

ENABLING STORES TO MEET OMNICHANNEL EXPECTATIONS

THE ADVANTAGE OF RFID IN RETAIL STORES

To meet rising consumer expectations, retailers are expanding fulfillment options, like buy online, pickup in-store (BOPIS) and same-day delivery from stores. Those that offer seamless product availability, with a keen focus on meeting customer promises through store fulfillment excellence, are the ones who will win.

RFID-enabled store inventory and fulfillment management gives retailers the capabilities to keep customers delighted, even as store order volumes rise.

STORE FULFILLMENT IS ON THE RISE



increase in BOPIS orders in 2018 US holiday period compared to same period in 2017.¹



of all retailers plan to offer BOPIS by 2021.²



of shoppers surveyed have made an additional in-store purchase while picking up an online order.³

POOR INVENTORY ACCURACY IS A GROWING ISSUE

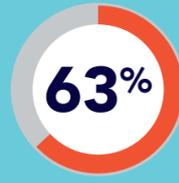


of retailers stated that inventory inaccuracies made their BOPIS service offerings inconsistent.⁴



of Gen Z shoppers said a retailer would lose them as customers if its website said a product was available in store, but it was actually out of stock.⁵

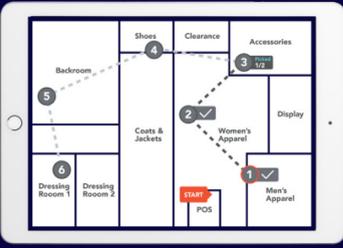
RFID-ENABLED STORE INVENTORY OFFERS A SOLUTION



Typical store inventory accuracy hovers around 63 percent.⁶



Stores with RFID-tagged items improve inventory accuracy to above 95 percent.⁷



THREE WAYS RFID IN THE STORE CAN HELP

1 Inventory is automatically tracked.

When store inventory is RFID tagged, a world of opportunity opens up for improving store inventory accuracy:

- ✓ Items can be tracked automatically as they move into, out of and around the store.
- ✓ Retail systems like global inventory visibility are automatically updated with precise and timely information on store inventory availability.

2 Order picking is optimized.

When store inventory is RFID tagged, the location of items in the store is known at all times, helping to streamline order picking:

- ✓ Store associates are guided directly to the location of the item to be picked — even if it is lying on the dressing room floor.
- ✓ Order picking is accelerated with location-based instructions that reduce the time needed to keep customer promises.

3 Customer service is enhanced.

When store inventory is RFID tagged, retailers can use location awareness to deliver superior customer service:

- ✓ Store associates can help customers find items in the store by looking up the location of any item, even if it is in the wrong department.
- ✓ Real-time global inventory visibility, including improved store inventory availability information, means customers will never be disappointed by inaccurate in-store stock information.

PUTTING AN RFID SOLUTION INTO ACTION

Manhattan Active™ Omni is designed to help retailers take full advantage of RFID in the store to improve store inventory accuracy and streamline store fulfillment processes. Our solution works with leading RFID solutions that automatically read data from RFID-tagged items in the store. Item-level data, including electronic product code (EPC) and location information (X, Y coordinates), makes Manhattan's technology even more powerful:

Manhattan Store Fulfillment uses RFID data to give store associates location-optimized order pick paths and present visual maps of order picks.

Manhattan Store Inventory uses RFID data to provide store associates with the precise location and count of inventory in real time, through its linkage to global inventory visibility.

Contact us today to learn how Manhattan can help improve your store inventory accuracy and streamline your fulfillment processes:

+1 (877) 596-9208 or visit manh.com/products/store-fulfillment.

1 Adobe
2 Zebra
3 Duddle
4 HRC Retail Advisory
5 Profitec
6 RFID Lab at Auburn University
7 RFID Lab at Auburn University