

Omnichannel Retailing

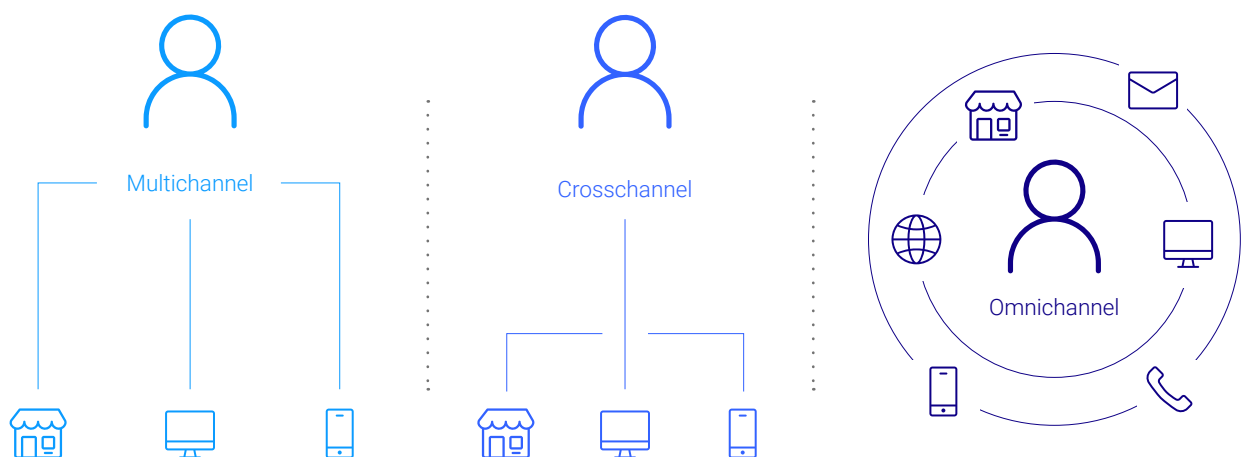
No trend, but the future – Create sustainable added value for yourself and your customers



What is omnichannel retailing?

The development of disruptive technologies has changed today's customer expectations and created new information and sales channels. Retailers are only able to impress their customers if they offer them different shopping channels, link them and create a consistent brand experience.

In multichannel or crosschannel retailing, different on- and offline channels either exist independently, or already interact with one another. Omnichannel retailing differs from its predecessors since consumers receive the same information on products and prices across all channels. As a result, customer expectations and requirements continue to change. Today, retailers need to be wherever customers want to shop. By implementing an efficient omnichannel fulfillment strategy, retailers can meet these expectations and also benefit from increased efficiency and time savings.



Seamless omnichannel fulfillment: meet customer expectations and increase competitiveness

An omnichannel strategy can be integrated step by step, for example with the introduction of models such as Ship-from-Store or Click & Collect. Expand the portfolio at your own pace and extend the range.



Transparency about stock levels

With an inventory management, you can keep your stock data up to date and display the availability of products in your online store to offer customers more transparency in the purchasing process and avoid disappointment due to incomplete deliveries or long waiting times.



Click & Collect

Click & Collect allows customers to conveniently put together their shopping cart online, order or reserve their purchase and pick it up at a store near them or on their way home from work. This allows you to increase store relevance, customer loyalty and your sales.



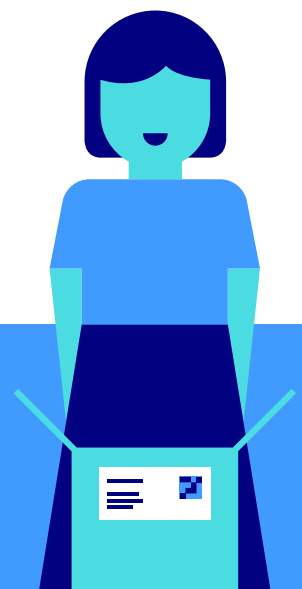
Ship-from-Store

Ship-from-Store relies on stores as mini-shipping warehouses (micro fulfillment centers). This allows you to increase your sales by increasing online availability and reducing out-of-stock rates at the same time. You also benefit from reduced capital commitment, increased customer satisfaction thanks to faster and reliable deliveries, optimized use of store resources, lower transport and logistics costs and reduced CO₂ emissions.



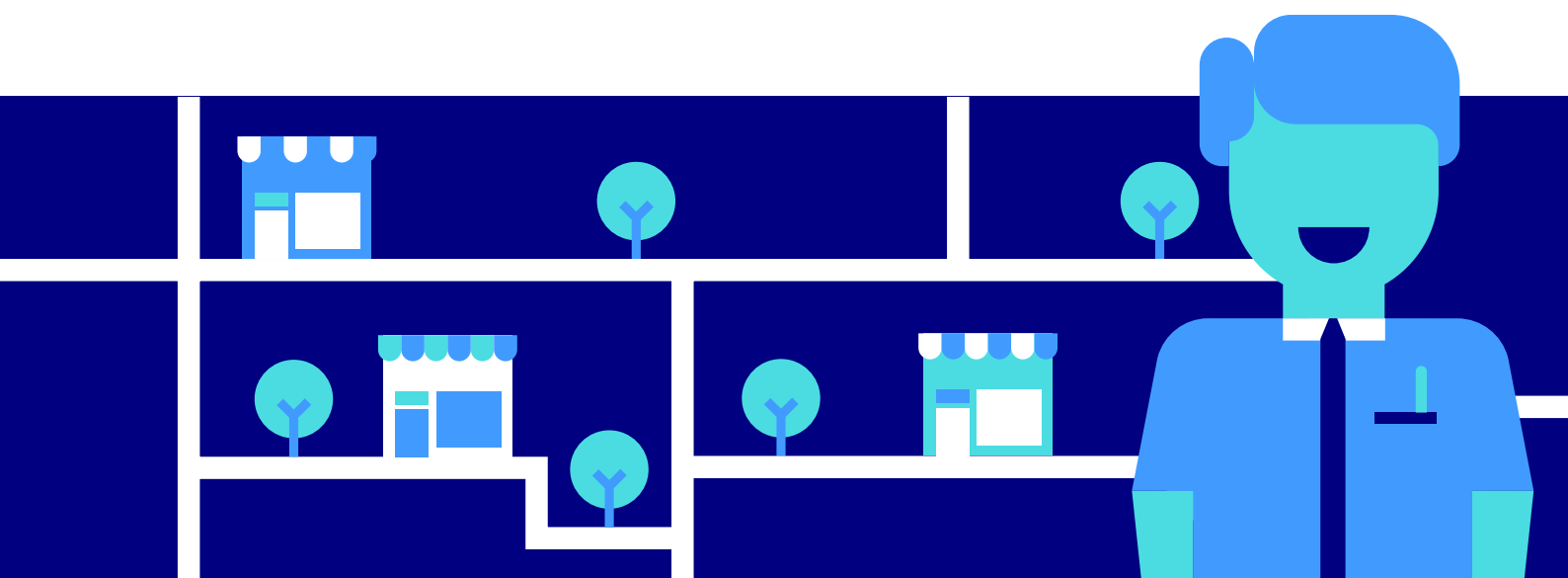
Returns management

Consumers love simple processes - and not just for purchases, but also for returns. Offer your customers the option of making returns directly in the store. This increases the frequency of visitor at your stores, promotes spontaneous purchases by customers and improves customer loyalty.



Benefits for retailers

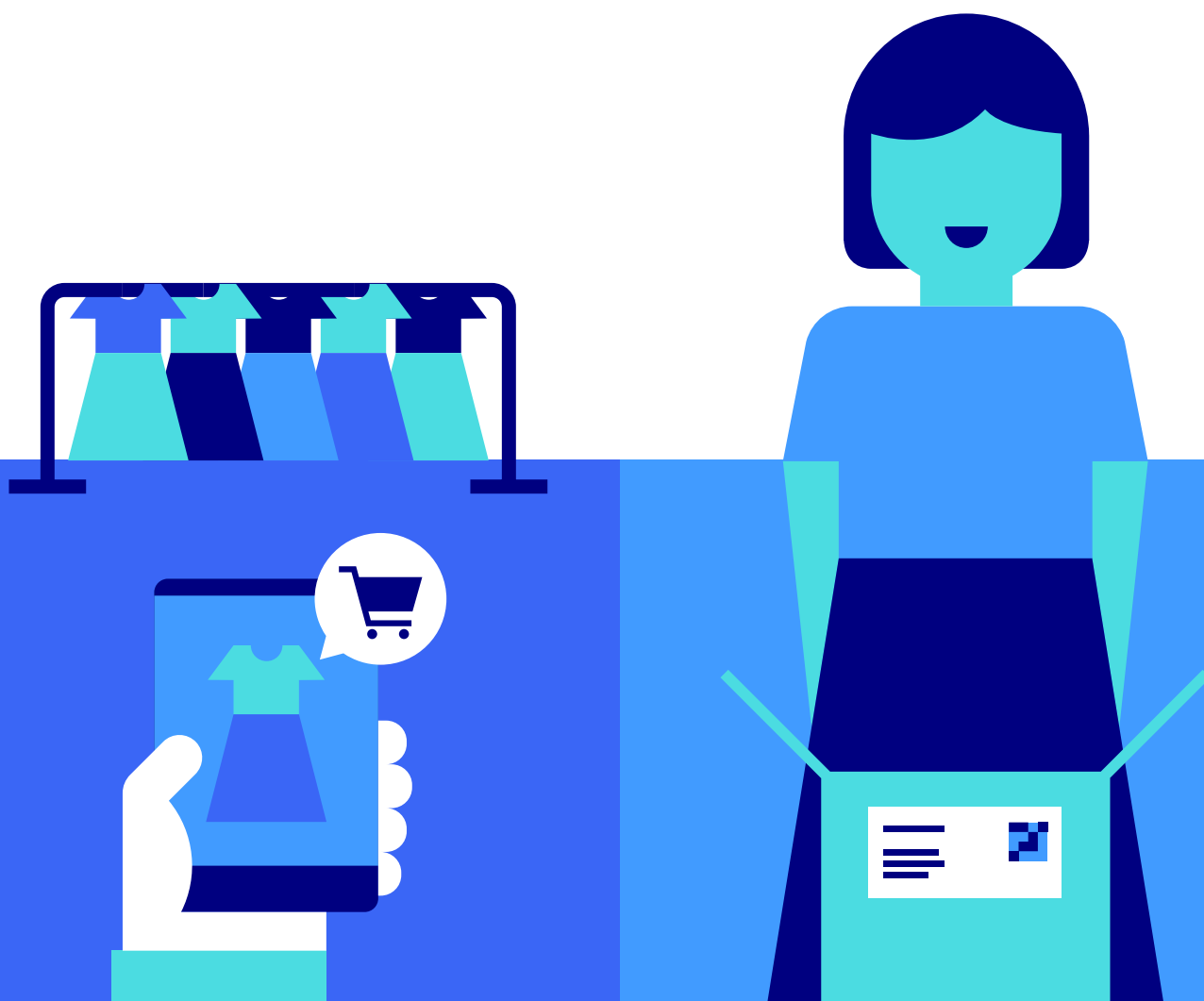
- ✓ **Strengthen profitability:** The number of touchpoints with consumers and thus the number of potential points of sale can be increased. Moreover, omnichannel users not only shop more frequently than single channel users, but their purchase value is also higher for each purchase (4% in-store, 10% online (Harvard Business Review 2017)).
- ✓ **Optimize resource allocation:** Omnichannel fulfillment enables better utilization of both employees and stores.
- ✓ **Reduce delivery time:** New delivery models allow next-day or even same-day delivery. As an alternative, click-and-collect can be used to collect goods within a few hours.
- ✓ **Establish seamless processes:** Operational workflows become more efficient through integrated and coordinated fulfillment processes.
- ✓ **Optimal use of stock:** With an omnichannel strategy, you can create transparency about your stock across all locations and thus make optimum use of it.



Benefits for consumers

Consumers experience significant added value in their shopping experience through seamless omnichannel fulfillment.

- ✓ **Experience an integrated customer journey:** Consumers enjoy an integrated customer journey tailored to their needs.
- ✓ **Shop flexibly:** Consumers can shop at a convenient time and location.
- ✓ **Larger variety:** Consumers benefit from better product availability as well as a greater selection (through endless aisle).
- ✓ **Increase transparency:** Customers can view product availability and possible delivery and collection options on the product detail pages and in the check-out process.
- ✓ **Reduce waiting time:** Consumers can choose from various flexible delivery and pickup options and shorten the delivery time depending on personal preferences.
- ✓ **Increase sustainability:** Today's consumers value sustainability. By shipping an online order from a store close to the customer, you can shorten delivery routes.





Why digitalization plays a crucial role

Connecting eCommerce and the existing physical store network results in progressive digitalization, which leads to process optimization for retailers.



Improve demand planning: A central database optimizes inventory and assortment management, avoids stock shortages and ensures rapid subsequent deliveries



Accelerate processes: Incoming orders are processed quicker and more automatically by connecting systems



Increase control: The real-time status of orders is displayed



Avoid errors: By using smart devices, store employees are well-equipped to design workflows precisely and more efficiently



Increase customer satisfaction: Retailers get a 360° view of their customers and by using CRM and loyalty systems, to be able to identify customer needs to provide tailored offerings



Flexible growth: The implementation of strategies and software rollouts is simplified by using cloud software

**Do you want to implement
seamless omnichannel fulfillment?**
Read now our Omnichannel Guide

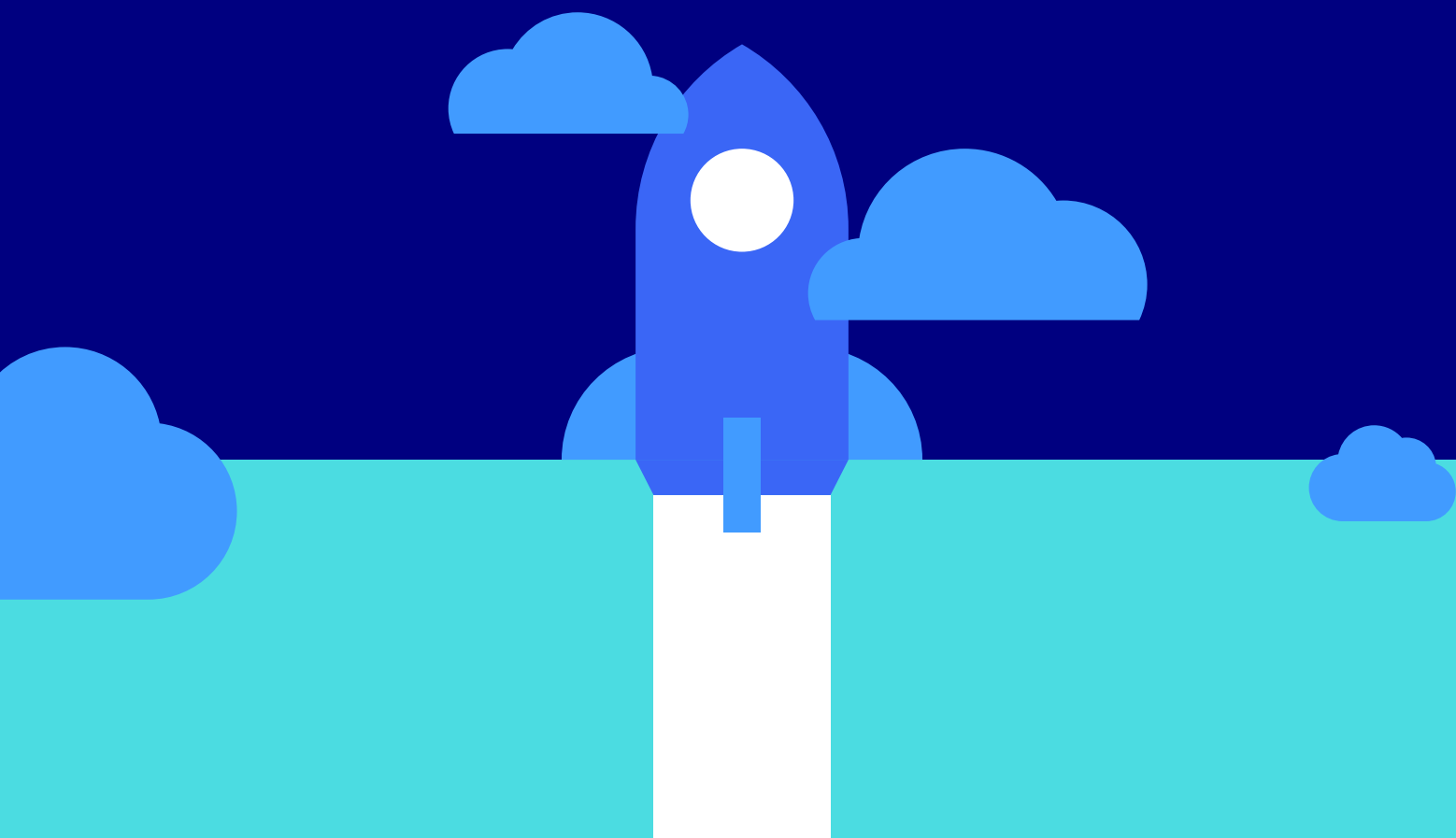


Set new standards now
and realize your sales and savings potential.

Get in touch with us:

✉ hello@fulfillmenttools.com

🌐 fulfillmenttools.com/en/omnichannel-fulfillment



About fulfillmenttools

fulfillmenttools is a spin-off of REWE digital, part of the REWE Group, a diversified retail and tourism co-operative group based in Cologne, Germany and the second largest supermarket chain in Germany, with total external sales of €84.8 billion (fiscal year 2022).

fulfillmenttools was founded to enable retailers and brands worldwide to better meet their customers' fulfillment expectations based on further enhancing the market-leading omnichannel home delivery and Click & Collect service that was originally developed for the REWE supermarket chain.

Thus, fulfillmenttools combines tech expertise with more than 90 years of trading experience of REWE Group. We make over 10 years of experience in order fulfillment accessible to retailers and brands in the food and non-food sector with our solution. We provide innovative and easy-to-use software that simplifies the complexity of omnichannel fulfillment in retailing. Our order management system (OMS) digitalizes the entire fulfillment processes – from available-to-promise and availability display in the online store, to the cross-site and cross-channel overview of inventories in real time, intelligent routing of orders, picking and packing, to shipping or handover to the customer and possible in-store returns. The modular and scalable software architecture empowers retailers as well as brands and sizes from the food, fashion, luxury goods, DIY & garden and consumer electronics industries to quick-start with omnichannel fulfillment and grow their applications as the business expands. Our in-house developers in Germany advance our software solutions in an agile fashion daily.



fulfillmenttools
SIMPLIFYING RETAIL COMPLEXITY

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