

 Luminare Commerce

# Order Fulfillment

## Seamless Store Fulfillment for E-commerce Orders

Customers today expect seamless consumer-centric experiences across every channel. With the need for speed and convenience, businesses should focus on delivering efficient, convenient, and seamless store fulfillment options to increase customer satisfaction and gain a competitive edge. Blue Yonder supports store fulfillment activities (curbside, BOPIS, ship from/to store, same day delivery/last mile) by streamlining the process of accepting, prioritizing, picking and packing, and finally handing/delivering orders to customers. With Order Fulfillment, stores can efficiently manage every store fulfillment order with operational excellence to meet customer expectations.

### Solution

Blue Yonder drives modern commerce by enabling retailers to support omni-channel options from stores, such as curbside pick-up, buy online pickup-in-store (BOPIS), ship from/to store, and same day delivery/last mile. The Order Fulfillment microservice enables businesses to leverage stores in their digital transformation journey, while continuing to manage existing day-to-day store operations. With Blue Yonder's Order Fulfillment service, retailers can perform store micro-fulfillment activities with precision to efficiently meet the demands of customers. A store manager has complete visibility of all store micro-fulfillment activities with actionable dashboards, and associates can efficiently pick, pack, and fulfill orders using intuitive mobile workflows that drive actions every step of the way. Blue Yonder streamlines and optimizes store fulfillment operations for online orders to ensure that customers receive the right order, at the right time, through their channel of choice.

Blue Yonder's Order Fulfillment capabilities drive incremental sales, increase revenue, and improve customer satisfaction through critical workflows. Retailers have the ability to leverage store inventory to fulfill orders, which not only reduces inventory carrying costs and markdowns but enables faster delivery and/or pick up for customers. Options such as BOPIS drive foot traffic, enabling stores to garner incremental sales.

Luminare Order Fulfillment along with Luminare Commerce solutions help retailers leverage stores in their digital transformation to meet customer demands and keep an eye on the bottom line.

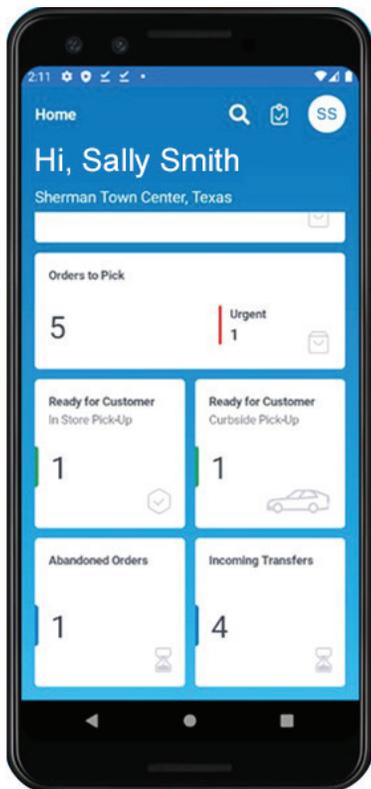
### Benefits

- **Increase customer satisfaction**  
Provide fast customer validation and check-in along with order accuracy to meet customer demands
- **Streamline store fulfillment operations**  
Reduce the time to serve and cost to serve for customers utilizing curbside, BOPIS, ship to/from store, same day delivery and last mile
- **Increase productivity**  
Engage store associates with an intuitive mobile app that provides a real-time view of all pick/pack/ship/ deposit and hand-off tasks to ensure order accuracy and fast delivery to customers
- **Increase revenue**  
Avoid markdowns using store inventory to fulfill online orders and increase incremental sales

## Features:

### Intuitive mobile app

- Self-paced workflows with notifications based on user personas make it easy for store associates and management to execute pick, pack, and ship
- Send and receive fulfillment updates to provide real-time shipment tracking
- Handle payment terms, invoice triggers, and settlement and refund terms to help retailers capture payment and recognize revenue
- Handle returns and exchanges execution lifecycle and dependencies



### Store order fulfillment

- Optimize picking strategy (accept and reject, assign, and prioritize orders) based on business rules
- Packaging and staging location assignments through scan to bin functions
- Configurable validations (product attributes, product UPC and barcodes), log anomalies (short pick or short order) and audits (business reason code)
- Parcel carrier integration (UPS, FedEx, DHL and others)

### Store inventory management

- Support for inventory operations (receiving, putaway, and transfer in/out)

### Insights and visibility

- Unsupervised algorithms detect patterns and anomalies to generate actionable insights

