



# Order management and fulfilment

Fulfilment has a direct impact on your customers' experience of shopping with you but, if handled poorly, can reduce repeat custom. Today's consumer expects flexible, fast and same-day delivery. This is both a threat and an opportunity for retailers.

Despite fulfilment's importance it is often over-looked by retailers. According to a survey by shipping platform Temando, "80% of shoppers prefer a specified time slot for delivery and 75% want guaranteed weekend or after-hours shipping, only 31% and 18% of retailers in Australasia respectively are offering these services."<sup>1</sup>

Today's retailer requires a sophisticated omni-channel fulfilment solution that can simplify and automate the fulfilment process to reduce the management cost, while also reducing the cost and time of delivering orders to their customers. This enables a far better customer experience and allows for cost reduction to be passed on to consumers.

According to McKinsey 23% of shoppers are willing to pay a premium for same-day delivery.<sup>2</sup>



## Order management and fulfilment

eStar's distributed order management system enhances productivity by automating key order processes. It provides the ability to orchestrate complex order workflows for multiple processing scenarios through to fulfilment with minimum human intervention.

Multiple dispatch locations can be set up enabling customer orders to be processed from the optimal supply point, based on product availability or geographical proximity. The technology is delivered via browser that ensures scalability, flexibility, and capitalises on auto-identification technologies (scanning) to ensure accuracy and speed in terms of picking and item allocation.

The system supports procurement/product sourcing in both 'stock present' and also 'zero stock' supply scenarios.

This inherent automation of each processing step is transparent to the customer, with all payments and personalised email communications automatically actioned.

## Pull-based fulfilment

The eStar pull-based fulfilment solution is a sophisticated new way of approaching fulfilment.

The solution allows for the distribution of orders across multiple dispatch points such as store fulfilment locations, distribution centres, drop-ship or suppliers dynamically and on-demand through a pull-based fulfilment approach.

Based on a configurable set of predefined rules and KPI targets, the solution designates the optimal distribution for each order at a specific point in time. It is completely scalable and can be utilised for hundreds of different dispatch points and high order volumes.

The solution maintains order flow throughout your entire organisation, by constantly monitoring the various KPIs through each area of your fulfilment pipeline and optimising the flow of orders through it.

This instantaneous evaluation ensures that no dispatch point becomes overloaded, the right orders are made available to the best-fit dispatch points, and improves the overall DIFOT metric.

It also minimises administration of the order flow as staff at distribution centres will not needlessly spend time searching

for unavailable products, or trying to find alternative locations for local out of stock items. Distribution centres can also be managed more precisely to predict order flows and thereby allowing accurate resourcing decisions and forecasts.

The solution balances the load across the fulfilment network through manageable site capacities, maintains a level playing field, and ensuring comparable KPI's across all distribution teams.

**"For us to be able to manage our freight costs by trying to move an order to a location where we have a cheaper cost to supply the customer, allows us to pass those savings on and ensure they continue to get good value when they shop with us"** Mark Greaves, Supply Chain

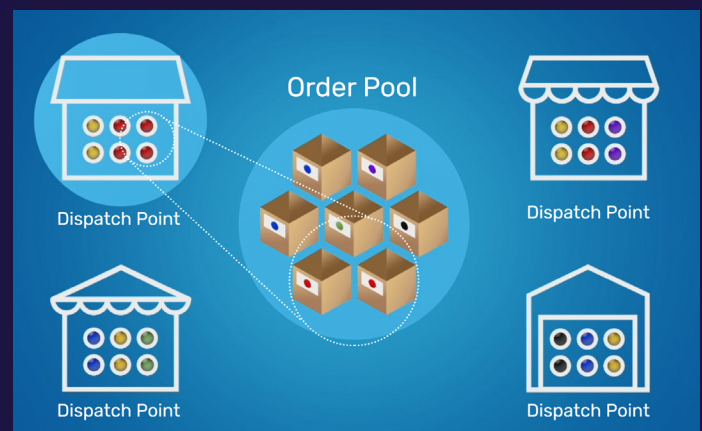
Manager Briscoe Group Limited.

## Advantages

- Enhances productivity by automating key order processes
- Maintains order flow
- Improves delivery times
- Reduces freight costs /minimises splits
- Prioritisation of orders

## Ideal for organisations with

- Multiple dispatch points
- Complex distribution needs
- High order volume
- Store based fulfilment



Pull request only sees relevant orders from the order pool based on stock available at any point in time at that particular dispatch point.

1. 'The State of Shipping in Commerce: Australia' Temando 2017  
2. 'Parcel delivery: The future of last mile' McKinsey & Company, Transport and Logistics September 2016