Future-Focused Benefits for DIY Retailers

Stay Ahead of Market Trends

As the DIY market continues to grow, evolving customer expectations and rising omnichannel demand require a future-focused fulfillment strategy. A modern DOM ensures that DIY retailers are equipped to handle these trends with precision and agility.

DIY Retail in 2025:

- Continued growth in online DIY shopping, especially for urgent project needs.
- Increased demand for inventory visibility and flexibility in fulfillment, with real-time insights across all channels.

Are you ready to elevate your fulfillment strategy and gain a competitive edge?

See how Fluent Commerce and Intellias' DOM solution can drive real value in your operations, improve KPIs, and build customer loyalty.



Book a Demo Today

Closing Summary

Mastering the complexities of the DIY supply chain is more than just a necessity — it's a strategic advantage. With Fluent Commerce's advanced DOM and Intellias' regional expertise, DIY retailers can move beyond traditional challenges and deliver a seamless, customer-centric experience that sets them apart. Investing in this robust, cloud-native solution will prepare your business for a successful future in a rapidly evolving market.

Next Steps:

Discover more about how **Fluent Commerce** and **Intellias** can transform your fulfillment operations.



Contact us to start

[Intellias](#)

[Fluent Commerce](#)

About Intellias

Quick facts

3200+

In-house experts

150+

Active clients across the world

22

Years in the industry

99%

Clients' satisfaction rate

Technology practices

Cloud &
DevOps

Data &
Analytics

Intelligent
Automation

Managed
Services

IoT

AI / ML

ERP

Cybersecurity

What we offer

Software Engineering

Digital Consulting

Experience Design

Product Management

Software Architecture

Platforms Integration

Development Teams

About Fluent Commerce

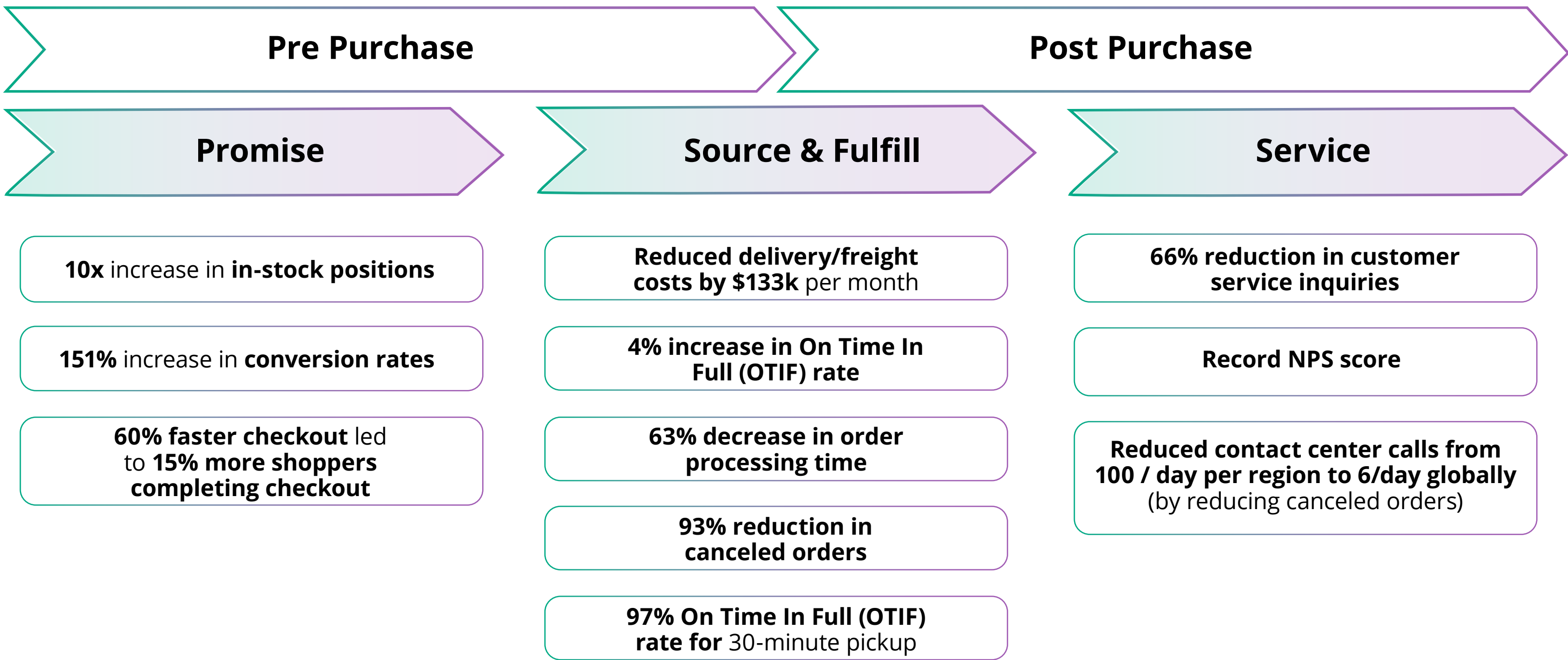
The powerful Distributed Order Management platform that drives

Operational Efficiency

Enhanced Customer Experience

Growth

Throughout the customer journey



References

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- [2, 3, 4 Statista European DIY and Hardware Store analysis - https://www.statista.com/outlook/cmo/diy-hardware-store/europe](https://www.statista.com/outlook/cmo/diy-hardware-store/europe)

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