

HOW TO KEEP ORDER FULFILLMENT FROM TURNING YOUR STORE INTO A

# SHOP OF HORRORS

Shoppers are hungry for quick and easy fulfillment. The key to satiating their appetites is providing fast and seamless in-store fulfillment. But be careful, because around every corner, the fulfillment monster is looming — and always looking to feed on inefficient processes, poorly trained associates and out-of-stock aisles.

Take a look inside our **Shop of Horrors**. Does it look like one, or several, of your stores?

## UNARMED AND UNHELPFUL: ASSOCIATES UNDER PRESSURE



Your associates are trying to juggle picking online orders and serving customers. But they don't have the tools or information they need to do both well. That leaves you with stressed (and frustrated) associates and dissatisfied in-store shoppers.

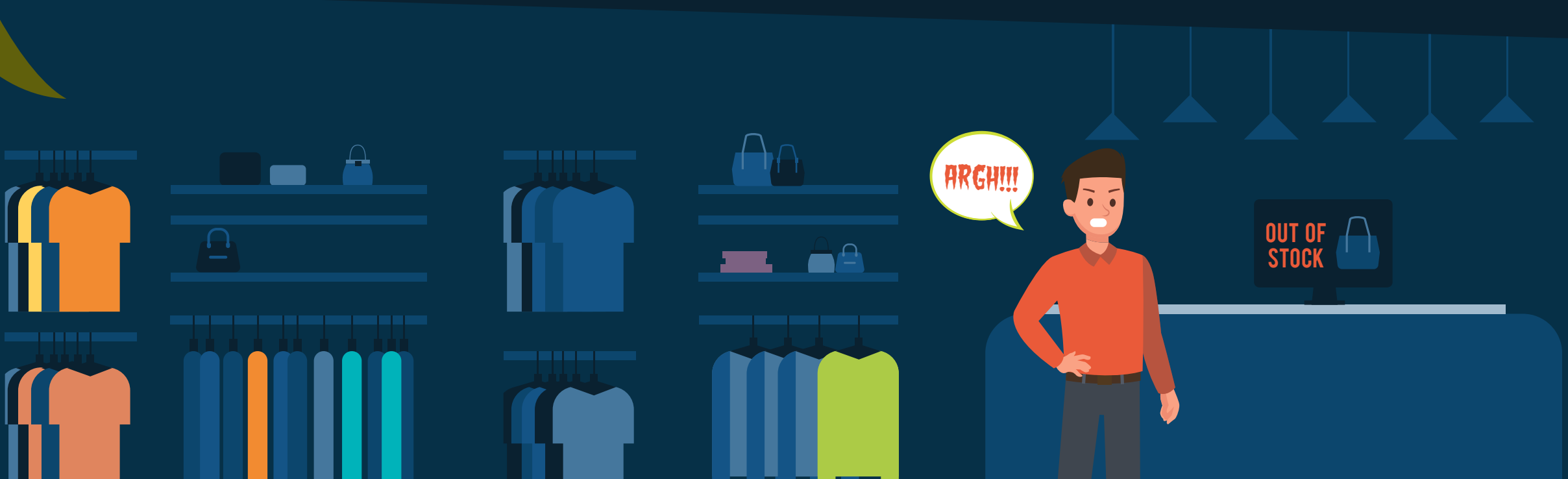
**31% OF STORE MANAGERS REPORT THAT MANAGING STAFFING CHALLENGES IS THEIR BIGGEST CHALLENGE<sup>1</sup>**

## IT'S QUIET, TOO QUIET: SERVICE MAYHEM ENSUES



What's happening when associates are busy picking and fulfilling online orders? In-store shoppers are wandering the aisles looking for help. With no associate available in sight, great service opportunities are lost, and customers leave with a bad taste in their mouths.

## LOYALTY LOST AS DEEP DECEPTION HITS



**STORE INVENTORY ACCURACY TYPICALLY RANGES BETWEEN JUST 50 AND 80%.<sup>2</sup>**

How many times have online shoppers tried to have an order shipped from a store, only to receive an alert that the item they want is out of stock? This deep deception will stay with them forever, ultimately driving them away from you and into the arms of your competitors.

## IN-STORE SALES CANNIBALIZED



Store fulfillment popularity is on the rise, so you may be seeing dollar signs in your eyes. But if you don't plan and allocate enough inventory for both online and in-store shoppers, you may be taking products away from the folks who walk through your doors.

**JUST 29% OF RETAILERS REPORT HAVING A HIGH LEVEL OF MATURITY IN INVENTORY ACCURACY AND RELIABILITY.<sup>3</sup>**

## PROFITABILITY PLUMMETS



**46% SAY THEIR DC/WAREHOUSE TECHNOLOGY IS TOO LIMITED, AND 38% SAY THEIR ORDER MANAGEMENT SYSTEM IS TOO LIMITED.<sup>4</sup>**

Shoppers all over the world want fulfillment flexibility. But this could be a tall order for your systems — especially if you don't have an end-to-end view of your assortment. Products are being shipped from stores to warehouses, back to warehouses, to customers, often from far-away locations. This inefficiency is eating away the profits from the sales you've won by offering omnichannel fulfillment.

## GATHER YOUR WEAPONS TO DO BATTLE WITH THE FULFILLMENT MONSTER

1. Upgrade your inventory processes to ensure near real-time availability and reservation are available, reliable and repeatable.
2. Leverage modern order management technology to identify the optimal location from which to fulfill orders and source out-of-stock products
3. Manage the flow of orders into the store at the time of purchase via careful order flow management processes.
4. Update labor management processes to better reflect all associate obligations, so they can better manage order fulfillment and customer service tasks.
5. Train all associates on pick/pack/ship best practices that align with the unique features of their stores.
6. Give associates access to order information so they can up-sell customers who pick up orders in-store
7. Ace assortment and allocation planning to ensure that products are placed as close to the fulfillment location as possible.

## NOW THAT YOU'RE PREPARED TO TAKE ON THE FULFILLMENT MONSTER...

...get the insights you need to embark on true store experience reinvention. Download **A New World of Brick-and-Mortar: 7 Retail Experts Share Their Top Tips for Reinventing the In-Store Experience**, to begin your journey.

**GET YOUR COPY**

<sup>1</sup> The Drum Network, "1st Survey Reveals what Challenges Most Retail Store Managers Face," October 2017  
<sup>2</sup> IWMS, "3 Challenges In-store Fulfillment (and How to Work Around It)," November 2017  
<sup>3</sup> RIS, "Retail's Surprising Weakness: Omnichannel Fulfillment," August 2017  
<sup>4</sup> RIS, "Retail's Surprising Weakness: Omnichannel Fulfillment," August 2017