Luminate Commerce

Order Management Microservices

The rapid growth of online shopping in the past few years has forced retailers to quickly adapt and pivot. Consumers expect retailers to provide them real-time inventory availability, personalized delivery commitments, along with full order visibility and transparency as orders get fulfilled. But without the right technologies, many retailers struggle to attract and retain customers, grow market share, and serve customers profitably. Meeting customer expectations requires technologies that support intelligent real-time decision making and provide order and fulfillment visibility and accuracy. Blue Yonder's flexible order management microservices help retailers optimize the entire click-to-deliver journey, starting with an engaging customer experience through efficient order fulfillment.

Increase Conversion Rates with Accurate & Real-time Inventory Availability

Retailers not only need to have complete, real-time inventory visibility, but also need to share this view with consumers from the beginning of the shopping journey. Blue Yonder's Inventory Availability microservice provides real-time product availability to consumers on product listing pages (PLP), product detail pages (PDP), cart and checkout pages based on their location and fulfillment preferences. From the search page, consumers are able to see what products are in-stock/out-of-stock, see "limited stock" urgency messaging, reserve products for purchase and understand what products are available and where. With inventory visibility, retailers can not only encourage purchases, but also steer shoppers to pick up products in their local store driving in-store traffic and revenue.

Drive Intelligent Fulfillment Optimization

Consumers today demand flexible and transparent fulfillment options and commitments prior to making a purchase. Providing accurate and reliable pre-purchase delivery commitments to consumers can improve conversion rates. Blue Yonder's Commits microservice determines the best location to fulfill potential customer demand by factoring in all processing and lead times, to provide consumers with estimated delivery dates for their fulfillment options, including order-by/get-by timelines. Access to definitive information helps increase shopper confidence and loyalty, lower cart abandonment rates, reduce returns and increase conversion rates.

Benefits

- Higher conversion rate and increased revenue with accurate and reliable commitments

- Improved inventory exposure and productivity with real-time network-wide ATP

- Improved margins by reducing fulfillment costs with optimized sourcing

- Improved customer satisfaction with better visibility & transparency

Reduce Costs with Order Optimization

AI/ML based multi-factor cost optimization reduces the cost-to-serve and improves margins. Blue Yonder's Commits post-order optimization engine, leverages machine learning to determine the most optimal fulfillment location to fulfill e-commerce orders. Retailers can identify the optimal way to fulfill each order, considering customer and product locations, promised delivery dates, inventory levels, merchandise costs, the likelihood of markdowns, shipping time and costs, labor capacity and other constraints. With cost-based optimization, retailers can balance their service levels with cost-to-serve to grow their e-commerce business profitably.

Deliver on the Promise to Customers

Achieving operational excellence in an omni-channel world requires solutions that can orchestrate complex orders regardless of how they come (stores, digital storefronts, marketplaces or call centers) or how they get fulfilled (stores, warehouse, vendors, and partners). Blue Yonder's Order Services provides a single workflow engine that can manage all order types and provide visibility at each step of the order lifecycle with proactive alerting and monitoring to ensure order and fulfillment accuracy. The solution also includes real-time tracking and monitoring capabilities with an intuitive user experience that enables retail staff and customer service to search, view and modify order details in real-time, creating a single, up-to-date repository of order information. Leveraging unsupervised learning algorithms, it generates actionable insights on metrics to optimize promising and fulfillment processes that help deliver customer-centric experiences. Robust order management capabilities enable retailers to deliver promises to customers.

Improve Store Order Fulfillment

Retailers are increasingly challenged to keep up with the new demands of in-store fulfillment as they increasingly use stores as mini fulfillment centers to support ship from store (SFS) and also serve buy online, pick up in-store (BOPIS) and curbside demand. Blue Yonder's Order Fulfillment capabilities meet this challenge with an intuitive mobile user experience that seamlessly drives the activities of receiving, prioritizing, picking, packing and delivering consumer orders. Store managers have complete visibility into their store's fulfillment activities, with actionable dashboards and reports, while retail staff have workflows to efficiently pick, pack and fulfill orders. This microservice helps increase the operational efficiencies of in-store fulfillment tasks to ensure work is completed in a timely, efficient manner that maximizes both service and employee productivity.

Conclusion

Given that customer expectations have changed, retailers need technologies that enable them to not only deliver new capabilities but do it quickly, effectively, and cost-efficiently. Blue Yonder's augmentative and scalable Order Management microservices help today's retailers accelerate their in-store and digital business to gain a competitive advantage through a model that supports rapid implementation and an accelerated return on investment.

Features

- Real-time inventory availability
- Order optimization
- Order orchestration
- Store order fulfillment

Digital transformation is at your fingertips

To learn more, visit blueyonder.com

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