

Show customers delivery and pickup options they can trust

Boost conversions and site speed

KEY BENEFITS

Show promises on the PDP and PLP

Increase conversions with accurate delivery and pickup options

Personalize promises with customer data

Use data like location and loyalty status to show personal promises to your customers.

Make promises you can keep

Show customers accurate estimates based on real-time sourcing decisions to build customer trust.

Increase fill rate

Increase the rate at which you deliver on time, in full, on the first attempt.

Increase operational efficiency

Avoid routing orders to a location that can't fulfill it to reduce wasted labor.

Use location attributes to increase promise accuracy

Factor in location attributes like capacity, hours, and carrier pickup times so your promises are more accurate.

There are two things on a customer's mind when they shop:

"Will the product meet my needs?" and "When and/or where can I get it?"

Many ecommerce sites do a great job of product information. They've added images, detailed descriptions, technical specifications, and user generated content. In short, they're answering the first question, "Will the product meet my needs?" quite well. But often the customer has no real idea when they can get the item. Yet for today's customer, this is the critical data that can make or break a sale.

Amazon has raised expectations when it comes to showing expected delivery dates and times. And leading brick and mortar retailers often offer 30 minute pickup. Does that mean you have to offer ultra-fast delivery and pickup? No. But if you don't show customers accurate, personalized, delivery and pickup estimates before checkout, you're leaving money on the table. How much?

Potentially a lot. In fact, some organizations have seen double digit conversion rate increases just by showing this critical data earlier in the buying journey. So don't make your customers wait until the end of their buying journey to see how quickly they can get their order. Make better promises and increase conversions, with **Fluent Order Promising**.

What if you could increase conversion rates by 151% with product availability?



KEY FEATURES

Intelligent Promising

Display accurate product availability based on real-time sourcing

Show customers accurate delivery and pickup options across the buyer journey:

- Product Details Page (PDP)
 - Aggregate In Stock / Out of Stock
 - Store level In Stock / Out of Stock / Limited Stock / Quantity
 - ETA for Click and Collect / Buy Online Pickup In-Store (BOPIS)
 - Expected delivery date
 - Expected ship date for backorders and preorders
- Checkout
 - Expected delivery date(s) based on delivery address, shipping method, and split shipments
 - Expected availability date and time for Click and Collect / Buy Online Pickup In-Store (BOPIS) for whole cart/basket
 - Mixed basket ETAs (e.g., multiple delivery addresses or a combination of delivery and pickup ETAs)

Personalize promises with customer data like location and loyalty status.

- Use contextual data to show personalized promises to your customers, including:
 - Loyalty status
 - Delivery address
 - Local store

Filter search results

- Let customers filter search results by availability.

Sourcing

Make real-time sourcing decisions before the buy button

- Manage how sourcing logic is applied
- Use product attributes in sourcing logic to increase promise accuracy, e.g.,
 - Bulky
 - Hazardous
 - Required delivery method
 - Can only ship alone
 - Special handling equipment required
- Use location attributes in sourcing logic to increase promise accuracy, e.g.,
 - Hours
 - Last carrier pickup time
 - Capacity (e.g., max orders, max open orders)
- Configure and Extend Sourcing Logic

Reservations

Reserve items in the cart

- Place a soft hold on items in the cart so they're still available at checkout.
- Automatically release holds after a certain time period.



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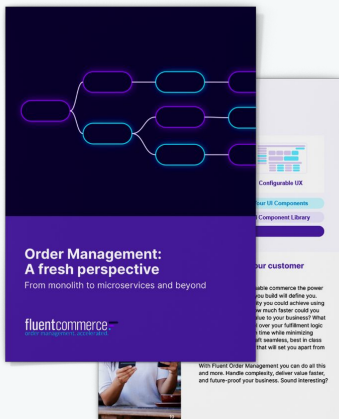
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See it in action!

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

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ABOUT

Fluent Commerce

Fluent Commerce is a global software company focused on distributed order management for retailers, brands, and distributors.

Fluent Order Management is a cloud native, flexible platform designed for composable commerce, that is used in over 50 countries by brands including L'Oréal, ALDO Group, Kingfisher, and Psycho Bunny.

For more information visit: fluentcommerce.com

EXPLORE ALL SOLUTIONS

| SERVICES | SOLUTIONS | | | | |
|-----------------------------------|-------------------------|----------------------|------------------------|----------------------------|--------------|
| | Fluent Order Management | Fluent Big Inventory | Fluent Order Promising | Fluent Order Orchestration | Fluent Store |
| Intelligent Inventory Processing | ✓ | ✓ | | | |
| Enterprise Inventory Availability | ✓ | ✓ | | | |
| Available to Promise (ATP) Data | ✓ | ✓ | | | |
| Intelligent Promising | ✓ | | ✓ | | |
| Sourcing | ✓ | | ✓ | | |
| Reservations | ✓ | | ✓ | | |
| Fulfillment Logic | ✓ | | | ✓ | |
| - Sourcing & Allocation | ✓ | | | ✓ | |
| - Order Orchestration | ✓ | | | ✓ | |
| - Returns Management | ✓ | | | ✓ | |
| Customer Service | ✓ | | | ✓ | |
| Store Fulfillment | ✓ | | | | ✓ |
| Ship, Pickup, Return | ✓ | | | | ✓ |

Fluent Order Management

The powerful platform that drives growth. [Read More >](#)

Fluent Big Inventory

The intelligent enterprise inventory hub. [Read More >](#)

Fluent Order Promising

Show customers delivery and pickup options they can trust. [Read More >](#)

Fluent Order Orchestration

Manage the entire order lifecycle and automate manual processes. [Read More >](#)

Fluent Store

Manage pick, pack, ship, pickup and returns wherever you store stock. [Read More >](#)