

BEAUTY RETAIL GUIDE

For Omnichannel Order Management

fluentcommerce 
order management. accelerated.



Find the perfect match with a best-in-class Order Management System that you can shape to your business.

Beauty trends come and go—and quickly at that.

All-matte makeup made way for that dewy glow. Clean products are all the rage. When the trend strikes, how can you get the hottest makeup and skincare to your customers—fast?

With Fluent Order Management, you can offer the flexibility that your customers—and employees—want and expect.



Clean makeup, J-beauty: Get these trends into the hands of who wants it now

Prevent out of stocks

Beauty trends can change on a whim. And come holiday time, those limited-edition makeup palettes and skincare gift sets fly off the physical—and virtual—shelves before you can even finish putting on your falsies.

Traditional retail and commerce platforms were not designed to take inventory feeds from multiple systems. However, a solution is now available. With Fluent Order Management, you can track stock availability in near real-time and sync inventory data across all systems and locations. This means what stock you have Available to Promise (ATP) is really available—and that means it can get into the hands (and makeup cases) of those who want it, fast.

SINGLE VIEW OF INVENTORY

Keep your inventory in sync across all of your systems and markets. Whether you sell in multiple regions, across multiple channels or divisions, a single view of all your inventory is paramount to success. See your entire inventory in near real-time and control what's Available to Promise (ATP).

CONTROL WHAT YOU SELL WHERE

When you have a single view of your inventory, you can easily control what you sell—and where. With Fluent Order Management, you can choose what products or categories you sell by channel, region, marketplace and more.

SET A BUFFER OR SAFETY STOCK

Making sure you have those top-rated items in stock is easy with an Order Management System (OMS) that can set a safety stock or buffer. With a flexible OMS, you can set safety stock/buffer by product, category, or even by location. This way, you can safely offer the item for sale online without the risk of canceled orders—or disappointed customers.



Your Product Details Page Reimagined

Product availability

By showing accurate in-stock positions, accepting backorders and pre-orders, and showing local available inventory, you'll be able to capture more business and save more sales. Now that's big beauty news.

Reduce overselling

Show accurate in-stock positions updated in near real-time to reduce overselling

Reduce Stockouts

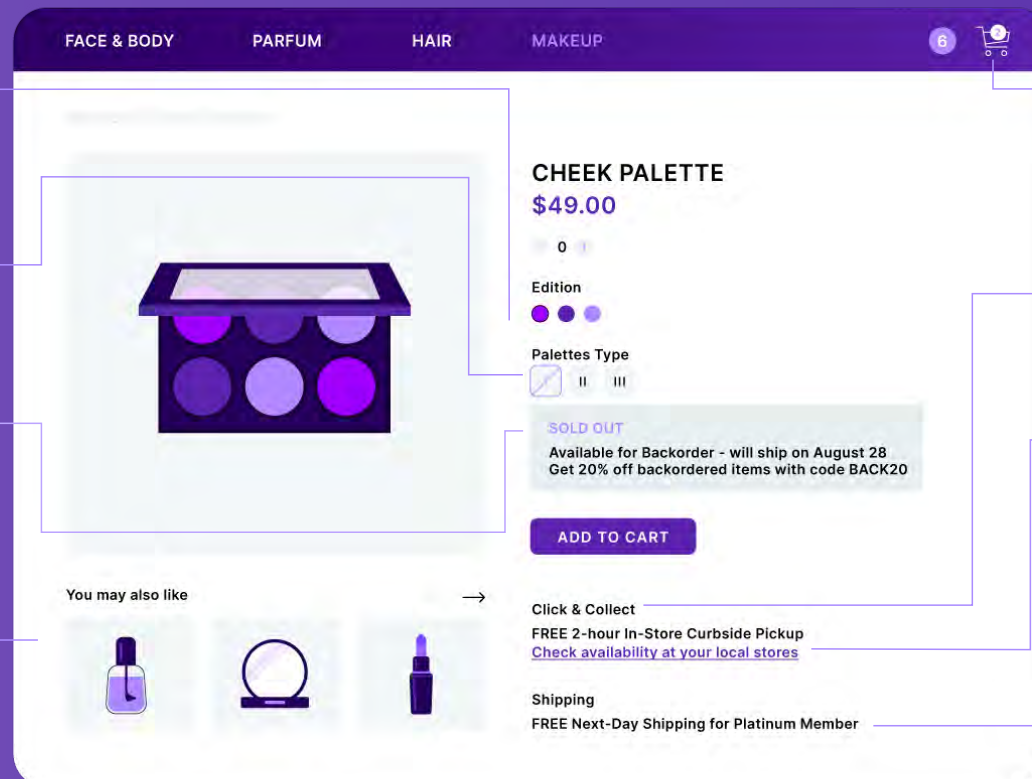
Make store stock available online so you're in stock more often

Accept backorders and preorders

Promise against inbound or in-transit inventory so you capture the sale

Optimize recommendations

Recommend items in stock at the same location to reduce split shipments



Reserve inventory that's in the cart

Put a soft hold on inventory once it's in the cart so it's still available when your customer checks out

Offer convenient pickup

Show accurate lead times for in-store pickup

Show local availability

Let customers see what's in stock at all local stores

Offer loyalty perks

Show custom availability or shipping options based on customer loyalty status

Adaptable, just like your day-to-night look

Flexible sourcing strategies

Your customers need the right products to get that statement eye—or perfect a no-makeup makeup look. Similarly, you need access to the right sourcing strategies to best fit your stores' ever-changing situation and needs.

A flexible order management system is key to ensuring that your business needs are met by season, trend or location.

AVOID MARKDOWNS

The ability to extract maximum value from each order is top of mind—now more than ever. How do you do that? You can tweak your sourcing strategy to help reduce markdowns. You can ship from the store with the most—or oldest—inventory. Or, you can source from the location with the lowest sell-through rate or with the highest in-store markdowns.

MANAGE CAPACITY

Flexible sourcing strategies also allow you to manage in-store capacity. This allows you to limit the number of In-Store Pickup or Ship from Store orders based on the rules you choose. Do you want to ship from the store with the lowest number of open orders? Lowest number of orders awaiting pickup? Total orders by day? As the days and seasons change, so can your sourcing strategies.



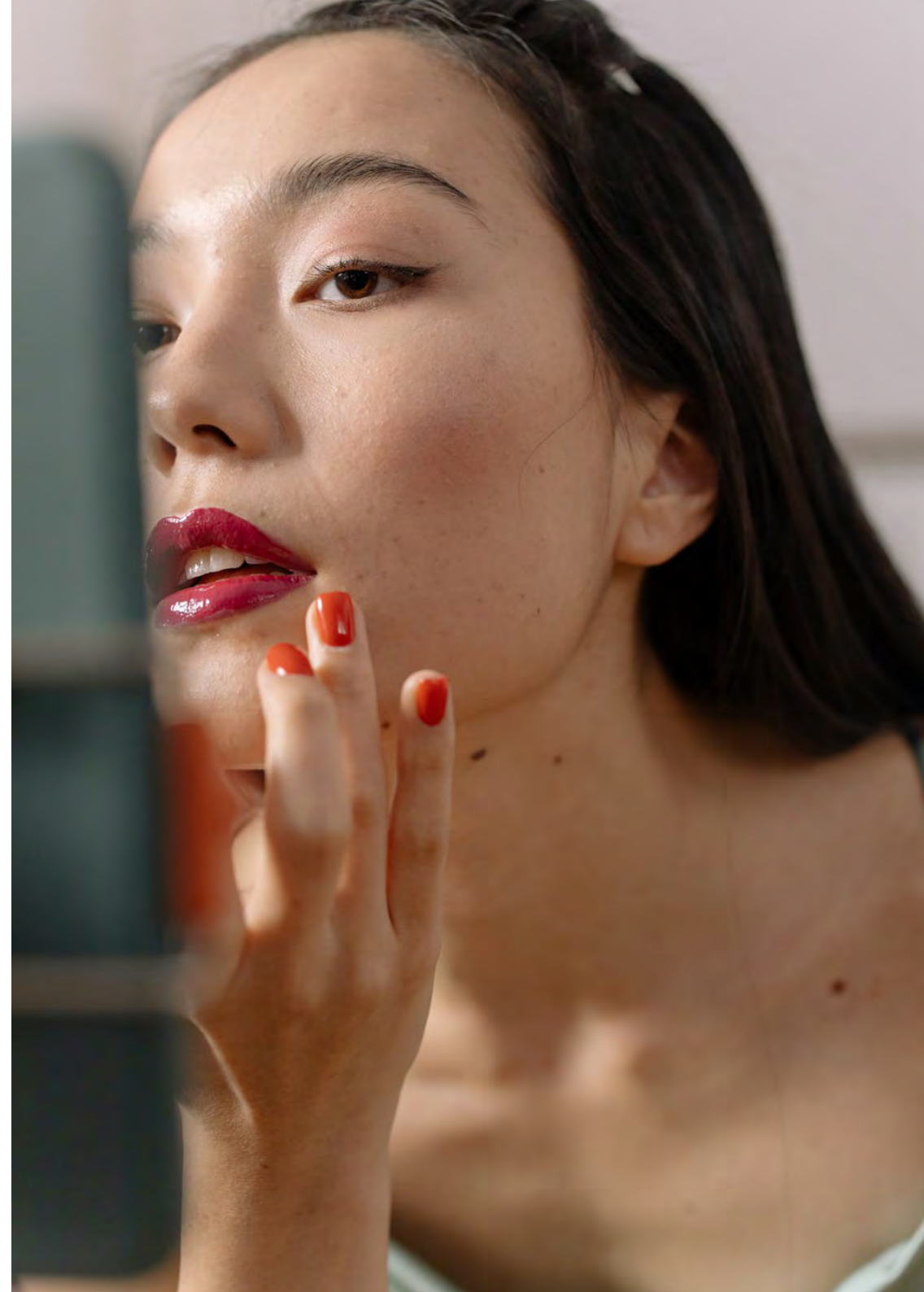
Seamless fulfillment makes the perfect statement (lip)

Manage split shipments

Many orders can be shipped from one location. But sometimes you need to split it up. And, the customer wants their items—fast—and there's no time to transfer items so they can be shipped together.

Make sure your order management system can easily handle split shipments that are seamless to the customer.

One order number, a better order management experience, and a simplified customer service process. **The biggest benefit? You deliver on-time to a happy customer.**



A makeup look **for every day** of the week

In-store pick and pack

There is no universal makeup look or holy grail skincare product. Everyone is unique—and the same is true for retailers. From large-scale store formats to small city shops with barely any storage, you need to be able to account for all of these variables.

Do you prefer that staff pick by order? Item? Category? Or, would you rather source items from hub stores? Dark stores? With a best-in-class order management system, you have full control and visibility into the pick and pack process and orders. You can even capture exceptions and automatically re-route short picks.

**This means you have endless options to choose from—
just like choosing a shade of red lipstick.**



7-Step skincare routine? 10-Step? **No problem.**



Manage Drop Ship Vendors (DSVs)

Keeping up with popular beauty and skincare trends is key to your business. How can you give customers more choices as the trends eb and flow?

The popularity—and use—of Drop Ship Vendors (DSVs) is rising. They provide you with two benefits: they let you expand both your product range and your fulfillment capacity. And, it also allows you to test the newest trends and products without paying for stock up front.

But how do you keep track of everything? When you use DSVs you must keep a lot of data in sync, such as inventory data and order status. This gets complicated even further when returns are involved.

An Order Management System is key to keeping everything running smoothly so you can stay focused on making sure that coveted skincare drop is getting to your customers.

Easy returns for when that shade just isn't right

Manage returns effortlessly

Be the exception to exceptions. The foundation is not the right shade. That red lipstick is a little too orange. The latest skincare isn't for them. Don't make returning items a hassle for your customer.

According to a 2019 UPS Pulse Survey*, a whopping 54% of shoppers look at the return policy before they even begin shopping. A stress-free and easy-to-understand return policy is key to capturing those shoppers—and sales. With an order management system that can handle flexible returns, your customer is more inclined to shop—and stay—with you.

*Source



Deliver their perfect shade

Fluent Order Management allows you to offer a more flexible, curated experience that is best-in-class. Isn't that what your customers deserve?

Let us show you how Fluent Order Management makes it easier to manage your omnichannel orders.

Request Demo Today

Fluent Commerce is the leading provider of fully customizable cloud order management to merchants and brands who want to provide a premium omnichannel fulfillment experience, profitably. We enable retailers and brands to roll out quickly and scale as needed, anywhere around the globe. Learn more at fluentcommerce.com.

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