

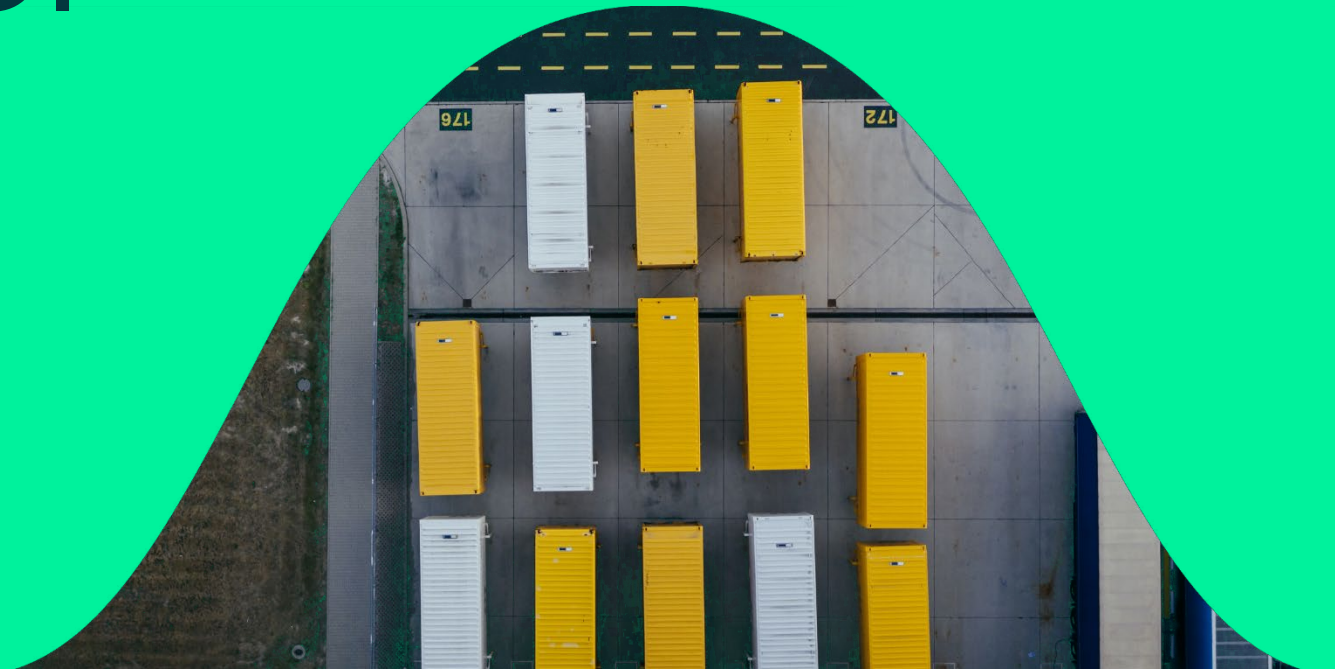


Intelligent
Order Management

An star company

Leveraging your store network to grow your online business and ROI

Mark Greaves
Chief Fulfilment Officer





Introducing

Mark Greaves

Chief Fulfilment Officer

- With over 20 years' experience within the retail sector.
- Held senior roles in retailers like Briscoe Group, Onceit, Rodd & Gunn and Paper Plus.
- Believes that the actual fulfilment of online orders is key to a seamless customer experience.
- Mark is responsible for enhancing and supporting the Viare OMS offering and supporting our clients order fulfilment solutions helping them achieve long term customer success.

Current Situation

- eCommerce for traditional retailers can now account for 25% of sales
- Move to inflation fuelled economic challenges of today, never a better time to review fulfilment
- Click & Collect is no longer a differentiator but a bare minimum
- Will be considerable return from focusing on profitability
- Leveraging your store network will support online growth and improve profitability from online channel



What Customers are saying

- Australia Post Consumer Parcel Receiver Survey showed top three areas which retailers should focus on were
 - Product availability
 - Delivery Options
 - Eco – Friendly Packaging
- Research is showing Australian consumers are loyal to retailers who deliver fast and provide extensive order visibility
- NZ Post research showed the two biggest online shopper frustrations were
 - Delivery Delays
 - Items being out of stock without clear information



Store Fulfilment

- Store Fulfilment or can be called ship from store
- Stores are already part of your online business
 - Might be collection location
 - Customer browse our stores
 - Customers may discover your brand
- Can your Online Sales support your stores as well?





Target USA

- Moving fulfilment from DCs to stores
- Target has reduced the average per unit fulfilment costs by more than 50% over the past three years.

Benefits Stores as part of a fulfilment strategy

- Delivering orders faster
- Fulfilling more orders locally
- More Delivery Options
- Reduced Capex requirement to increase fulfilment capacity and increase delivery speed
- Take advantage of underutilised retail staff
- Product Availability – can capitalise on existing store inventory
- Boost margins on idle inventory items that sit in-store and avoid the need to mark down as much
- Prevent inventory from stockpiling up at the wrong locations
- Able to be more agile to demand





blue illusion[®]



bed bath & beyond

- 60% sales increase from adding store inventory
- Lower per order freight costs
- Three-times faster dispatch
- 0.5% short pick rate and 100% accuracy
- The sales objective set was achieved in less than half the time allowed
- Fulfilment excellence was able to drive and support ongoing growth with Online Revenue up 148%

Click & Collect

Which of these three different ways of offering Click & Collect are customers going to prefer?

1

+

Store one
1.6 km away

Sorry, one or more of your items are unavailable for click and collect.
Please remove it above or try a different store.

+

Store two
7.8 km away

Order today and your item will be ready to collect today

2

+

Store one
1.6 km away

Available for pick up in 2-5 days

+

Store two
7.8 km away

Available for pick up in 2-5 days

3

+

Store one
1.6 km away

Order today and we'll send the items from another store to collect
in 3 to 5 days

+

Store two
7.8 km away

Order today and your item will be ready to collect today

Click & Collect

- Click & Collect
 - Speed – if stock in store
 - Convenience – send in if not
- Is a win-win for retailers and customers
- Should be part of all growth strategies
- Leveraging your stores will be key



Benefits to Online Fulfilment from stores

- More Delivery Options
- Reducing Underutilised Labour
- Lower Freight Costs
- Greater Product Availability



Other Benefits

- Stock Turn
- Reduced Clearance
- Margins Improvements
- Improved Store Operations
- Improved Store Inventory accuracy
- Even ability to use online orders to put staff on at busy periods to improve instore customer service
- Agility & Risk Mitigation



It is a Journey

- Start with one store
- If not doing C&C from stores start here
- Could start with only stock not in the DC
- Measure
- Learn
- Adapt
- Grow



People & Technology will be Key

- People are key
- Measure and understand
- Systems
 - OMS (Order Manager System) vs DOM (Distributed Order Management System)
 - Technology Investment will be essential



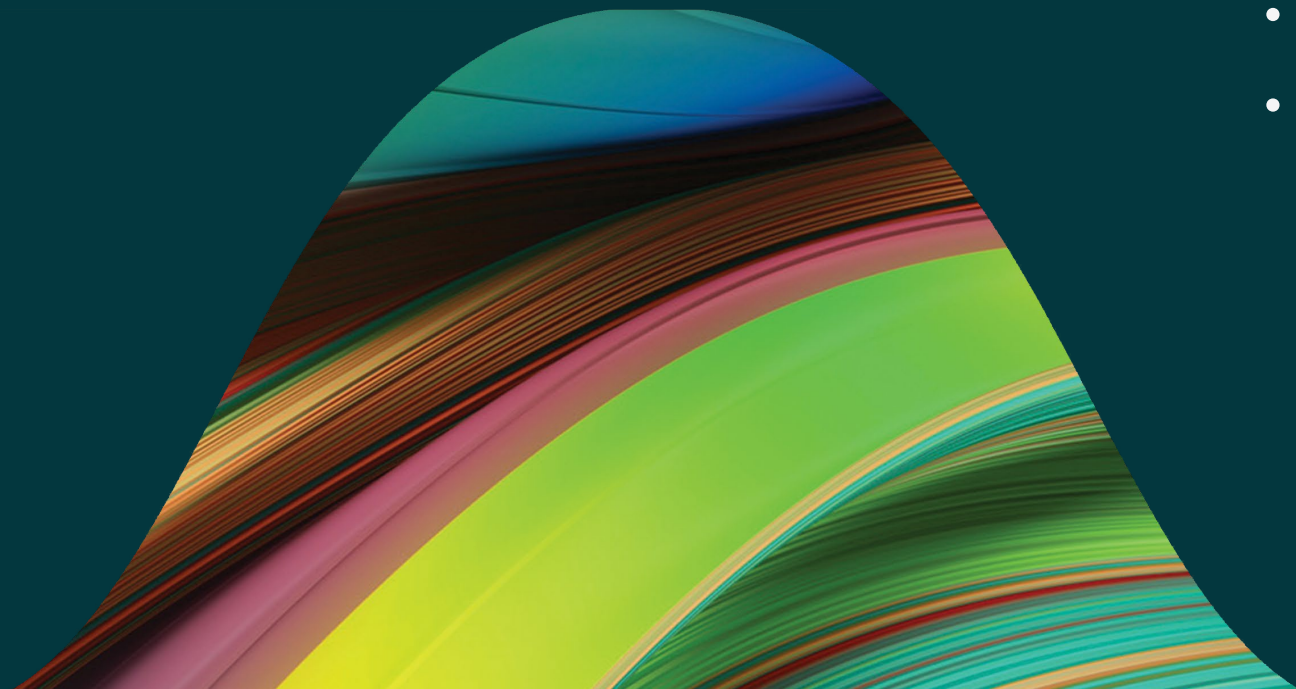
Crystal Ball – The Future

- Retailers that invest in fulfilment and continue to invest in brand awareness and overall digital platform performance will have a greater advantage over their competition.
- Long-term success for retailers online will be reliant on being more efficient than your competitors
 - Better profitability to invest in online
 - Ability to be more competitive
 - Improved Service
- Stores give you cost effective way to deliver fulfilment improvements



What can you do tomorrow

- What is the next step in the fulfilment journey
- Look at your online fulfilment KPI's
- Understand customer service, look at and read customer complaints
- Talk to those doing store fulfilment
- Involve your teams in the discussion
- Talk to those vendors who can support
- It's a journey keep moving forward





Master fulfilment with the world's smartest routing engine and easy to use order processing.

Be faster, more efficient and deliver amazing customer experiences every time.



Introducing Dan Matenga

Fulfilment Operations Manager
Briscoes and Rebel Sport



Questions



A stylized wave graphic composed of three distinct segments. The first two segments are a vibrant cyan color, while the third segment, which begins the word 'viare', is white. The wave has a smooth, flowing appearance with rounded peaks and valleys.

viare

viare.io