

Create personalised
customer
experiences to drive
conversion rates



How to make every customer visit count...every time





The rise of ecommerce in recent years meant that retailers were already facing a shifting dynamic in how they offer, sell and deliver goods to consumers. Strains across availability, stock inventory and fulfilment have been accelerated and intensified over the past year as consumers were forced to do all shopping online during lockdown.

In this new omni-channel climate, retailers must address expectations around:

- **Providing a customer-centric experience which empowers the consumer to decide how and when they can receive their purchases**
- **Visibility of stock availability across the whole business in real-time**
- **How stock is managed across warehouses and physical stores**
- **How shoppers would like to receive their purchase; whether it's via delivery, click-and-collect, or traditionally in-store**
- **Where inventory needs to be positioned to meet the customer need**
- **What this new buying and fulfilment dynamic means for retailers' own efficiencies, and what technologies are available to optimise a new omni-channel function**

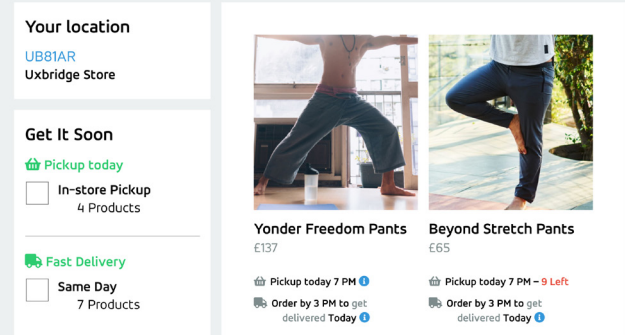
This is part of Blue Yonder Luminate Commerce. Our 2020 acquisition of Yantriks, the leading micro-service order fulfilment solution, has paved the way for customers to achieve end-to-end visibility of their inventory and fulfilment capabilities – from warehouse, to store, online and to the customer.

What does the customer want?

Real-time inventory visibility

The role between store and online is fluid, many store transactions begin with a search online and many online transactions are a result of a store visit. Customers are wanting to understand whether an item is available before they visit a store and if not, when or where it is available or what delivery options are available to receive the merchandise.

How Blue Yonder helps retailers deliver omnichannel efficiency and success



The screenshot displays a mobile application interface for a retail store. It is divided into several sections:

- Your location:** UB81AR Uxbridge Store
- Get It Soon:**
 - ☐ **Pickup today**
 - ☐ **In-store Pickup**
4 Products
 - ☐ **Fast Delivery**
 - ☐ **Same Day**
7 Products
- Product Listings:**
 - Yonder Freedom Pants** (£137)
 - ☐ Pickup today 7 PM
 - ☐ Order by 3 PM to get delivered Today
 - Beyond Stretch Pants** (£65)
 - ☐ Pickup today 7 PM - 9 Left
 - ☐ Order by 3 PM to get delivered Today

Luminate Commerce enables real-time inventory availability across your network. Personalised live visibility based on a shopper's location and needs can then be displayed as your customer shops to help understand where an item can be bought today, or at a time that suits. Through intelligent messaging to promote urgency, customers can also be encouraged to make purchases based on this availability.

What does the customer want?

To understand delivery options as they shop

Unknown delivery costs are the biggest reason for cart abandonment and our customers are seeing significant reduction by providing this personalised fulfilment information at the point of searching for a product. Customers want to understand what is available where, and how quickly and what cost it can be bought, as a critical component of their buying decision and not an after-thought.



“With Blue Yonder’s inventory availability and omni-channel fulfilment microservices, Petco is able to provide customers with the option to view available inventory online, purchase products from nearby stores and pick them up that same day. Having a ‘single source of truth’ for our shoppers quickly drove a greater than 5% increase in online revenue and the number of net new customers”

– John Zavada, Chief Information Officer

How Blue Yonder helps retailers deliver omnichannel efficiency and success

Luminate Commerce can provide personalised delivery options to the customer as they shop. By providing the customer with flexible options with a clear promise based on location and availability, abandonment is significantly reduced.

Your location

UB81AR
Uxbridge Store

Get It Soon

Pickup today

☐ In-store Pickup
4 Products

Fast Delivery

☐ Same Day
1 Products



Midweight Zip Hoodie Jacket

£105

Pickup today 7 PM – 1 Left

Order by Thu Jun 17, 3 PM to get delivered Tomorrow



Beyond Yonder Puffy Jacket

£137

Pickup today 7 PM – 9 Left

Order by Thu Jun 17, 3 PM to get delivered Jun 18



What does the customer want?

Immediate pick-up or delivery

Every retailer knows the importance of click-and-collect but for many, this remains an expensive and inefficient proposition. Many are unable to offer same-day collection and with the importance of immediacy becoming an increasing factor in driving the shopper to a store, facilitating same-day collection or delivery will be a must.

How Blue Yonder helps retailers deliver omnichannel efficiency and success

By understanding what stock can be picked in a store, or perhaps a nearby store, retailers can reduce costs and offer faster, or even timed, pick-up to their customers at a lower operational cost. Luminate Commerce can evaluate the optimum fulfilment mechanism and support efficient in-store picking.

The movement of stock in accordance with consumers' elevated fulfilment options can save on unnecessary delivery or logistics costs – for instance, if a store is closer to a consumer who has purchased online, and you offer them that same day click-and-collect because you know stock is available there, it would save on potential delivery costs.

Pickup at Store: Uxbridge Store

1 in-stock!

- ☐ In-Store Pick-up
Order by 5 PM to collect: Today, 7 PM
- ☐ Contactless Pick-up
Order by 5 PM to collect: Today, 7 PM

Delivery To UB81AR

- ☐ Sameday
Order by Thu Jun 12, 3 PM to receive on Thu, Jun 17
- ☐ Free (Standard Shipping)
Order by 4 PM to receive on Mon, Jun 21

▼ Show less options

- ☐ Nextday
Order by Thu Jun 12, 3 PM to receive on Fri, Jun 18
- ☐ Express
Order by 6 PM to receive on Fri, Jun 18



What does the customer want?

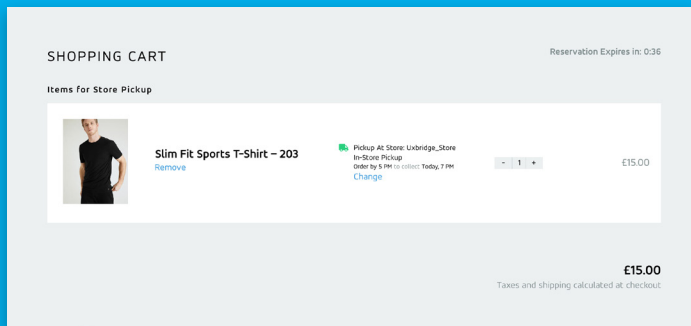
Real-time online reservations

It is not just store reservations that can disappoint a customer. Too many customers add an items to basket and then find it is no longer available at checkout. Customers want to know that the item is reserved for them as they shop.



How Blue Yonder helps retailers deliver omnichannel efficiency and success

Through intelligent online reservations, including enabling prioritising for your most loyal customers, you can make sure that you never disappoint. This capability, alongside expanded real-time delivery options, will provide the versatility and experience shoppers demand.





What does the customer want?

The highest level of availability

Availability is critical and many retailers are only currently able to sell merchandise in their online warehouse. However, product may be available elsewhere and by not leveraging this, it not only leads to loss of sales, but also to negative customer perception.



How Blue Yonder helps retailers deliver optimized omnichannel inventory

With Luminate Commerce, all inventory becomes sellable. Whether through providing real-time availability or flexible delivery options, retailers can ensure efficient use of all their stock. However, this notion of 'fulfilment from everywhere' needs to factor in many factors such relative costs, distances and service charges. The best option though is not always the cheapest and by understanding markdown risks, store needs and required safety stock, retailers can ensure an optimised decision; all in near to real-time as consumers select their preferred options.



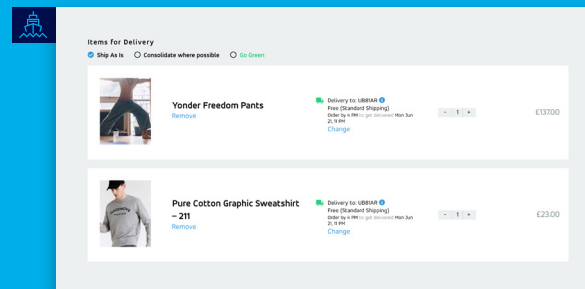
What does the customer want?

Flexible delivery options

Slow delivery options lead to 20% of all cart abandonments. Addressing fulfilment diversity and agility is imperative. Customers want a range of options which address the four decision drivers for online delivery – speed, cost, convenience and sustainability.

How Blue Yonder helps retailers deliver omnichannel efficiency and success

Retailers must be able to know how they can best fulfil an order in the most efficient, cost effective manner, best utilising inventory across the whole business. Luminate Commerce facilitates the possibility of stores as distribution centres, it confirms available stock for click and collect, or it ensures the fluidity of buying online and returning in-store. Luminate Commerce enables this agility by presenting that real-time insight into the overall stock situation.





Looking now to the year ahead, and an omnichannel future, conveying this choice in a split second will be retailers' differentiator. Luminate Commerce is the solution to facilitate this all-encompassing insight for both retailer and shopper.

Luminate Commerce portfolio:

- Complements existing order management systems (OMS), rather than replacing them; removing any integration or overhaul concerns for companies.
- Improved conversion rates are a direct indication of improved customer satisfaction off the back of clearer and more diverse fulfilment options, leading to less cart abandonment.
- The result of this stronger conversion rate is the increased likelihood of retaining an individual's custom long-term and driving customer loyalty. Retailers have more competitors than ever now, so making that connection and ensuring brand loyalty is vital.
- Provides greater flexibility and speed-to-market through a more dynamic fulfilment network. Combining in-store and online decisions deliver optimised cost, speed and environmental efficiencies.
- Luminate Commerce is part of the wider Blue Yonder Luminate platform, which is helping thousands of retailers improve their end-to-end supply chain operations.





Case Study

With Blue Yonder's inventory availability and omni-channel fulfillment microservices, Petco is able to provide customers with the option to view available inventory online, purchase products from nearby stores and pick them up that same day.

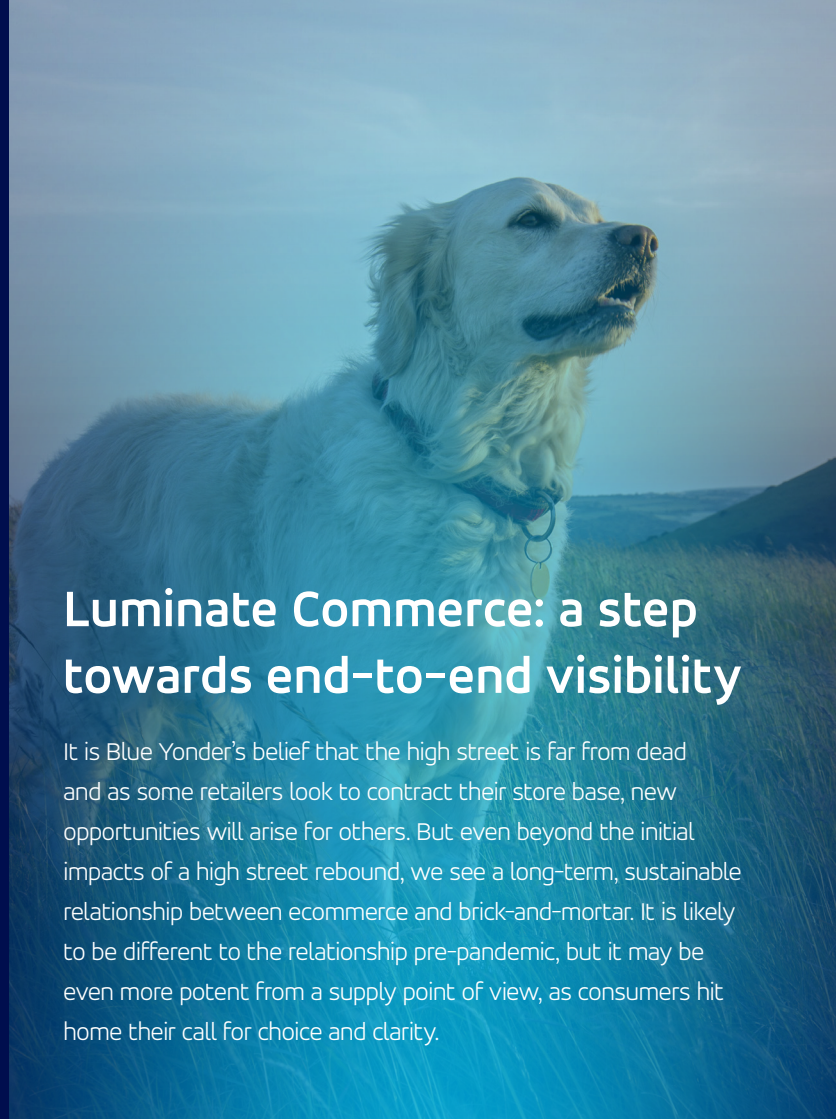
Using Blue Yonder Luminate Commerce, Petco have achieved these results:

- **Greater than 5% gains in ecommerce revenues and new customers**
- **From inception to full deployment across 1,500 stores in four months**
- **Single to double-digit millisecond response times for all inventory and fulfillment queries**

"At Petco, we are committed to the highest levels of customer convenience, whether online or in-store, and our BOPIS project was a prime example. We knew we needed to deliver fast and sought a partner that had deep expertise and product offerings in this space. We could not have done it without Blue Yonder's technology and team."

— John Zavada, Chief Information Officer

[Learn more](#)



Luminate Commerce: a step towards end-to-end visibility

It is Blue Yonder's belief that the high street is far from dead and as some retailers look to contract their store base, new opportunities will arise for others. But even beyond the initial impacts of a high street rebound, we see a long-term, sustainable relationship between ecommerce and brick-and-mortar. It is likely to be different to the relationship pre-pandemic, but it may be even more potent from a supply point of view, as consumers hit home their call for choice and clarity.

Try out the Blue Yonder e-Commerce Fulfillment Trial

All you need is 10 minutes to see how Luminate Commerce™ can help to deliver personalised shopping experiences, with real-time and accurate inventory availability, fulfillment options on your product (BOPIS, curbside pickup, shipping etc.), in your cart and checkout pages.

[Learn more](#)

