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Retail

4 Essentials to Delivering Memorable Customer Service & Fulfilling Orders Profitably

Retailers must be magicians, making it appear that every customer's wish is not only possible but easily granted. **Surveys show that 96% of consumers say customer service is important in their choice of loyalty to a brand.** And because customer experience is a key differentiator, empowering your organization to deliver personalized and contextual interactions throughout the customer journey must be a strategic imperative.[1]

Modern **retail order management systems** enable a higher level of service by connecting point-of-service, call center, inventory management, planning and supply chain systems, to provide customers the high levels of service they expect. The following is a look at four essentials to delivering memorable customer service while profitably fulfilling orders.

59%
of global shoppers feel brands have lost touch with the human element of the customer experience.[2]

Acquiring a new customer is anywhere from
5 to 25 times
more expensive than retaining an existing one.[3]

essential **1**
EMBRACE THE HUMAN ELEMENT TO BOOST LOYALTY

Having somebody listen and sympathize who then takes care of the problem on the spot can go a long way toward salvaging—and often even strengthening—the customer's loyalty to that retailer. Having an embedded contact center at the heart of your order management system provides customer service representatives (CSRs) with the access they need to appease the customer.

essential **2**
APPLY THE 80/20 RULE TO MAKE GOOD ON THE BAD

If retailers are managing 80% of their customer journeys well and profitably the best thing to do, when trouble strikes, is to over-invest the remaining 20% in fixing it. By providing a CSR with full visibility and access to order management systems, this enables them to take action that secures customer loyalty and return visits.

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essential **3**

PROMOTE PROFITABILITY WITH A BITE-SIZED APPROACH

As retailers look to expand fulfillment options: buy online/pick up in store, buy in one store/pick up at another, buy in store/have delivered to home, etc., they may be biting off more than they can chew in an effort to roll out every permutation possible at once. By taking a bite-sized approach to enable one customer journey at a time, allows the first journey to fund the second, third and so on.

essential **4**

COMBINE THE POWER OF THE "BUY" BUTTON WITH SMARTER FULFILLMENT

Modern order management cloud services power behind the "buy" button by managing all the orders, whether taken from the website or placed directly from the contact center, and route for fulfillment as desired. Retailers can minimize costs by having a cloud-based fulfillment engine optimized to make decisions about the best fulfillment location for a order by enabling brokering options such as: profitability or proximity.

TIPS AND TAKEAWAYS

- Keep the customer experience at the heart of order management.

- Excellent service and smarter fulfillment yield profits.

- Cloud services enable faster ROI.

Sources:

1. 2017 State of Global Customer Service Report

2. Fostering Community in Retail

3. The Value of Keeping the Right Customers

4. A Study of 46,000 Shoppers Shows That Omnichannel Retailing Works

5. Strategies for agile, profitable and secure omnichannel execution

Learn More About Delivering Memorable Customer Service:

On-demand Demo: Oracle Retail Order Management Suite

Guidebook: Four Essentials to Delivering Memorable Customer Service and Fulfilling Orders Profitably

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