

5 Requirements for Omni-channel Operations

RFID-enabled Processes Deliver a Better Shopper Experience

1 Relevance

Provide relevant, in-stock offers in relevant channels



In order to provide personalized offers to shoppers via mobile apps, in-store beacons, loyalty rewards, etc., customer data needs to be used in conjunction with real-time inventory data to generate offers. Nothing is more disappointing than receiving a personalized offer in-store only to find that the desired item isn't in stock. RFID Inventory Management provides up to the minute counts of physical inventory to optimize recommendations and offers

2 Replenishment

Keep fast-moving SKUs in stock




Fast movers/core items comprise the foundation of retail transactions. For example, jean purchases drive sales of complementary items such as shirts and belts. In fact, the average shopper buys an additional three to four items after finding what he/she is looking for. So a poor replenishment process leads to lost sales, not just for the out-of-stock item, but the entire transaction. RFID-enabled restocking and shelf replenishment can help keep fast movers in stock and ready for sale.

5 Returns

Get items back on the shelf & ready for sale




Returns processing: providing store credit, classifying inventory, and making items available for sale, becomes more complex when returned items are not sold in stores. RFID-enabled returns processing can streamline the process, reducing return fraud, markdowns and out-of-shelf events.



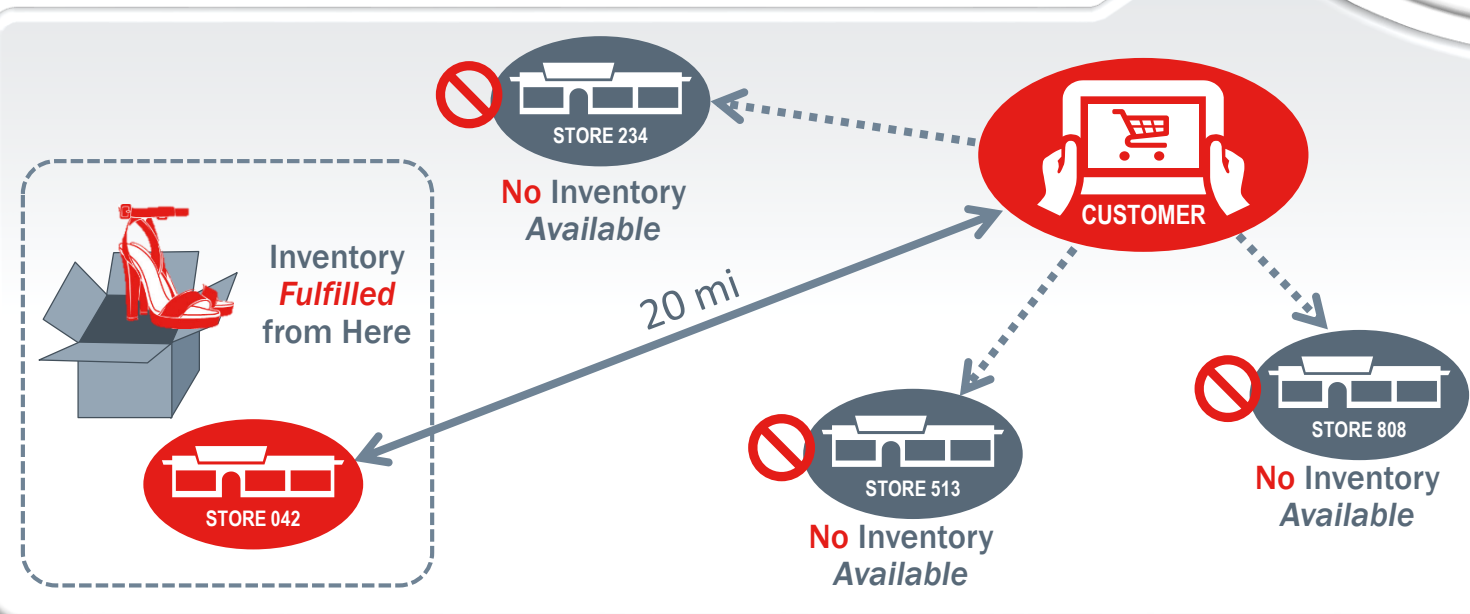
Omni-channel

3 Responsiveness

Match online speed with brick & mortar convenience



Traditional retailers are competing with online retailers to see which can deliver faster and with more convenience. They're also fighting to see which can master the ability to recommend item substitutions that are in stock. RFID Inventory Management drives Real-time data, which enables store associates to quickly locate merchandise and make recommendations of in-stock items in store. Customer service staff can better forecast delivery dates for online orders and store pickup.



4 (Fiscal) Responsibility

Fulfill orders efficiently & cost effectively

Inaccurate inventory data leads to unnecessary costs, when orders are fulfilled at distant stores with excess merchandise, instead of at a local store. RFID provides up-to-date item level inventory, enabling more cost effective shipping and more convenient store pickup options for the customer. Retailers reduce transport costs by sourcing items locally and can optimize working capital by reducing buffer inventory.