

# Cheat Sheet for Order Management Systems

Identify the need for an OMS with your customers & prospects

# How to identify an OMS prospect

## 1. Find the **ideal customer profile**

**B2C or D2C**

**Enterprise**

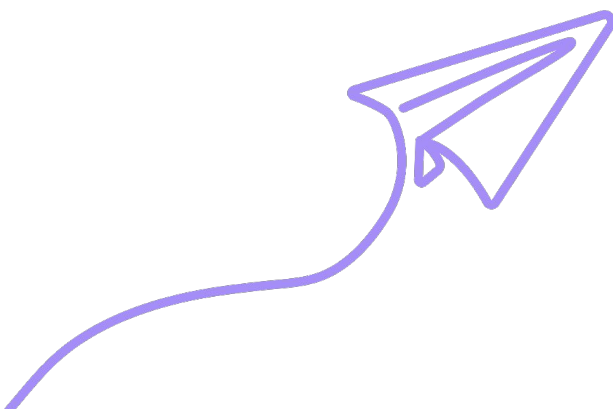
**Global**

**Large amounts of  
inventory data**

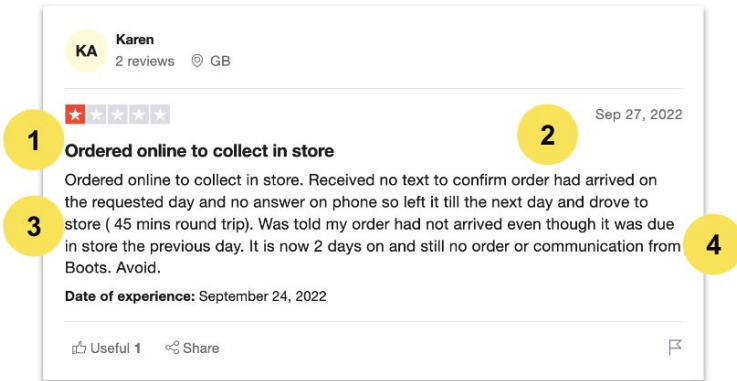
**Complex channel strategy**  
(multiple sales channels and fulfillment locations)

## 2. Listen for these **business pains** your prospects and clients might be experiencing

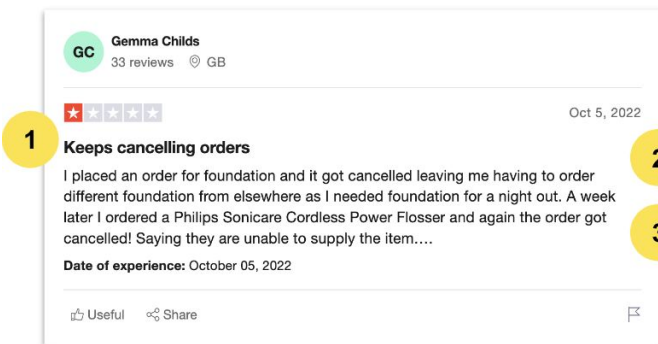
- High customer services cost (customers calling up asking “where is my order”; changing delivery address etc)
- High delivery costs (insufficient order routing)
- High markdowns (overly protective buffers & high level of safety stock)
- High cancelled orders (under & overselling)
- High revenue target growth



### 3. Look for your customers' **customer pain**



- 1** 'Click' based availability & fulfilment determines the most **cost effective & convenient promise** to the customer
- 2** **Customers & internal** teams updated (triggers) based on sourcing strategy applied: *Email, SMS, WhatsApp, call, other...*
- 3** **Automatic re-orchestration** & customer updates where issues result in changes (e.g. damaged product)
- 4** Fluent Store enables store teams to solve issues directly to **'save the sale'** and **reduce cancellations**.



- 1** Customers who move to competitors or alternative brands are **expensive to re-acquire** (ads, incentives, lost sales opp's etc)
- 2** **Priority** can be placed on customer types (Loyalty Card?), products and fulfilment options to **optimise** customer experience (delivery time, airport stores?)
- 3** Easily add **DSV's, marketplace partners, 3PL's others** to extend availability and sourcing strategies quickly and easily

## 4. Ask these **qualifying questions**

### Three magic questions

- What are your order cancellation rates, and why?
- How many calls to the CS team are related to customer order fulfilment, and why?
- Could your fulfilment strategy be faster, more efficient and lower cost, how?

## 5. Ask if they need help with:

Single View of Inventory

Complex Order Orchestration

Fulfillment Optimization

In-store Pick & Pack



**fluentcommerce**   
order management. accelerated.

## 6. Talk to these **personas**

Personas	Key benefits for them	How it's done
<b>CIO</b>	<ul style="list-style-type: none"> <li>• Innovate faster</li> <li>• Reduce maintenance costs &amp; efforts</li> <li>• Integrate quickly</li> </ul>	Enabled by microservices, composable, API first architecture. Save time and money.
<b>Head of eCommerce</b>	<ul style="list-style-type: none"> <li>• Reduce out of stock canceled orders</li> <li>• Roll out new offerings faster</li> <li>• Improve CX</li> </ul>	Enabled by live inventory data and optimized safety stock. Prevent overselling and increase customer loyalty.
<b>Head of Store Ops</b>	<ul style="list-style-type: none"> <li>• Drive store traffic</li> <li>• Pick &amp; Pack efficiency</li> <li>• Manage store capacity</li> </ul>	Enabled by user-friendly Fluent Store web app. Provide a dashboard of key metrics, plus click & collect.
<b>Head of Logistics / Distribution</b>	<ul style="list-style-type: none"> <li>• Improve fill rate</li> <li>• Reduce delivery costs</li> <li>• Optimise fulfilment</li> </ul>	Enabled by live inventory data and optimised fulfillment and sourcing. Reduce rejection rates and fulfill from the most profitable or sustainable location.
<b>Head of Customer Service</b>	<ul style="list-style-type: none"> <li>• Reduce call volumes</li> <li>• Resolves calls faster</li> <li>• Minimise applications</li> </ul>	Enabled by user-friendly Fluent OMS, easily integrated to your customer service tools. No more 'where is my order' calls.
<b>Chief Marketing Officer</b>	<ul style="list-style-type: none"> <li>• Increase brand trust</li> <li>• Boost your NPS</li> <li>• Increase your ROAS</li> </ul>	Enabled by live inventory data on PLP & PDP. Show more, sell more inventory, plus eliminate ads for out of stocks.

## 7. Show them how it works *with their ERP*

**And why an ERP alone isn't enough...  
A dedicated order management system (OMS)  
complements the functionality of your ERP.**

- ERP system is a comprehensive, all-in-one platform that manages the various operations of a business (including finance, accounting, human resources, inventory management, supply chain management, and customer relationship management)
- OMS is focused specifically on managing the order fulfillment process - OMS focuses primarily on managing order data, including customer orders, order statuses, and inventory levels.

Functions that belong in the OMS	Functions that belong in ERP
Returns	Payments
Order Orchestration	Credit limits
Trigger Payment & Triggering DTC messaging	Complex billing process
Inventory Promising (ATP)	Inventory planning (system of record)
Near-real-time logic (availability, routing etc)	Procurement, scheduling, replenishment
Return processing (logic, status, triggering refund etc)	Quotes and contracts

Source: [Deliver Now On Intensified B2B Customer Demands With Dedicated OMS](#), Jan '22

# So, why do Customers buy Fluent Order Management?

**Fluent Commerce's highly flexible and fully scalable distributed order management platform transforms complexity so businesses can deliver the best customer experience possible.**

- **Scalable Architecture:** Cloud-native platform designed to grow with our customers
- **Extensible Platform:** Extend the data model to support unique use cases with ease
- **Multi-Brand/Multi-National:** Manage all your brands and global regions with one tool
- **Enterprise View:** well equipped architecture to handle complex business needs
- **Reducing overselling & underselling** with accurate real-time inventory visibility

## Why now?

***Close the gap between demand and revenue and see the results...***

- Decrease in canceled order rates (**increased revenue**)
- Decrease in contact center call costs (**lowering costs**)
- Decrease in out of stocks online (**increased revenue**)
- Increase in PDP conversions (**increased revenue**)
- Increase in online sales (**increased revenue**)