Luminate Commerce

Order Management Microservices – Grocery

The growth of online grocery shopping has forced grocers to leverage new technologies that help them meet customer demand since customers now expect seamless and reliable experiences regardless of how they shop. But without the right technologies, many grocers struggle to serve their customers profitably, while growing market share. Meeting expectations requires solutions that support intelligent real-time and predictive decision-making and provide order and fulfillment visibility and accuracy. Blue Yonder's Luminate Commerce order management microservices help grocers optimize the entire click-to-deliver/collect journey to deliver customer-centric experiences in stores and online.

Increase Conversion Rates With Accurate & Real-Time Inventory Availability

Grocers need an accurate view of inventory to meet customer expectations. This involves understanding how much inventory is available and where, and exposing just the right amount of inventory online to cater to e-commerce shoppers without limiting inventory for shoppers walking in. By using historical audits, out of stocks and failed picks as inputs —grocers can predict a range of probable inventory levels to offset inventory risks supporting online orders. Having accurate inventory allows grocers to show consumers what products are in-stock/out-of-stock, prioritize the display of in-stock items, reserve products for purchase, and understand what products are available based on their selected fulfillment criteria — pick-up or delivery. With inventory visibility, grocers can not only support online purchases, but also support customers who view product availability online for walk-in purchases.

Intelligent Substitutions Increase Acceptance Rates

One of the key challenges in grocery e-commerce is product substitutions. Often with fast moving items, the products that consumers want aren't available and substitutions need to be made. Improving the customer acceptance rate for substitutions is necessary for maintaining margins and meeting customer expectations. Blue Yonder's AI/ML-driven personalized substitution recommendations — based on customer behavior, profitability and inventory — can help grocers improve customer acceptance rates and optimize the cost to substitute. A historical evaluation of these criteria enables grocers to incent customers to buy particular items based on the available inventory to fulfill orders.

Benefits

- Higher conversion rates and increased revenue with accurate and reliable commitments

- Improved inventory exposure and productivity with real-time network-wide ATP

- Improved margins by reducing fulfillment and labor costs with optimized sourcing

- Improved customer satisfaction with better visibility & transparency

Drive Intelligent Fulfillment Optimization

Consumers today demand flexible and transparent fulfillment options and commitments prior to making a purchase, and providing this information is proven to improve conversion rates. Based on a consumer's preference for curbside, lockers, kiosks, popup shops and delivery, Blue Yonder's pre-optimization capabilities provide consumers with estimated delivery windows and pick-up slots. Access to definitive information helps increase shopper confidence and loyalty, lower cart abandonment rates and increase conversion rates. With post-order optimization, grocers can optimally determine how to fulfill orders considering factors such as fulfillment type, inventory levels and labor capacity.

Deliver on the Promise to Customers

Achieving operational excellence in an omni-channel world requires solutions that can orchestrate complex orders regardless of how they come — stores, digital storefronts, third party sites — or how they get fulfilled — stores, micro-fulfillment centers (MFC), warehouses, and delivery partners. With most customers expecting online grocery orders within 24 hours — and many within a few hours — grocers need accurate visibility into orders from click to collect/deliver. Blue Yonder's Order Services provides a single workflow engine that can provide visibility at each step of the order lifecycle with proactive alerting and monitoring to ensure order and fulfillment accuracy. The solution also includes real-time tracking and monitoring capabilities with an intuitive user experience that enables customer service to search, view and modify order details in real-time, creating a single, up-to-date repository of order information. Leveraging unsupervised learning algorithms, it generates actionable insights on metrics to optimize promising and fulfillment processes. Robust order management capabilities enable grocers to deliver promises to customers at an optimal cost and on time.

Improve Store/MFC Order Fulfillment

Grocers are increasingly challenged to keep up with the new demands of in-store fulfillment as they use stores to support in-store customers, click and collect, and same-day delivery. Blue Yonder's order fulfillment capabilities meet this challenge with an intuitive mobile user application that optimizes the activities of receiving, prioritizing, picking, packing and delivering consumer orders. It increases operational efficiencies of fulfillment tasks by supporting batch picking which can be highly productive since workers can pick many SKUs for several orders in one trip to a zone within the store or MFC, rather than picking one order at a time. Managers also have complete visibility into their location's fulfillment activities, with actionable dashboards and reports. With Luminate Order Fulfillment, grocers can maximize service and employee productivity.

Conclusion

Given that customer expectations have changed, grocers need technologies that enable them to not only deliver new capabilities but also do it quickly, effectively and cost-efficiently. Blue Yonder's augmentative and scalable order management microservices help today's grocers accelerate their in-store and online business to gain a competitive advantage through a model that supports rapid implementation and return on investment.

Features

- Real-time inventory availability
- Perpetual inventory
- Intelligent substitution
- Order optimization
- Order orchestration
- Store and MFC order fulfillment

Digital transformation is at your fingertips

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