

Order Management System

Seamless Multi-Channel Order Management

KEY BENEFITS

- Single, cloud-based order management system supports true omnichannel commerce across multiple channels—online, point of sale (POS), kiosk and call center
- Eliminate errors and time spent manually transferring orders between inventory, shipping and accounting
- Customize the order management workflow to match your company's business processes
- Fulfill orders from the best of multiple inventory locations to optimize operational efficiency and customer satisfaction
- Get real-time visibility into the entire order management process showing orders, trends and order conversion
- Improve the returns process with integration between order and refund management to help control losses due to unwarranted refunds and lost inventory
- Grow customer satisfaction by providing self-service access to order and delivery information
- Lift order value by providing relevant offers throughout the order management lifecycle

Easily manage orders from multiple channels—POS, web, call center, mobile kiosk—all in one place with consolidated data, reporting, inventory, order notification emails, and live agent or web self-service options. NetSuite Order Management System (OMS) eliminates the errors and time spent manually transferring orders from ecommerce and POS systems to inventory, shipping and accounting and enables a true omnichannel customer experience by helping merchants provide a buy anywhere, get anywhere, exchange anywhere experience.



Streamlined Order Processing

NetSuite enables warehouse and shipping optimization so merchants can ship from a retail store or warehouse nearest the customer to minimize shipping costs and speed delivery. Because NetSuite's order management solution functions across web, physical store and call center channels, merchants can manage orders based on inventory in any location.

- **Distributed order management.** Fulfill captured orders from the best of multiple inventory locations to optimize efficiency and customer satisfaction.
- **Consolidated data.** Easily manage orders from multiple channels all in one place with consolidated data, reporting, inventory and order notification emails.
- **Automated backorder and refund management.** Reduce operational costs and revenue loss by enabling customers to manage their returns with no involvement with your customer service reps (CSRs).
- **Comprehensive security certifications.** A host of audit and security standards including PCI-DSS, SSAE 16 (SOC 1) and US-EU Safe Harbor are met to ensure customer and credit card data is fully secure.

Multi-Location Inventory Management

Merchants can monitor real-time inventory availability across multiple locations and display over the web item availability from their web store or in a specific physical store, allowing shoppers to decide if they want their order shipped or pick it up in a store.

- **Advanced pick, pack and ship.** Robust lot and bin management improves efficiency by tracking the location of goods within a warehouse, while prebuilt integration with FedEx, UPS and USPS and automated shipping label generation accelerates processes.
- **Drop ship flexibility.** Manage drop shipments from manufacturers or distributors and easily handle personalized and made-to-order products.
- **Intelligently route orders.** Route orders to a distribution center or a retail store to balance inventory and/or reduce shipping time or cost.

NETSUITE CUSTOMERS



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KEY CAPABILITIES

- Highly scalable multichannel order management system efficiently handles fast growing and high volume orders
- Interoperability and integration with ecommerce web stores, POS and other systems for punch out, EDI web services, and custom APIs
- Automated back-order and refund management reduces operational costs and revenue loss
- Encourage repeat purchases by enabling shoppers to sign up for regularly scheduled product deliveries
- Broad range of order communication options enables self-service access to order history, order status, track shipments, manage returns, and more
- Demand analysis capabilities help predict return and cancellation trends by product to maintain cross-channel inventory reserve levels

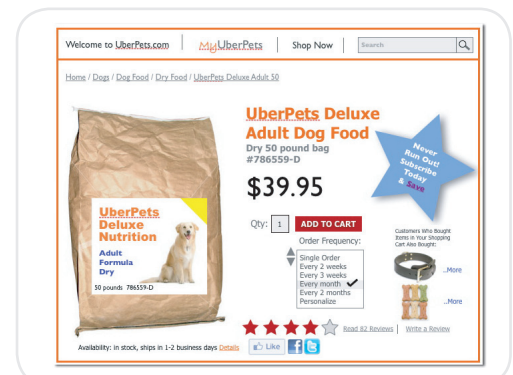
Demand Planning

Sophisticated demand planning capabilities enable merchants to optimize inventory levels based on sales history or sales forecasting, minimizing the risk of costly stock-outs or overstocked goods while streamlining replenishment.

- **Merchandise planning and demand analysis.** Predict return and cancellation trends by product to maintain cross-channel inventory reserve levels.
- **Eliminate costly overstock and out-of-stock situations.** Insightful analysis helps maintain optimal stock levels and avoid needless costs and disruption.
- **Magnify profitability.** Balance in-stock inventory positions while identifying and creating product assortments that are relevant and profitable.
- **Uncover hidden opportunities.** Tap into detailed order data to understand useful connections, patterns and trends in customer, product, promotion and channel data.

Continuity and Replenishment

Auto-ship or subscriptions programs encourage repeat purchases by enabling shoppers to sign up for regularly scheduled product deliveries with some form of automatic payment. These programs are the cornerstones of many successful direct-to-consumer (D2C) businesses and when done well, become an important part of your customer retention management strategy.



Offer auto-ship options to encourage repeat purchases.

- **Flexible testing.** Successful continuity programs require tools to run multiple tests and adapt as needed for a matrix of offer configurations of varying complexity.
- **Analytic tools.** Accurately track, measure and analyze consumer continuity purchases from acquisition through retention and then implement timely and effective continuity revenue-generating strategies.
- **Consistent communication.** Continuity best practices require consistent customer communication with these repeat buyers to maximize stick rates.
- **Unique customer support.** CSRs need to be able to quickly recognize when they are servicing a continuity customer. The flexible support tools provided help them present custom offers that save-the-sale and extend stick rates.
- **Continuity self-service.** Give your continuity customers the option to speak to a CSR or go online and manage their continuity program themselves. Customers can personalize their orders by modifying ship intervals between deliveries, and add or exchange products.
- **Manage inventory demand.** Not only are continuity programs profitable, but over time they serve to accurately predict future inventory demand and cash flow. Control and manage back-orders, which is critical to the success of any continuity program.

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