Mobile-to-Store Cross Channel Order Fulfilment Increases Customer Satisfaction and Grows Sales for a Global Retail Leader

CASE SUMMARY

Need

Improve cross channel mobile-to-store order fulfilment to drive Omni-Channel sales growth

Solution

Mobile solution that enabled faster and error free in-store order pick and pack process

Benefits

Sales growth, enhanced business potential, operational ease and customer satisfaction through better order management

Product Engineering
Enterprise IT Services
Technology Infrastructure

SONATA
SONATA SOFTWARE
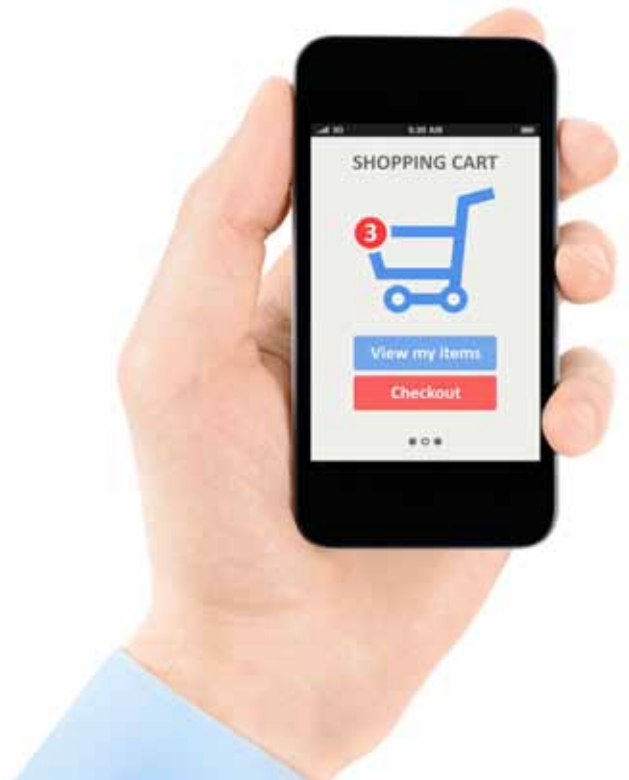
DEPTH MAKES A DIFFERENCE

BUSINESS CHALLENGE

- Difficulty enabling efficient fulfilment of cross channel orders and mobile orders collected in store
- Inability to co-ordinate multiple orders with different products and process at the scheduled delivery time
- Inadequate worker efficiency and accuracy in order picking and packing

SONATA'S TECHNOLOGY SOLUTION

- Implemented a windows CE platform based .NET application with faster barcode response
- Provided functionalities such as: Order Processing, Item Scanning, Item Container Scanning, Area Wise Order Segregation, Geolocation of Item Management, Storage Process, Delivery Process, and ERP Integration for Invoicing, shipment details, main inventory details, returns information
- Developed a scalable architecture with the ability to add and support new functionalities with same or acceptable response time, and integrated with distributed ERP instances

BUSINESS BENEFITS

- Increase in customer satisfaction due to efficient fulfilment systems in terms of time, inventory and delivery costs
- Improvement in operational ease with efficient worker order processing and delivery
- Enhanced business potential to track and manage large number of orders off or on season
- Reduced revenue loss due to missing stock by providing best substitute option if the product was not available

ABOUT SONATA SOFTWARE

Sonata Software is a global IT services firm focused on catalyzing transformational IT initiatives of its clients through deep domain knowledge, technology expertise and customer commitment. The company delivers innovative new solutions for Travel, Retail and Consumer Goods industries by integrating technologies such as Omni-Channel Commerce, Mobility, Analytics, Cloud and ERP, to drive enhanced customer engagement, operations efficiency and return on IT investments. A trusted long-term service provider to Fortune 100 companies across both the software product development and enterprise business segments, Sonata seeks to add differentiated value to leadership who want to make an impact on their businesses, with IT.

e-mail us: info@sonata-software.com