

More than a theory: Data really does bring retail success

How to excite your customers with a scientific approach to Order Management in a multichannel world

The UK is officially a smartphone society. Two-thirds of us own a smartphone, and they're now our preferred method of accessing the Internet¹. In just a few years, smartphones have disrupted almost every industry – and retail is no exception.

For retailers, this change in behaviour has underlined the need to create a consistent customer experience across online and offline stores. Retailers need to be confident they can stand by their delivery promises and get the right products into the hands of their consumers, whether they are in-store or online. But how to do this?

Answer: a flexible Order Management strategy that revolves around a scientific approach to data.

If you think of yourself as a data-driven retailer but struggle to use data to drive customer service and sales success, you're not alone.

Retailers are wrestling with a deluge of data: just 23% of UK retailers believe they can quickly understand their data to help them make better business decisions².

But what if you could use your organisation's data even more efficiently?

Driving customer engagement

A full 50% of the top retail trends are about service: customers want modern retailers to deliver on convenience, consistency, innovative delivery and inventory visibility. Until recently, customer service was seen as an art form, but the role of data and the rise of the e-commerce era has changed everything. Customer service is now data-driven.

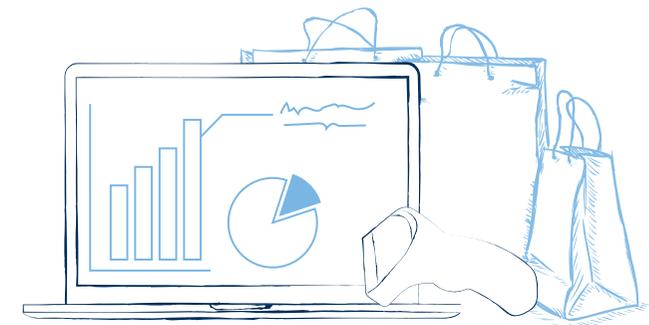
Make no mistake – 'soft' customer service skills are still vital. But how do you decide what kind of customer service to provide, and how do you improve your customer service? Today, customer service is a science – your customers' behaviour is measurable, and so is your customer service performance.

As a retailer, you must take the leap from passive number-crunching to actively driving customer engagement and loyalty in every store.

The role of Order Management

Order Management is already delivering real value by helping retailers to consistently and cost-effectively provide outstanding customer experiences through data-driven insights, even for complex multichannel orders. It's a breakthrough solution that's now considered essential for a modern, multichannel retailer. It reduces guesswork and creates a slicker, leaner and more profitable way to manage customer experience on the shop floor and online.

Read on to find out how adopting a scientific approach to Order Management can help you harness the power of data and help your associates deliver amazing customer experiences.



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¹ <http://media.ofcom.org.uk/news/2015/cmr-uk-2015/>

² <http://www.computerweekly.com/news/2240218550/Are-retailers-using-data-analytics-to-their-advantage>

Gather your data

Personalisation prevents poor performance

Offering a personalised shopping experience in-store can yield greater profit margins, more sales and improved customer loyalty. Known as clienteling, advanced forms of cross-channel personalised customer service capabilities live or die by the Order Management system running behind them. Your Order Management system needs to provide real-time order data such as customer order history, buying patterns and delivery preferences. Combine this with the flexibility to deal with every order type, from click-and-collect to ship-from-store, and only then can your store associates offer personalised product recommendations, delivery and stock availability options, style suggestions and much more.

Save the sale, every time

A smarter Order Management formula means more completed transactions, earning you greater revenues and higher margins. Accurate real-time inventory views are calculated using constraints- and rules-based algorithms, helping you make your scarcest products available to your most valuable customers. Store associates can see out-of-stock items from other locations, saving the sale and helping you to meet your challenging revenue targets.

Offer an endless aisle

Leverage your full network of inventory and present a wider range of products to customers when they're in the store and ready to buy – in other words, an 'endless aisle'. Whether items are located in other stores, the warehouse or with your suppliers, smart Order Management calculates one view of available inventory, helping you create a richer product assortment than any single channel alone.

Returns made easy

More customers are demanding the ability to roam across channels. Make it easy for customers to return items in-store, even if they were bought online. Smart Order Management can access customer order information regardless of the channel used, enabling associates to deliver a highly personalised service to customers when they return items. It's a simple calculation – give people more reasons to come into your store and be exposed to your products.

$$x = \frac{-b \pm \sqrt{b^2 - 4ac}}{2a}$$



$$e^{-y} \left(\frac{x}{s} \right)^y \frac{bx}{s}$$

Put your data to work



Revolutionise the buying process

Putting your customers under the microscope is a vital part of business success. It's why some of the world's leading retailers have moved away from fixed points of sale and equipped their store associates with mobile devices. It frees them to move around the store, interacting with customers and gathering data about them and their purchases. It becomes possible to sell to customers from any location: a request for information on the shop floor can lead seamlessly to a stock enquiry and order fulfilment, reducing the number of abandoned transactions. To do this, you need a real-time flow of data from your Order Management system.

Calculate the best outcome

Your store associates need to perform when they're in front of customers, and it's hard to deliver without the right backend support. Make it easy for your teams to deliver exceptional customer service by displaying product information and availability in a single, easy-to-access solution. Remove variability of service by empowering all of your associates to provide the support and advice that customers need during their visit to your store.

Smash your targets

Any time you're communicating with a customer, you have a marketing opportunity. A scientific approach helps you maximise the value at every interaction. Smart Order Management makes it easy to successfully cross- and up-sell to generate additional revenue, bringing together all the information that your associates need – stock availability online and in other stores, alongside delivery estimates and even the customer's purchase history. And with integrated availability, you can be sure that anything promised to the customer will be delivered on time and as expected.

Smarter in-store fulfilment

Giving your associates responsibility for pick-and-pack is a valuable part of improving your distribution network and generating value from your stores. But unlike highly experienced distribution centre staff, your shop associates will need support throughout the process. An intelligent Order Management solution creates a positive outcome every time – delivering all the information your team needs while intelligently managing the workload to ensure no single store is overwhelmed with requests and customer service isn't negatively affected.

Don't leave success to chance

Today's consumers expect consistency: in 2014, 90% of consumers expected a consistent customer experience across channels, a 17% jump from the year before³.

Are you using your retail and customer data to create a consistent customer service experience? Few retailers are – and that's the opportunity: to pull ahead of your competitors by deploying an integrated, accurate and agile Order Management system that puts data at the core of your retail operations.

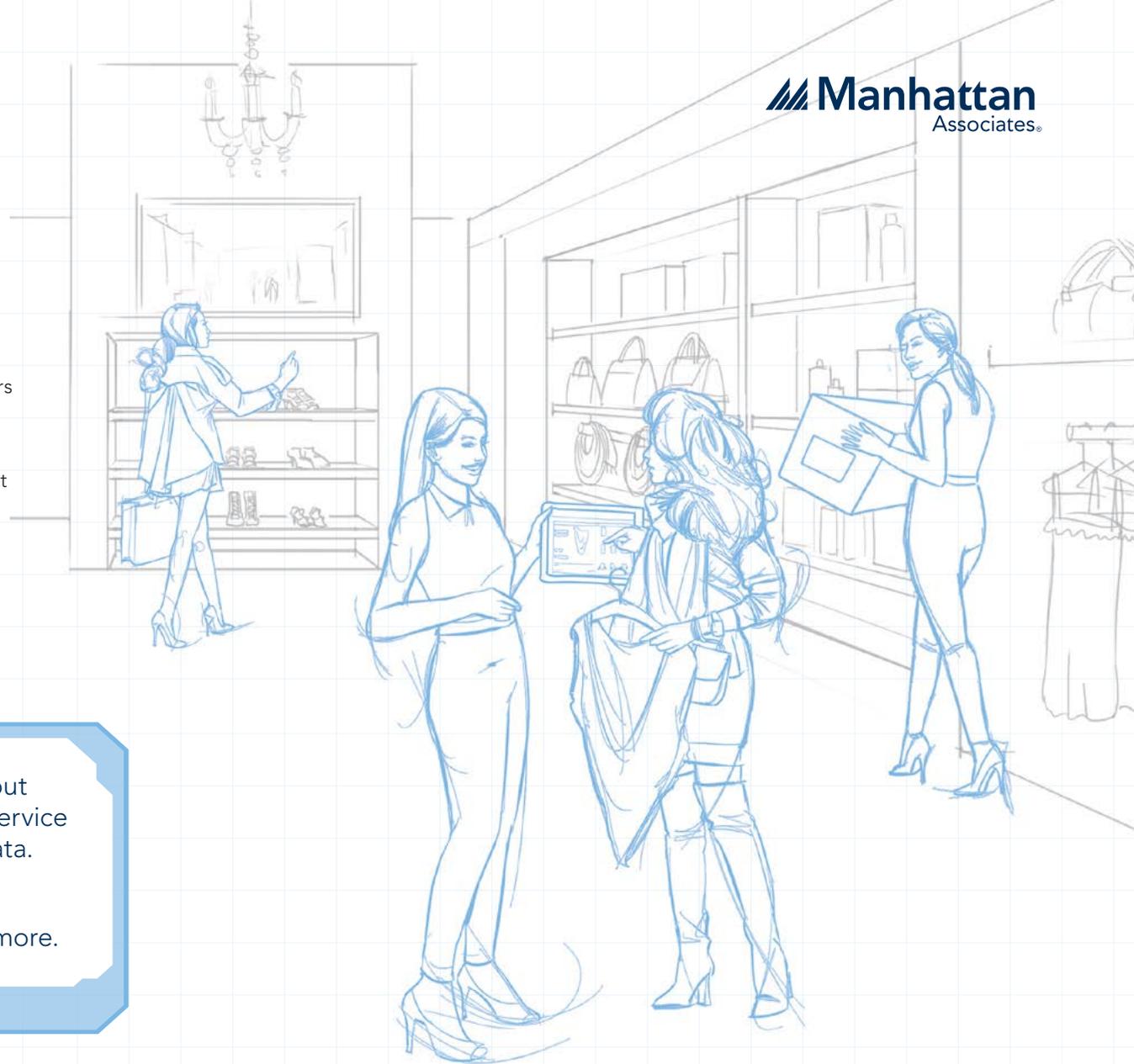
Using data to shape customer service, and to help your store associates offer better service, will drive sales and boost profits.

Contact Manhattan Associates today to find out how you could be delivering retail customer service excellence through a scientific approach to data.

0118 922 8076 or **uk@manh.com**

Go to **www.manh.co.uk/science** to find out more.

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