

RETAIL FIT GUIDE

For Omnichannel Order Management

fluentcommerce 
order management. accelerated.



Find **the perfect fit** with a best-in-class Order Management System that you can tailor to your business.

Just as **fashion is ever-changing** and evolving, your Order Management System (OMS) should be as well. With customers changing how, when and where they buy, shouldn't your OMS be just as agile?

Make a statement – with your customers and your employees – **with Fluent Order Management.**



Actually get the look

Prevent out of stocks

Fashion is fun and flexible - shouldn't your order management system be the same?

If your current solution makes it harder for the consumer to get that perfect piece when they want 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 is really available -- and that means it can get into the hands (and closets) of who wants it fast.



SINGLE VIEW OF INVENTORY

Keep your inventory in sync across all of your systems and markets. Whether you sell in multiple markets, 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. The options are endless.

SET A BUFFER OR SAFETY STOCK

Making sure you have the hottest 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. And that never goes out of style.

Reduce overselling

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

Reduce Stockouts

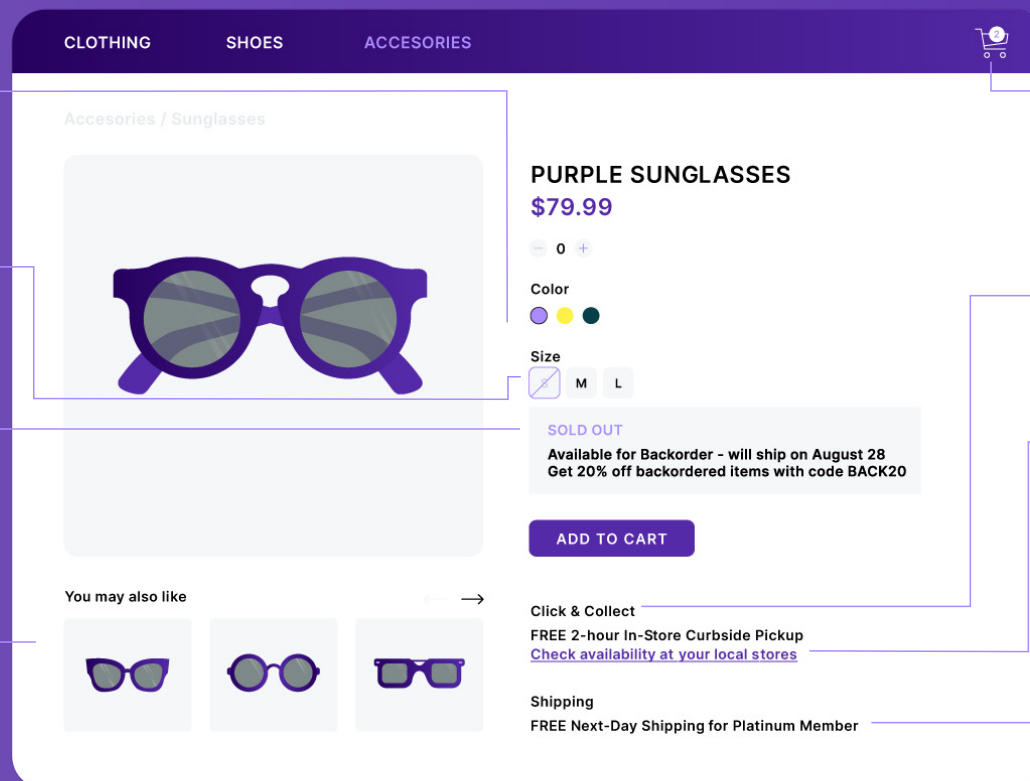
Make store stock available online so you're in stock more often

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

Perfectly stretchy, like your favorite yoga pants

Flexible sourcing strategies

You need the right pieces in your wardrobe to choose the best outfit for an occasion. 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, location or unforeseen circumstances.



MANAGE CAPACITY

Flexible sourcing strategies also allow you to manage in store capacity. This allows you to limit the number of Click and Collect or Ship from Store orders sent 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.

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.

Seamless fulfillment makes the perfect statement

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 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.**



Style it **your way**

In-store pick and pack

There is no one-size-fits-all in retail. 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.

Your options are as endless as the perfect little black dress.



Stay in sync from head to toe



Manage Drop Ship Vendors (DSVs)

Keeping up with popular trends is always top of mind, but what about all of your fulfillment options?

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 latest trend is in fact, still trendy.

Easy returns are always in style

Manage returns effortlessly

Be the exception to exceptions. Sometimes that perfect t-shirt online is no longer perfect in person. 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 continue on their search for that perfect t-shirt without worry.

*Source



Be the trendsetter

Fluent Order Management allows you to offer a more flexible, curated experience that is best-in-class -- and won't ever go out of style. Because 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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