

Omnichannel Order Management

Providing Superior Experiences Across All Touchpoints

Customer expectations in retail are evolving at lightning speed. The on-demand economy has significantly contributed to the change in consumer behavior, perpetuating shopper demands around fast delivery and convenient fulfillment options. While order management has long been an instrumental part of the retail technology stack, it's even more important today as the backbone of the overall systems landscape.

The key to exceeding customer demands is managing business-critical data in a unified, cloud-based platform designed from the start for omnichannel retail. With a truly omnichannel order management system, you can integrate and share data with every solution in your stack—no monolithic integration efforts required. From inventory visibility to customer order history, your stores, support agents, and HQ team have the real-time intelligence to orchestrate actions that meet the service levels promised.

Key Benefits

- **Increase operational efficiencies**
- **Reduce delivery costs and time**
- **Drive store traffic through pickups**
- **Streamline customer service**
- **Increase store productivity**
- **Maximize product sell-through**
- **Optimize org-wide fulfillment**
- **Deliver personalized service**

Why NewStore?

Order management is the heartbeat of the NewStore cloud-based SaaS platform. The platform natively connects OMS, POS and inventory management, and is built on a microservices architecture—meaning there is zero upgrade effort required to evolve your business processes. The system is simplified so that all business users can easily access and act on a complete view of orders, inventory, and customers across all channels.

NewStore Omnichannel Order Management

The single source of truth for everything order-related, including inventory and customer information. Get products to your shoppers quickly and more efficiently every time.

- **Order Routing**

Route orders from any sales channel to reduce fulfillment time & cost while increasing customer satisfaction.

- **Order Visibility**

Manage the entire customer lifecycle across all channels - ecommerce, stores, call center, and mobile.

- **International**

Simplify operations with a single system and unified view of your enterprise across NA, EU, and APAC.

Purpose-Built

Most order management systems are legacy designs with decades-old foundations. They were built before complex online and omnichannel customer journeys existed. Today's retail environment requires something new. With a unified platform, you can orchestrate the entire customer journey with simplicity and ease—and even be ready to innovate as your business needs change across channels.

- **BOPIS, BORIS, BOSS**

Offer your customers the convenience of picking up and returning their orders from anywhere. BOPIS and BOSS can drive both online and in-store conversion rates. Of consumers who use BOPIS services, 64% make an additional purchase in-store. When additional store traffic is met with a seamless in-store experience, the result is shoppers with a higher customer lifetime value (CTV).

- **Endless Aisle**

With a real-time view of inventory across the enterprise, you have maximum opportunities to match your customers with the right inventory. Leverage available-to-sell inventory from other stores, warehouses or distribution centers, saving the sale and giving shoppers the expedient delivery options they want.

- **Smart Order Routing**

Reduce click to door time and become a more sustain-able business with smart order routing. With rules-based configuration, you can avoid split shipments, product markdowns, and convoluted shipping journeys, which helps save on packaging and transportation and ensures margins are not lost.

Feature Highlights

Order Management

- Apply rules-based configuration and item-level order routing
- Inject orders from all channels for routing and fulfillment
- Access all order-related documents for a complete audit trail

Enterprise Inventory

- View real-time product availability across all locations
- Configure safety stock levels to prevent store stock-outs
- Expose omnichannel inventory and fulfillment options to ecommerce

Store Fulfillment

- Offer buy online pickup in-store, buy online return in-store, ship from store, etc.
- Prioritize fulfillment requests with a guided pick-and-pack workflow
- Fulfill orders from an easy-to-use mobile app designed for operational efficiency

Customer Service

- Access real-time customer information, including customer metrics
- View a single source of truth for all orders across the enterprise
- Execute appeasements, order modifications, omnichannel returns & exchanges, etc.

Omnichannel Reporting

- Customize dashboards for a single view of the customer journey
- Export live and historical data for store, fulfillment and clienteling activity
- Search and filter omnichannel channels by order, customer, promotion, associate, etc.