



DIY Retailers & Merchants

Inventory Availability and Profitable Order Management

Minimize risk and maximize revenue

REAL WORLD CUSTOMER RESULTS

10M+ in saved sales and
from reduced canceled
orders

3.1M contact center cost
savings from reduced
canceled orders

52% reduction in
canceled orders

Show 24 delivery and
pickup promises in
500ms (on the Product
Listing Page)

4% increase in On Time In
Full (OTIF) rate

133k/month in savings for
delivery/freight costs

The DIY market is complex. Inventory SKUs range from a single screw or bolt to large appliances and building materials. Keeping track of all of that inventory is hard. Let alone trying to surface accurate availability to your end customers who may have an urgent leak or a huge building project with tight deadlines (think construction and trade buyers). Customer expectations and needs are unlike any other industry.

The challenge is, DIY businesses need inventory data connected across their online channels and in-person stores. Why? **82%** of DIYers are likely to explore products in-store and **77%** of DIYers use store websites for research. If they see an item available online but not in the store when they get there or vice versa, that's a bad customer experience. And if that happens, it will cost you from:

- Abandoned baskets
- Canceled orders
- Unhappy customers
- Costly contact center calls
- Bad reviews
- Lost sales to competitors

So what can you do?

Have an enterprise order management system that **future-proofs your business**, like [Fluent Order Management](#).

Imagine a unified view of your inventory, so you can deliver from the most profitable location every time, increase revenue, and make positive customer interactions the new norm.



KEY FEATURES

Manage complex orders

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

- Reduce shipping costs
- Reduce operation costs

Provide accurate delivery estimates

Show customers accurate delivery and pick-up promises based on live sourcing decisions before the order is placed

- Increase conversion rates
- Reduce bounce rates
- Increase revenue

Optimize fulfillment

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

- Reduce shipping costs
- Reduce split shipments
- Increase OTIF

Show accurate inventory availability at scale

Show customers an accurate view of inventory across all locations in near-real time so they know what they can get and where

- Reduce page load speeds
- Reduce canceled orders
- Increase revenue

Offer add-on services by SKU

Connect to service providers or offer services from your team for assembly or fixes needed alongside items ordered

- Improve customer experience
- Increase sales

Support a mix of pickup and delivery on a single order

Let customers choose how they want to receive their order, including multiple delivery addresses per order

- Increase customer satisfaction

Show quantity available

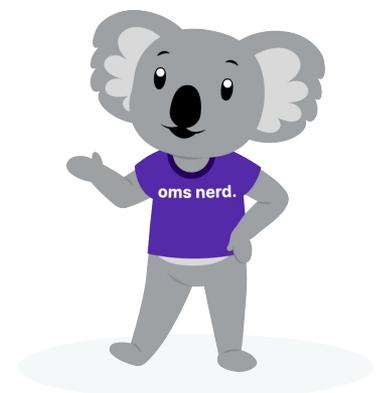
Show customers how many units you have in stock so they'll know if you have the quantity they need

- Improve customer experience and inventory visibility

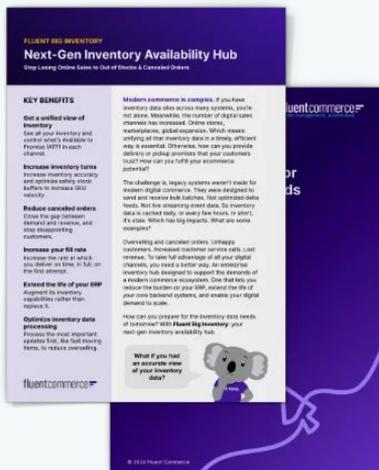
Support non-standard SKUs

Manage product bundles, non-physical inventory (e.g., services), digital gift cards, etc.

- Improve inventory visibility and management
- Increase offering



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Fluent Big Inventory: Next-Gen Inventory Availability Hub

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Advanced Sourcing Strategies

Optimize your omnichannel fulfillment

Read now



Order Management: A fresh perspective

From monolith to microservices and beyond

Read now

See it in action

To learn how Fluent Order Management can help your business grow, chat with an expert today

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