

The background features a warm, bokeh-style light pattern. Faint, semi-transparent icons are overlaid on the scene, including a location pin, a network of nodes, a group of people, and a grid pattern. A dark blue rectangular box is centered on the page, containing the main title and subtitle in white text. At the bottom, a solid orange bar contains the company name in white serif font.

8 Ways

to Win Customers Through
**Omnichannel Order
Management Technology**

JAGGED PEAK[®]

If you're in the business of eCommerce, you know that customers' expectations are extremely high. When you have a whole world of competition vying with you for the same shoppers, the company that ultimately lands the sale will be the one that excels at best practices in every single category. Here are eight tips to help you achieve this through Omnichannel Order Management.



1. Offer Wide Product Selection and Availability

The days of limited selection are long gone. Today, brands need to deploy endless aisle inventory to remain competitive and avoid out-of-stock scenarios.

How does this work in actual practice? Customers benefit from a greater assortment of merchandise, which can be pooled by leveraging an omnichannel order management system to enable order sourcing and fulfillment from every location imaginable - store, warehouse, manufacturer and so forth.



2. Make Returns Simple

You'll be more likely to create a loyal customer base when you have an outstanding reputation for hassle-free returns. Many traditional brick-and-mortar stores built their business on the basis of excellent customer relations, even when merchandise had to be returned. That's the best way to earn customers' trust and repeat business.

With an order management system, retailers can allow customers the most flexible return options. Online orders can be returned in-store for faster refunds, shipping savings, and easier exchanges.



3. Provide More Pick-up Options

Shoppers are not only increasingly mobile, their schedules are often hectic and packed with activities. So they really appreciate having more ways to shop and options to deliver and pick up the merchandise they've ordered. Amazon has become a master at this strategy, not only delivering to homes and businesses (or locked drop boxes at Whole Foods stores, gas station parking lots and other locations) but also allowing customers to choose their own pickup points.

Convenience is the key. The better you can leverage order management technology to connect with eCommerce customers' needs and preferences, especially when it comes to pick-up locations, the more likely they'll be back for more.



4. Track Orders In Real Time

Once an order is placed, customers immediately want to know the status of the merchandise in the order fulfillment process and when they can expect to receive it. That's where a sophisticated order management platform seamlessly integrated with shipping and delivery services (UPS, Fedex, and USPS) is crucial.

The more specific you can get, the better. And that means notifying customers in plain English (manufacturing facility, warehouse, delivery company, city and state, etc.), with multiple updates and alerts throughout the day if possible, as the package changes hands. This will assure customers that you're totally in control, every step of the way.



5. Name The Day Delivery

Sometimes merchandise will be purchased online by shoppers, but they may be placing the order remotely while traveling. Or, they could be unexpectedly called out of town, and can't be there to accept delivery as originally planned. Those situations give you another opportunity to excel. Flexibility is what customers want, and if you can satisfy that need, you'll earn their trust and respect. An order management system can set up parameters for releasing an order to meet the exact delivery date the customer is requesting. This higher degree of personalization will provide superior customer experiences.



6. Deliver It Faster, At Lower Cost

When customers are browsing different websites, one of the biggest factors influencing their buying decision is the question "who can get it to me the fastest and cheapest?" So to win their order, you need to be able to stand out from the crowd in terms of instant gratification.

With omnichannel order management, you have the capability to employ the latest technology to enable least cost routing and provider optimization. This enables orders to be shipped more optimally, more quickly, and less costly.



7. Use Analytics To Promote And Customize

There is a wealth of data available in commerce today. Brands and Retailers use order management systems to collect information from customer transactions from numerous sources, including in-store, online and marketplace statistics. With these analytics, you can leverage the data to construct customized offers and create targeted promotions that are specifically targeted to your customers, based on their unique buying behaviors, or offers based on their geographical location. In fact, research has shown that shoppers are more responsive to customized offers. . Even more than having a retailer who "knows your name," the customer realizes you're in tune with their favorite products, experiences, causes and other preferences.



8. Connect Customers With Other Shopping Experiences

One of the biggest advantages of Omnichannel Order Management Technology is the ability to connect digital and in-store experiences, that engage customers. Some companies, for example, offer an app to help shoppers search for deals, obtain loyalty points, check what's in-stock, place food orders for pickup and so forth.

Whatever incentives your business wants to provide, an order management system can help unit systems to integrate shopping experiences and elevate the customer journey. And when the end result is increased customer loyalty and higher profits, that's like icing on the cake.