ORACLE

HOW TO

Boost customer experience with frictionless order orchestration

Position for growth

In omnichannel commerce, you need to serve customers in the way they desire to buy. Whether it's online, in physical stores, or through direct sellers, customers want an effortless experience that enables them to place orders and process returns as quickly as possible.

As such, it is a critical business priority for B2B and B2C companies to deliver a seamless and convenient customer experience. You must simplify the processes for order capturing, order configuration, inventory visibility, scheduled fulfillment, shipping, and returns.

B2B buyers demand a compelling customer experience similar to what they get from B2C shopping as a consumer. This means a better user experience (UX) from websites and mobile apps for buying functions. Companies can benefit from B2B omnichannel commerce because it improves efficiency by reducing errors in order taking and processing.

Managing behind-the-scenes order processing and delivery requires complex orchestration. Companies that rely on aging business applications, simply can't keep up. Today, you need digitally integrated and connected back-office applications to support business growth.
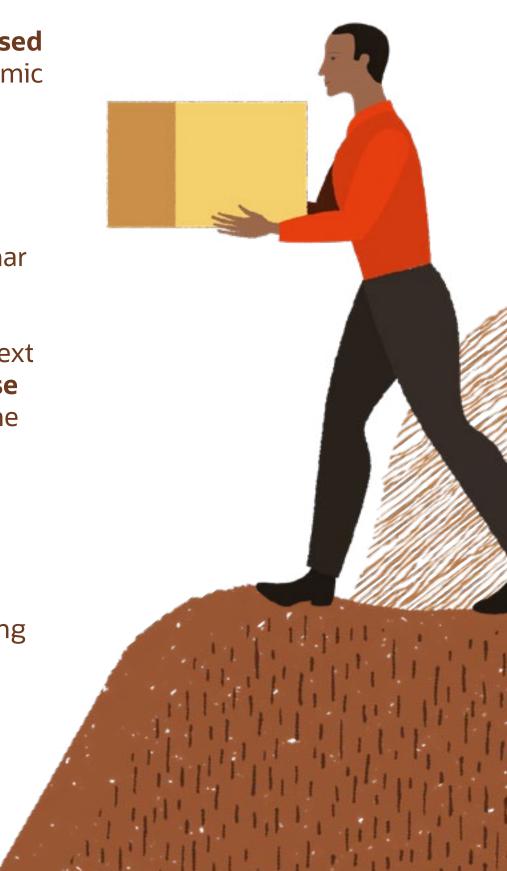
Did you know?

97% of B2B buyers claim they will make a purchase in an end-to-end digital self-serve model, with the vast majority very comfortable spending $50K or more online, according to McKinsey & Company.

- **70% to 80% of B2B** buyers prefer remote human interactions or digital self-service, according to McKinsey & Company.

- Global **B2B commerce sales increased by 24%** during the COVID-19 pandemic compared with the pre-crisis level, according to McKinsey & Company.

- Polling results from a Gartner webinar conducted in August 2020 showed that while 53% of the respondents expected a revenue decline in the next 12 months, **86% planned to increase their digital investment** in the same period. [1]

- Through 2022, **50% of large organizations** will have failed to unify engagement channels, resulting in a disjointed and siloed customer experience that lacks context. [2]

[1] The webinar **"Strengthen Your Resilience With Digital Business"** was conducted on 14 July 2020 with 393 attendees. Polling questions were included to understand the impacts of COVID-19 on the revenue of respondents' organizations, and their digital investments over the next 12 months.

[2] According to Gartner's strategic planning assumptions in its research report, **"10 Things COVID-19 Will Change in Digital Commerce"** - Published 28 August 2020 - ID G00730348.

Ask yourself if any of the following scenarios apply:

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- ✓ Use of multiple applications to manage order fulfillment across different channels, resulting in lack of visibility into orders, inventory locations, and supplier availabilities.

- ✓ Difficulty using current system to process large volume of orders and manage complex product and service configurations.

- ✓ Difficulty prioritizing inventory allocation and managing pricing across omnichannel to maximize profit.

- ✓ Difficulty providing accurate shipment date due to lack of visibility into production schedule and sourcing options.

- ✓ Lower productivity due to manual processes during fulfillment, disconnected data flows, and non-user-friendly interface to effectively collaborate among business units.

What would success look like with frictionless order orchestration?

1. **Seamless buying experience**

   Customers can place orders, return products from and to different channels (online, offline), and enjoy a seamless, unified buying experience, all supported by an advanced digital interface and user experience (UX).

2. **Rapid order fulfillment**

   When demand surges, your order fulfillment system is able to automatically capture large volume of order lines, manage product configurations and pricing, fulfill orders from available sources, and deliver products on time.

3. **Efficient, centralized order hub**

   To orchestrate complex orders (configuration, high-volume, back-to-back orders, dropship, and so on), streamline order fulfillment processes, and provide real-time visibility into supply chains, order status and shipment date.

How Oracle can help you

✓ **Orchestrate orders across a distributed omnichannel environment** including many silo fulfillment systems. It enables you to efficiently manage customer orders across multiple channels and fulfill orders from the best inventory location where the order will be shipped.

✓ **Build single repository of information** which not only consolidates customer information, it also acts as the central hub for order information across all touchpoints, including online, points of sale, and field sales staff. The real-time inventory visibility optimizes on-time delivery.

✓ **Capture large volumes of orders** from different channels, manage product configurations and pricing, fulfill orders from the best sources, improve on-time delivery, and integrate with ERP and CX Cloud to deliver seamless customer experiences.

" Before we had Oracle, everything was very manual, and we didn't have a single view of inventory. Today, **we are no longer overexposed** on a day-to-day basis when dealing with exceptions, peaks, and troughs".

— Roger Connett
IT Director, Wolseley

Steps to consider to position your business for growth

Step 1.

Place customers at the center
Unify customer buying channels for optimal customer experience. Invest in integrated order management in your end-to-end logistics.

Step 2.

Identify bottlenecks and manual processes in your order orchestration and fulfillment. Adopt digital technologies and tools to empower your employees.

Step 3.

Conduct an inventory survey of your existing systems and applications; map your technology requirements to your business objectives; consider a solution that enables you to replace one system at a time, instead of replacing all your systems at once.

To learn more about how you can optimize fulfillment for maximum business impact – visit our Perfect Delivery page or take a product tour:

Product tour