



# Order Services and Customer Order Visibility

## Business context

In business the only constant is change. New ways of conducting business emerge, new competitors disrupt markets, and consumer preferences change. To adapt to changing dynamics, businesses need the right technologies. Providing personalized commerce experiences and achieving operational excellence in an omni-channel world requires solutions that provide a single view of customer orders regardless of how they come (stores, digital storefronts, or call centers) or how they get fulfilled (stores, warehouse, vendors, and partners). Empowering customers or business users with the right tools is key to delivering customer-centric experiences. A central service, along with proactive actionable insights enables businesses to deliver on the promise to customers and gives them the personalized experiences they expect.

## Solution

Blue Yonder's Order Services provides fulfillment transparency to businesses and their customers by managing orders across geographies, brands, and channels, utilizing modern fulfillment options such as ship from store, buy online pick up in store, curbside, and same day delivery. We provide a central service to manage and orchestrate orders seamlessly across internal and external services, which ensures a single source of truth for all order transactions and provides visibility at each step of the order lifecycle to ensure order and fulfillment accuracy. The microservice enables organizations to execute required order validations and coordinates required interactions with required systems. No matter where an order sits in its fulfillment lifecycle, businesses and their end customers have real-time visibility.

Customer Order Visibility (COV) is an integrated user interface that provides the ability to search, view and modify order details in one place, giving businesses complete visibility into each order and its fulfillment details. Leveraging unsupervised learning algorithms to detect patterns and anomalies, COV generates actionable insights on metrics that organizations can use to optimize the promising and fulfillment process. This intersection of visibility and automated learning drives customer satisfaction and operational efficiency.

Order Services and Customer Order Visibility are highly performant and scalable API-based microservices that can be augmentatively added into a business's existing systems. These services also work seamlessly with Blue Yonder's Inventory and Commits services to validate availability and determine an optimized location to fulfill from in order to support businesses from click to deliver/collect.

## Benefits

- **Reimagined and personalized consumer experiences**  
Deliver personalized experiences based on customer preferences with single source of truth for all orders
- **Increase customer satisfaction**  
Deliver modern omni-channel options with complete order visibility to deliver on the promise to customers
- **Order execution optimization**  
Optimize order accuracy, monitor fulfillment times, and ensure complete order visibility

## Features:

### Orchestration and mechanics

- Define, automate and drive workflows and tasks to manage order lifecycle (create and modify)
- 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

### Insights and visibility

- Unsupervised algorithms detect patterns and anomalies to generate actionable insights

### Flexible API adapter and integrations

- Built-in exit points integrate with any external system required to manage order validations or lifecycle decisions
- Built-in integration with Cybersource payment gateway

### Customer engagement

- Integrate seamlessly with contact center, store front, chat/IVR or post order tools like returns management to drive customer interactions

### Compliance and security

- Designed to be GDPR and PII compliant from day one

Order Lines	Payment Details
Fullfilment Type: Pickup at Store	Status: <span>Picked Up</span>
Line No. 01	 Item Name Resurfacing Treatment Qty 1 Line Total \$ 88.00
Fullfilment Type: Fast Delivery Today	Status: <span>Completed</span>
Line No. 02	 Item Name Moisturizer Qty 1 Line Total \$ 68.99
Fullfilment Type: Ship to Customer	Status: <span>Shipped</span>
Line No. 03	 Item Name Beauty Qty 1 Line Total \$ 40.00

Tracking	More Details
Ordered Online	Feb 5, 2021 10:00 AM CT
Confirmed ECom Manager	Feb 5, 2021 10:02 AM CT
Released Carson Depot	Feb 5, 2021 10:20 AM CT
Driver Notified	Feb 5, 2021 10:25 AM CT
Driver Accepted Keith Cheung	Feb 5, 2021 10:30 AM CT
Picked New York, NY	Feb 5, 2021 11:30 AM CT
Packed New York, NY	Feb 5, 2021 11:32 AM CT
Ready to Pick up New York, NY	Feb 5, 2021 11:35 AM CT
Driver receives New York, NY	Feb 5, 2021 1:00 PM CT
Delivered 203 Rivingtons New York, NY 10002	Feb 5, 2021 1:31 PM CT

