

Stock, stores, and service

How to get the right balance

Discover why a scientific approach to your inventory, retail stores, and customer service is the key to success.



Good retailers are active retailers

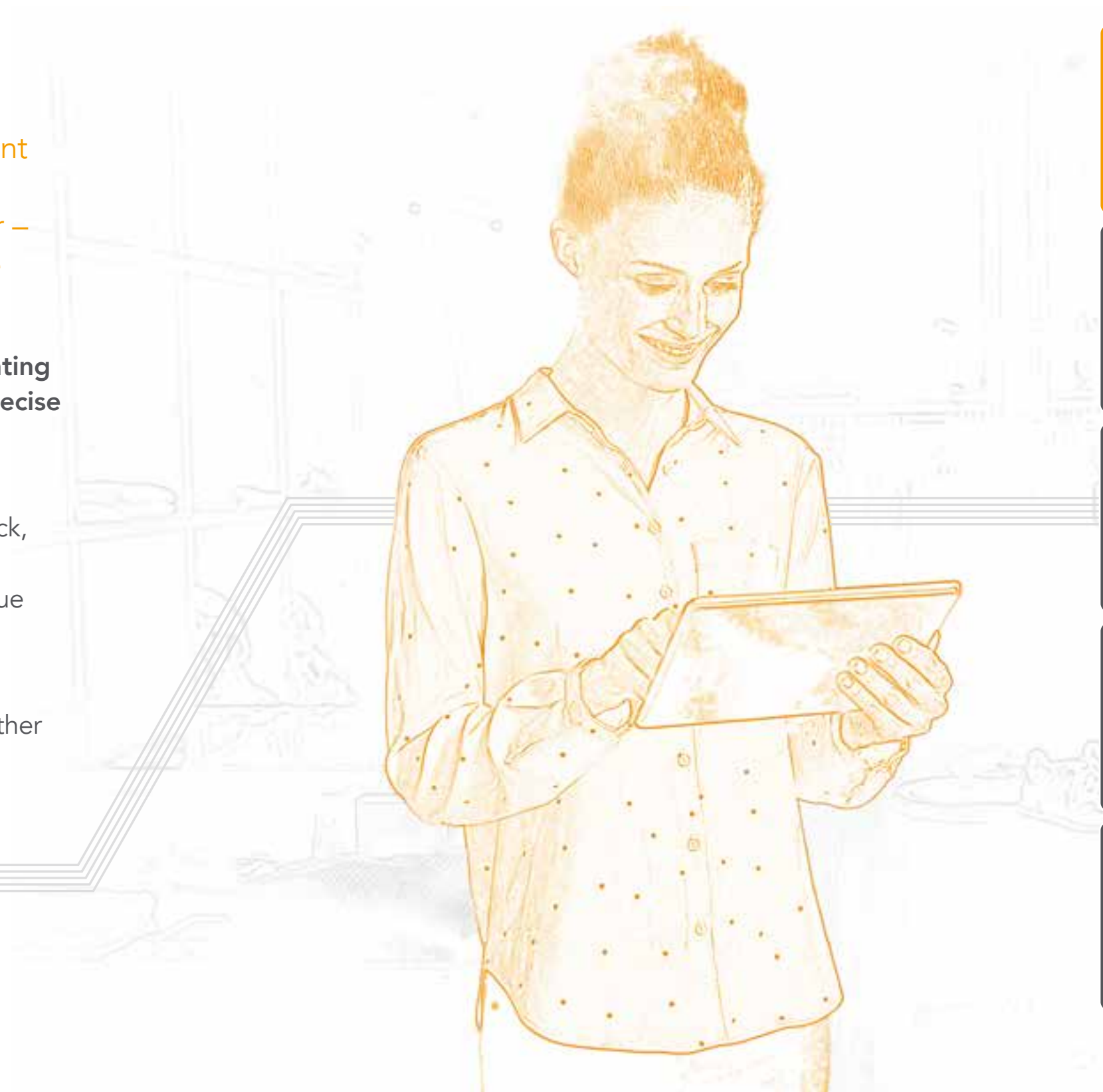
As every retailer knows, standing still isn't an option. In recent years, the conversations of commerce have changed: from manager to employee, driver to dispatcher, picker to packer – we're no longer slow and steady, we're now active, adaptive and always on.

Today's retailers need to be optimising, innovating, and experimenting if they are to succeed. In other words, they need to take a more precise and quantified approach to retail – what we call 'the science of shopping.'

This special three-part guide explains how you can harmonise your stock, stores, and service. We'll also explain the significance of Manhattan Active™ Solutions for retailers, wholesalers, and manufacturers—a unique omnichannel-as-a-service platform built for the demands of the active enterprise.

Read on to discover the secrets of great inventory management, smoother supply chain logistics, and class-leading customer service.

“...the conversations of commerce have changed”



The truth behind inventory availability

Are you delivering truly profitable omnichannel operations?

Many traditional retailers appear to be delivering integrated omnichannel operations. But a closer look reveals that traditional retailers have only achieved cross-channel inventory visibility: a stopgap solution at best.

Industry experts agree this isn't enough to compete in today's marketplace. Consumers have spoken: 39% want in-store assistants to check stock availability, while 68% expect a consistent level of service online as they receive in-store¹. The essential goal for serious retailers is a single view of inventory availability.

Customer expectations are increasing. Any product in stock anywhere in your network now needs to be available for delivery to any channel.

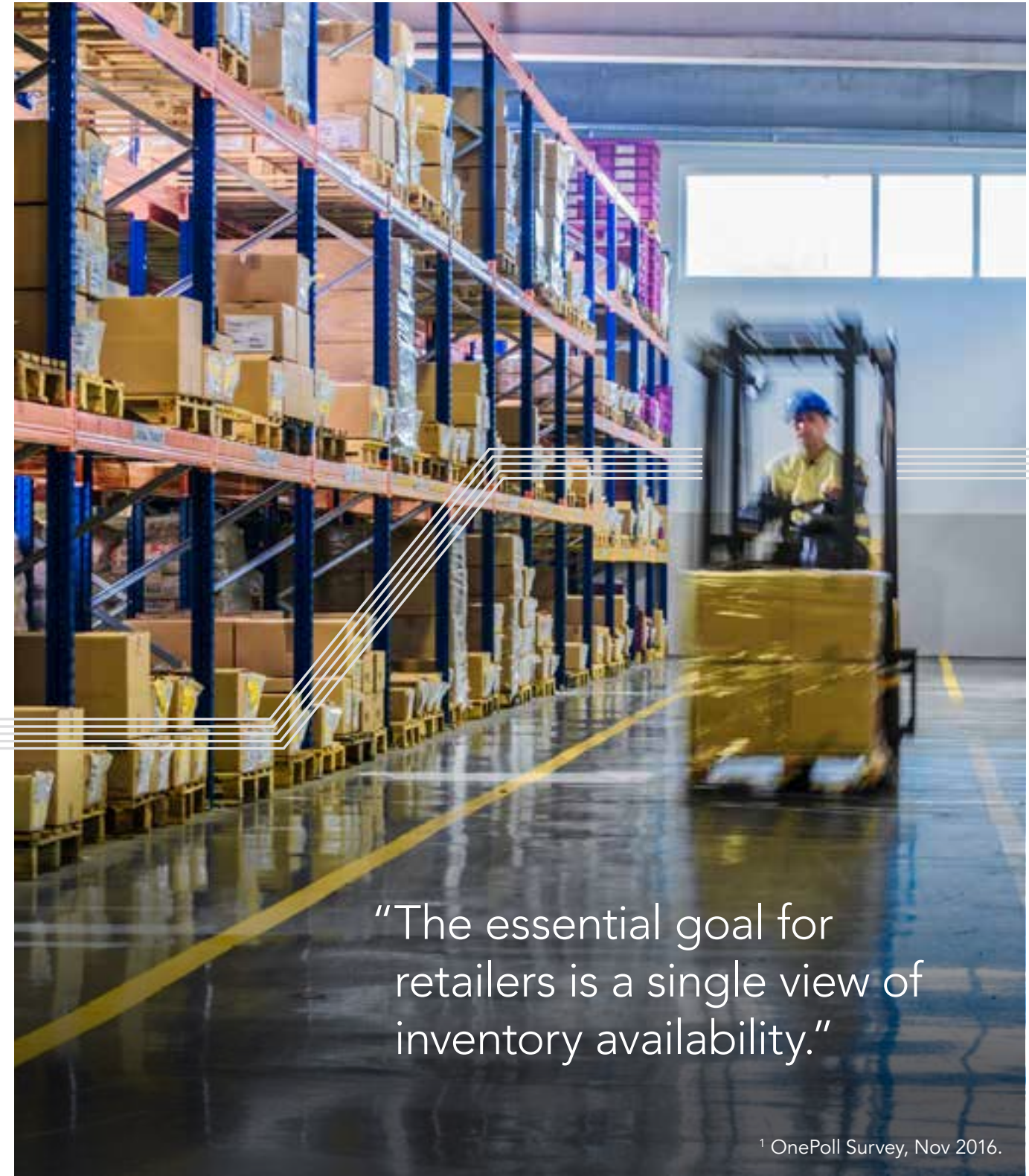
The question is, what's the smartest route forward?

Three ways to optimise your inventory management

Keep every promise and make it personal >>

Improve your bottom line >>

Use adaptive network fulfilment >>



“The essential goal for retailers is a single view of inventory availability.”

¹ OnePoll Survey, Nov 2016.

Keep every promise and make it personal

Customers don't care where your stock is located – they just want you to deliver on the promises you make.

A smart omnichannel order management solution, such as Manhattan Active™ Solutions, consolidates order information and transactions into one repository.

Hundreds of complex calculations can now be made in an instant, based on real-time stock locations, delivery needs, changes in the network, and more – enabling you to give your customers a more realistic inventory picture.

Three ways to optimise your inventory management



Keep every promise and make it personal >>

Improve your bottom line >>

Use adaptive network fulfilment >>

Improve your bottom line

Your inventory levels directly affect your bottom line. You need to create a single inventory that's available online, in store or via click and collect—an intelligent order management solution makes all of this complexity invisible to the customer.

Organisations using Manhattan Active Solutions have delivered some amazing improvements. One large sporting retailer saw an increase in gross margin of up to 2% by making inventory available network-wide.

“Organisations using Manhattan Active™ Solutions have delivered significant improvements.”

Three ways to optimise your inventory management



Keep every promise and make it personal >>

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Use adaptive network fulfilment

Keeping up with faster shipping can place pressure on your product margins, so to stay profitable, retailers must keep inventory and fulfilment costs in check.

Manhattan's industry-leading order fulfilment capabilities include data visualisation and fulfilment optimisation. This means digital, store, merchandising, and operations personnel can anticipate the impact of selected order fulfilment priorities using revenue, service, and shipping costs.

"...to stay profitable, retailers must keep inventory and fulfilment costs in check."

Three ways to optimise your inventory management



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and make it personal >>

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A catalyst for success

Whether you're a retailer or wholesale distributor, Manhattan Active™ Solutions ensures you get the right amount of product to the right place at the right time.

Manhattan Active Solutions ensures you efficiently optimise your buying processes to maximise service and profit. By synchronising supply and demand simultaneously, you can increase revenue and profitability with the lowest inventory investment possible.

Using Manhattan's best-in-class algorithms for fulfilment of inventory across multiple echelons, our solution models inventory changes in real-time. Products can be returned in-store, even if an order was placed online, with the items immediately made re-available to sell, if that's the smart decision.

The result? The business can deliver more orders, incredibly flexibly, at the best possible margins.



Solving the supply chain conundrum

Is your store network really fulfilling its potential?

Having a real-world, bricks-and-mortar presence can make all the difference to the customer experience. It's something that online retailers are starting to realise, with many trying to replicate this physical distribution network by delivering to local stores or installing lockers in popular public locations.

So in this latest retail shake-up, how can traditional retailers keep the edge? The simple answer is to run a smarter store network.

How can you unlock the true potential of your store network?

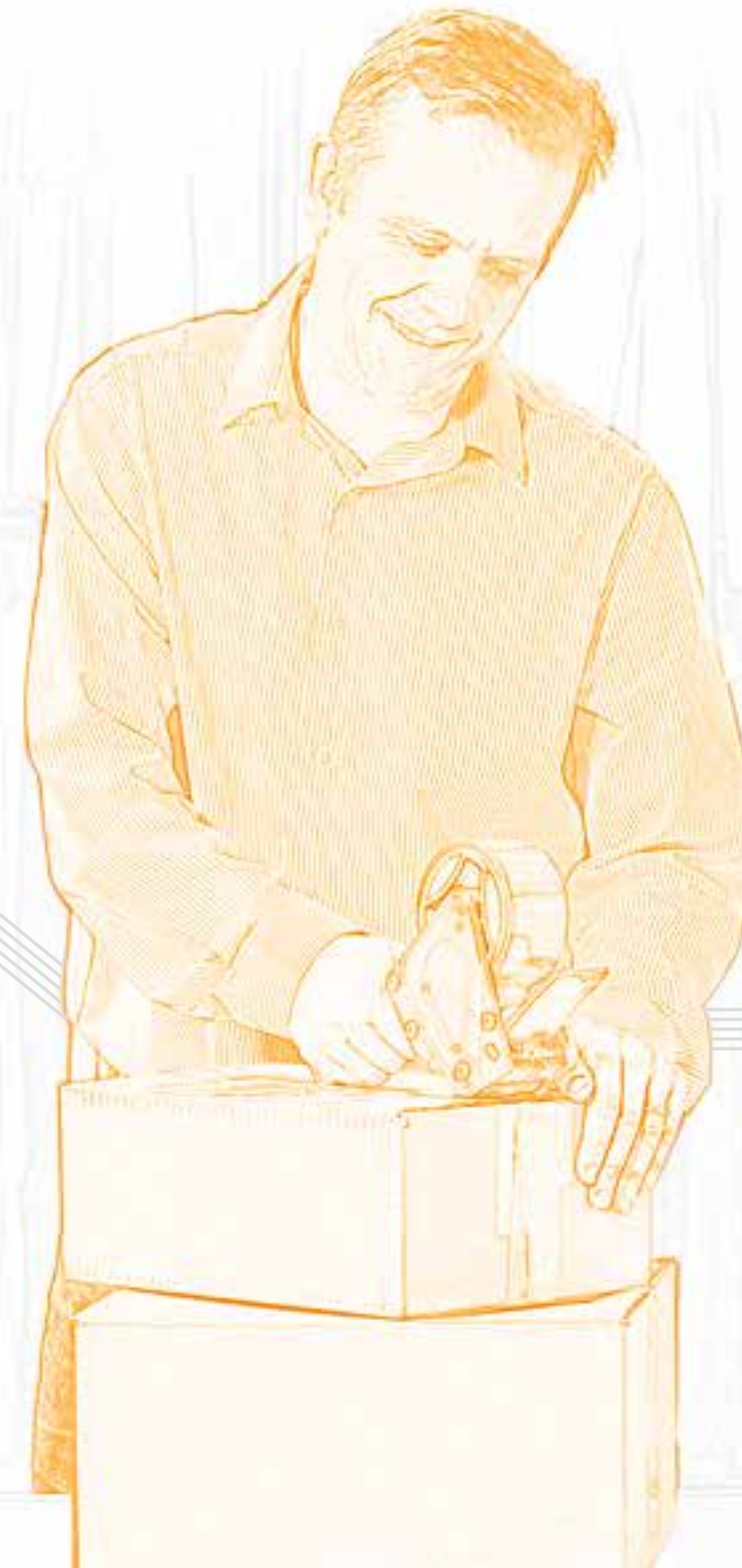
How to make more of your stores and supply chain

Make your stores work smarter >>

Bring products and shoppers together >>

Build a distribution model fit for the future >>

"...how can traditional retailers keep the edge?"



Make your stores work smarter

You can increase online conversions by fulfilling from your store inventory when a central distribution centre is out of stock.

It contributes to better stock turn rates, and gives you a valuable tool in the fight against slowing store sales. Smart order management makes light work of this complex science, putting stores at the heart of your distribution network.

“...putting stores at the heart of your distribution network.”

How to make more of your stores and supply chain



Make your stores work smarter >>

Bring products and shoppers together >>

Build a distribution model fit for the future >>

Bring products and shoppers together

Meet all customer demands in-store faster, more effectively, and at lower cost.

A smart solution uses a rules-based algorithm that takes into account proximity to the customer, capacity and cost to fulfil, and your corporate inventory rules, while easy-to-use systems guide store associates through the pick-and-pack process. And if the item isn't right, returns are instantly visible and available inside the supply chain.

"...returns are instantly visible and available inside the supply chain."

How to make more of your stores and supply chain



Make your stores work smarter >>

Bring products and shoppers together >>

Build a distribution model fit for the future >>



Build a distribution model fit for the future

Bringing your stores into your order management solution helps future-proof your supply chain and deliver omnichannel excellence.

Complex algorithms automatically calculate ifs, whens, and buts on a daily basis to maximise sell-throughs and margins, all while reducing inventory and lowering the risk of markdowns and over-ordering. By treating stores as mini distribution centres, you deliver true omnichannel shopping to your customers, letting them click, collect, and return items on their terms.

“...maximise sell-throughs and margins”

How to make more of your stores and supply chain



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A proven formula, not a blind experiment

Technology gives retailers with physical stores a unique opportunity to create outstanding customer experiences across the full gamut of bricks and clicks.

With a proven management solution in place, you can move from a siloed, expensive supply chain, to a unified cross-channel business where profits are protected. Using our next-generation Manhattan Active™ Solutions means an enterprise is running technology that is always current, seamlessly interconnected, runs anywhere, and is easily adaptable.

What's more, Manhattan Active Solutions bring supply chain control and customer engagement together in a way that simplifies complex processes for both store associates and customers.

The end result is a more customer-focused store associate and a broader array of selling and high-impact service opportunities.



The science behind customer experience

Putting your customers and associates at the heart of omnichannel success

With many customers still preferring to deal face-to-face, even in today's online world, store associates are at the front line of the battleground for loyalty.

Yet despite this, 70%² of customers say that at least some of the time they know more than shop-floor associates. It's a challenge for traditional retailers to work out how to deliver the omnichannel service their customers expect.

The secret is associate empowerment. With the right tools, your store associates can give customers everything they need to make the next step with you, so you don't lose the sale. That's a smarter formula for in-store service.

How to empower your store associates with the right systems

Create an amazing customer experience in seconds >>

Deliver the support your associates need >>

Unlock sustainable growth >>



Create an amazing customer experience in seconds

Despite the appeal of low-cost online retailers, customer experience is still a major differentiator.

With Manhattan Active™ Solutions, your associates have instant access to stock availability and delivery timescales across your whole store network, central distribution centres and warehouses.

From a single window, store associates can also access an individual shopper's purchasing history, helping the associate see sizing information and style preferences.

"...instant access to stock availability and delivery timescales"

How to empower your store associates with the right systems



Create an amazing customer experience in seconds >>

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Unlock sustainable growth >>

Deliver the support your associates need

Start turning customer service interactions into sales opportunities and generate greater revenues.

A smart order management solution gives you the information you need to optimise the shopping experience in your stores, with accurate, real-time inventory values showing where specific stock items are selling and where stock needs to be re-routed.

The software makes hundreds of decisions in real-time, letting your associates make promises about future delivery dates.

“...gives you the information you need to optimise the shopping experience in your stores”

How to empower your store associates with the right systems



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Unlock sustainable growth >>

Unlock sustainable growth

Sustainable growth is essential: from keeping shoppers spending to developing deeper customer relationships.

Manhattan Active™ Solutions let your store associates cross- and up-sell more quickly and efficiently, increasing in-store revenues. You create an endless aisle: leveraging your full network inventory and presenting a wider range of products to customers.

You'll see customers returning time after time because they know they can rely on you to deliver.

How to empower your store associates with the right systems



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Calculate the possibilities

The types of experiences that your customers want vary as much as their personalities. That's why Manhattan Active™ Solutions provide a single cloud or on-premise platform for every aspect of omnichannel operations, at headquarters or in the store.

With Manhattan Active Solutions, you can better serve e-commerce and walk-in customers alike, since both the store associate and call centre representative can have the same holistic view of customers and their transactions from across channels. It's an industry-leading solution designed specifically for the new retail world, bringing together systems and tools for everyone in the business to better serve customers.

The outcome is a true omnichannel experience for every customer. Easy ordering from any channel. Simple returns to any location. Direct supplier shipping. Advanced reservations and purchasing. A single system that gives the whole business real-time insight into stock availability across the whole of your network.



Find out more about Manhattan Active™ Solutions

Manhattan: The experts in the science of shopping

Explore our cloud-based retail, distribution and customer service platform

Putting in place an order management solution can be a true change agent for your business. You'll move from highly visible inventory to highly available inventory. You'll revolutionise your customer service. And you'll make the fundamental step to ensuring your store network works for you, freeing you to spend more time managing your business and brands: vital in a hyper-competitive retail arena.

Manhattan is the first to fuse order management and store fulfilment applications with next-generation, point of sale and clienteling applications in a single, powerful application that is cloud-native, versionless, and fully extensible.

We call it Manhattan Active™ Solutions, a comprehensive suite of software and services for supply chain, inventory and omnichannel that give you a true edge over your competitors.

Contact Manhattan Associates today and discover a scientific approach to retail

Explore the power of Manhattan Active™ Solutions.

Call **0118 922 8076**, email **uk@manh.com**
or visit **www.manh.com/active** to learn more.