DIY
RETAIL
GUIDE

For Omnichannel Order Management

fluentcommerce
order management. accelerated.

Level up with a best-in-class Order Management System that you can shape to your business

Customers are changing how, when and where they buy. Your **Order Management System** (OMS) should offer the flexibility that your customers expect. Because with all home improvement projects, adapting is key.

There's no need to "measure twice, cut once" with Fluent Order Management - **you'll get it right the first time.**

Home renovation dreams, **realized**

Prevent out of stocks

Home improvement projects can change mid-stream - you ran out of nails, or you need *one more* can of paint. Your Order Management System needs to be ready for those precise and urgent needs, while avoiding customer let-down. If your current solution makes it harder for the consumer to get that exact bolt and screw when they need it, they will quickly move on.

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 toolboxes) 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 something to hammer home about.

Reduce overselling

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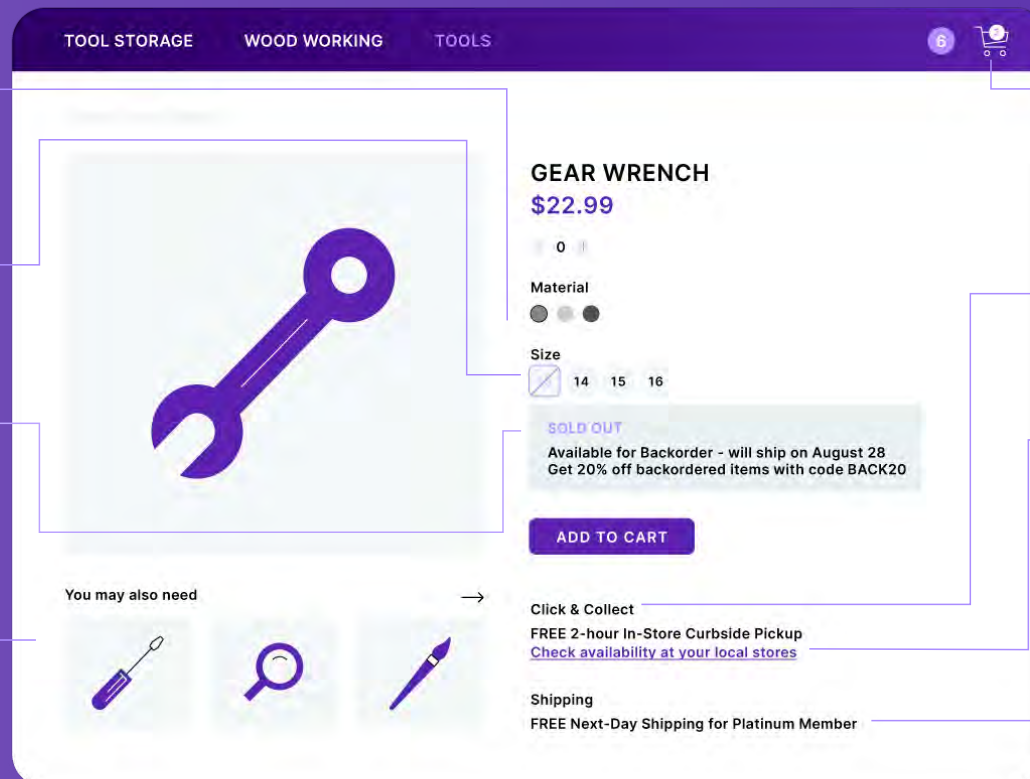
Reduce Stockouts

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

TOOL STORAGE   WOOD WORKING   TOOLS   6

GEAR WRENCH
$22.99

0

Material

Size
14   15   16

SOLD OUT
Available for Backorder - will ship on August 28
Get 20% off backordered items with code BACK20

ADD TO CART

You may also need →

Click & Collect
FREE 2-hour In-Store Curbside Pickup
Check availability at your local stores

Shipping
FREE Next-Day Shipping for Platinum Member

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

Adjustable, like your most versatile wrench

Flexible sourcing strategies

You need the right tools in your toolbox to get the job done right. Similarly, you need access to the right sourcing strategies to best fit your store(s)' ever-changing situation and needs.

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

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.

Prevent headaches with a **smooth fulfillment process**

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 without dropping an anvil on your margins.

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.**

Tackle the project – your way

In-store pick and pack

There is no one-size-fits-all when it comes to home improvement projects. The same is true for retailers. Every retailer is different - one may have a large store format while another may be a small store with very little storage.

Do you prefer that staff picks 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.

The options are as endless as shades of white paint.

Extend what you sell

Manage Drop Ship Vendors (DSVs)

Keeping up with popular home design trends is key to your business, but how can you give customers more choices without adding stock?

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 chevron backsplash is getting to your customers.

Returns as smooth as 600-grit sandpaper

Manage returns effortlessly

Be the exception to exceptions. Screws are the wrong size. Those pliers are too big for the job. But don't make returning it 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

Be the easiest part of
the renovation process

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**.

fluentcommerce.
order management. accelerated.