Omnichannel Fulfillment

Optimize Engagement with Store-as-a-Warehouse

OneView Commerce

Consumers want what they want when they want it. And e-commerce fulfillment costs continue to rise. These challenges punctuate the need for inventory close to the source of demand and streamlined "last mile" store fulfillment options, OneView's Unified Commerce Platform leverages the store, where 77% of global retail transactions occur, as the hub of omnichannel fulfillment.

Save-the-Sale Strategy

Avoid losing sales due to lack of product availability by expanding fulfillment sources to all outlets in your network and instantly leverage the location closest to the buyer. OneView's real-time inventory anchors store-as-a-warehouse fulfillment, slashing wait times and shipping expenses.

Disruptor Defense

OneView's omnichannel fulfillment solution follows best practices of industry leaders, like Amazon, pegging an order to stock balances among your network of distribution centers, warehouses, and stores. Intuitive, easy-to-use Pick + Pack functionality empowers associates to efficiently and accurately satisfy order flows.

Plus, OneView's store-as-a-warehouse strategy offers a full complement of omnichannel fulfillment options to satisfy every customer preference from any sales channel (mobile, e-Comm, marketplaces, etc.)

- BOPIS/C&C (buy online and pick up in store/Click & Collect)
- BOPAC (buy online and pick up at curb)
- ROPIS (reserve online and pick up in store)

- BOSS (buy online and ship to store)
- BOSFS/Ship (buy online and ship from store)
- BARA (buy anywhere and return anywhere)

Engagement Opportunities

OneView store pickup empowers customer engagement and relevant cross-selling and up-selling with:

▪ Arrival notification

▪ Clienteling to give associates access to customer preferences, wish lists, abandoned carts, complementary products, and loyalty status

▪ Linebusting for agile and efficient mobile checkout

▪ Intuitive pick and pack functions for efficient order preparation, staging, and hand-off or shipping
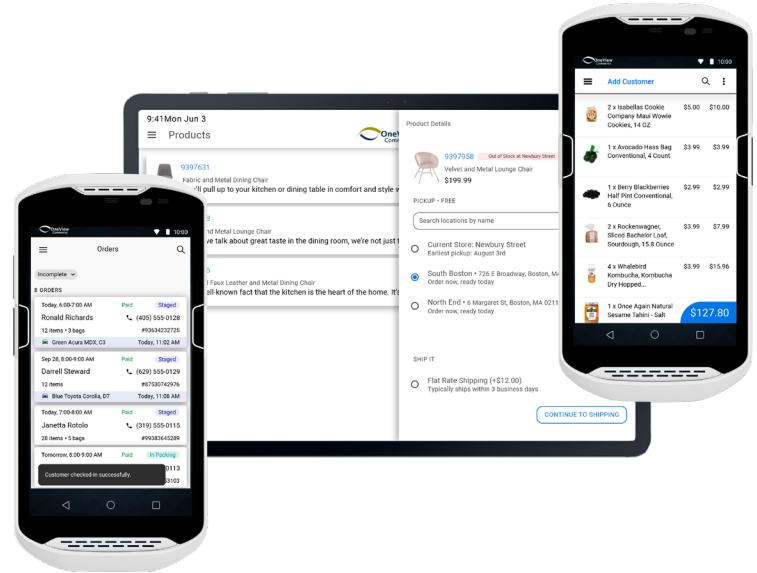
Operational Efficiency

OneView's Unified Inventory paired with a third-party integrated OMS/Distributed Order Management intelligently routes orders in response to fluctuating stock positions, time, proximity, and staffing to minimize fulfillment costs. Built-in thresholds for auto replenishment ensure sufficient inventory across the network as seasons and trend surges impact demand.

In contrast to warehouse fulfillment tools, OneView's solution is specifically designed for store associates with task-level workflows, common store device support, and support for associate context switching that commonly occurs in stores.

Point-of-Sale Integration

OneView's Unified Commerce platform combines inventory management, visibility into cross-channel orders and transactions, and API-first integration capabilities that include third-party and legacy solutions. Integration with third-party loyalty programs, OneView Clienteling, and OneView Enterprise Promotions turbo-charges sales and omnichannel fulfillment through personalized upselling and cross-selling across the customer journey, at every engagement point.

OneView transforms retail technology with retailer-proven solutions built on a Unified Commerce Transaction Engine that empowers shopper engagement from "click-to-brick." Increase your speed of innovation with our cloud-native, API-first architecture and headless experience UI powering next-generation SaaS store solutions. Modernize your tech stack and maintain complete control of transactions and data to protect brand loyalty.

Get in touch today to learn about our free trial and fast-start programs.