# Cloud Native In-Store Order Fulfillment Solution built on Salesforce®

FUJITSU

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PARTNER

## Market Challenges

The complexity of performing online order fulfillment from stores is often underestimated. It requires rethinking store operations, developing new processes, modifying labor hours, implementing smart scheduling, creating new roles, and applying new tools and technologies to reduce cost and improve 'per order profitability'.

Analyst reports suggest that sub-optimized Buy Online, Pickup In-Store (BOPIS) operations are costing retailers anywhere between 3.2 and 4.8 percentage points of margin for every order filled from their stores, and that 78% of retailers indicate that their BOPIS operations are still not optimized in 2020. Left unaddressed, some retail industry segments could see an overall store profitability decrease between 50-80 basis points over the next five years.

Why is this a critical challenge to confront? Because demand for online order fulfillment from stores are accelerating faster than expected, surging in many Retail industry segments. With the potential to double over the next 5 years, BOPIS order volumes will have an increasing impact on margin loss and operational costs, dragging down overall profitability.

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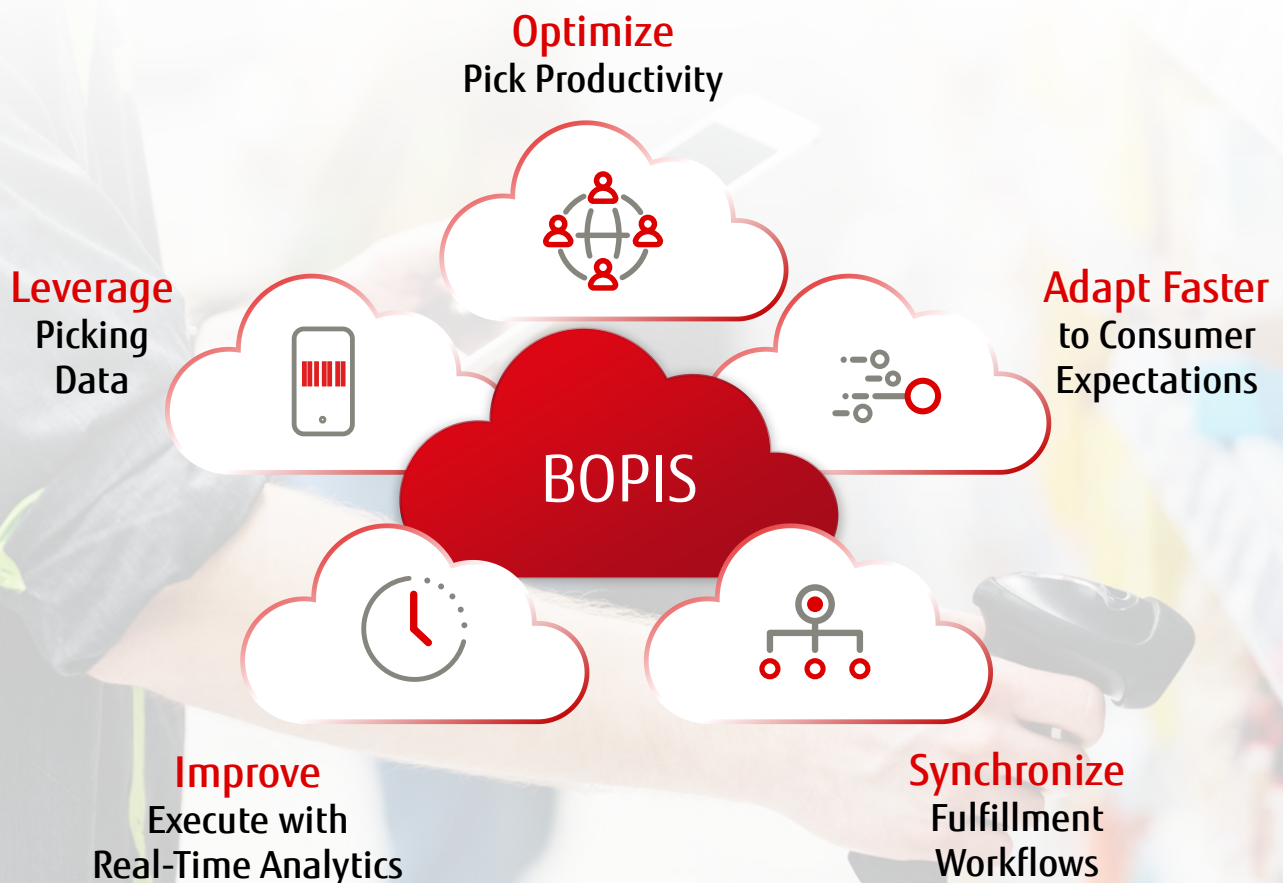
shaping tomorrow with you

# Fujitsu Salesforce Practice launches In-Store Order Fulfillment solution

Built on Salesforce Consumer Goods Cloud (CG Cloud), Fujitsu has created a highly configurable and adaptable In-Store Order Fulfillment solution that supports an end-to-end BOPIS operation and is intended to help retailers manage and optimize the surge in BOPIS demand that is already impacting their margin profile.

This is just one of many new solutions we're working on at Fujitsu to take advantage of CG Cloud capabilities. When introduced in October 2019, Fujitsu recognized the potential of what we could create across the CG Cloud value chain. The In-Store Order Fulfillment solution is the first functional capability Fujitsu has launched leveraging CG Cloud's rich platform, and it is built to be agnostic to the retailer's chosen eCommerce, POS and Order Management solutions.

Fujitsu has developed a roadmap of additional functionalities that we intend to launch off of the initial solution. The In-Store Order Fulfillment solution will evolve over time to accommodate and optimize dozens of in-store tasks, labor management, quality assurance, and customer service requirements demanded of today's store retailers.

**How does it work?** Fujitsu has designed easily adaptable and highly configurable template process flows for sequential and batch picking. The in-store picking solution monitors and records pick progress, item availability and location accuracy, and provides management with visibility to ensure pick accuracy and efficiency. The solution will give store management and associates the tools they need to minimize cost and maximize customer satisfaction.

**Optimize**
Pick Productivity

**Leverage**
Picking
Data

**Adapt Faster**
to Consumer
Expectations

BOPIS

**Improve**
Execute with
Real-Time Analytics

**Synchronize**
Fulfillment
Workflows

# Key Features

## Device Agnostic

As it's a cloud native application, the Fujitsu In-Store Order Fulfillment solution will work with your existing infrastructure, both fixed terminals and mobile devices.

## Assign / Accept Pick

Our smart capacity planning feature integrates with your back-end time and attendance system, so that picks can be assigned to clocked-in team members that are assigned to pick orders during their shift. Picks can also be assigned to any or all team members who can then 'Accept' the task and begin picking the order.

## Activity Timer

Time stamps are applied throughout the pick process. This data can be used to analyze pick time performance by team member, shift, day and date;  and help drive future planning and capacity assignments not only at the store level but also at the regional level.

## Action Alerts

Allows team members to alert Supervisors or Managers when there is a problem with a pick, such as an out of stock item that needs to be addressed, not only to complete the pick order but also to identify the stock condition for replenishment.

## Item Pick Information

Using your item images, SKU, UPC, price and shelf location data, we can present your team members
a wide range of pick information to make the process faster and easier, and help reduce errors.

## Substitution Items

Tailor substitution options to team members if an item becomes unavailable between the order entry and pick execution time. This helps 'save the sale' and satisfy customers.

## Customer Communication

Pre-scripted messages are available for team members to send to customers during the picking process to further personalize the shopping experience in the event of substitutions or complimentary items. This can help you grow sales through live interaction. Additionally, pickers can receive live updates from new customer sales orders to add items prior to pick completion.

## ☁ Pick Routing

Using your planogram, pick routes can be created to help reduce pick time. By harvesting accumulated activity timer timestamps and item pick location data, you can model alternate pick routes to avoid congestion, identify cross-merchandising stock locations or even create pick-windows to help reduce aisle congestion when the store is busy.

## ☁ Pick Hold

Pauses a pick and activity timer if the team member needs to change focus, such as help a customer, or respond to other task alerts.
This helps provide the right level of data for future planning and assists with employee engagement.

## ☁ Completion Alerts

Sends an alert to a second team member such as a supervisor that the order is picked and is ready for the customer.

## ☁ Pick Accuracy Check

Workflow includes ability to verify and record pick accuracy as a final step before customer pickup reducing any reworks and helps improve customer satisfaction and loyalty.

## ☁ Integrated Status Messaging

Can send status messages direct to the customer's email or SMS, or to your existing CRM, that the order pick has started, is in progress, is being quality checked and is complete and ready for pickup.

## ☁ Dashboards

Highly configurable, out-of-the-box dashboards are provided to show supervisors, managers or enterprise wide users real-time pick status as well as historical performance, down to the store level, shift or team member.

## ☁ Analytics and AI

Using Salesforce Einstein AI, you can predict pick demand and resource needs, create what-if models by changing the pick routes and times, test new processes such as sequential vs. batch picking, wave picking, dedicated task vs integrated task picking, and many more scenarios and possibilities.
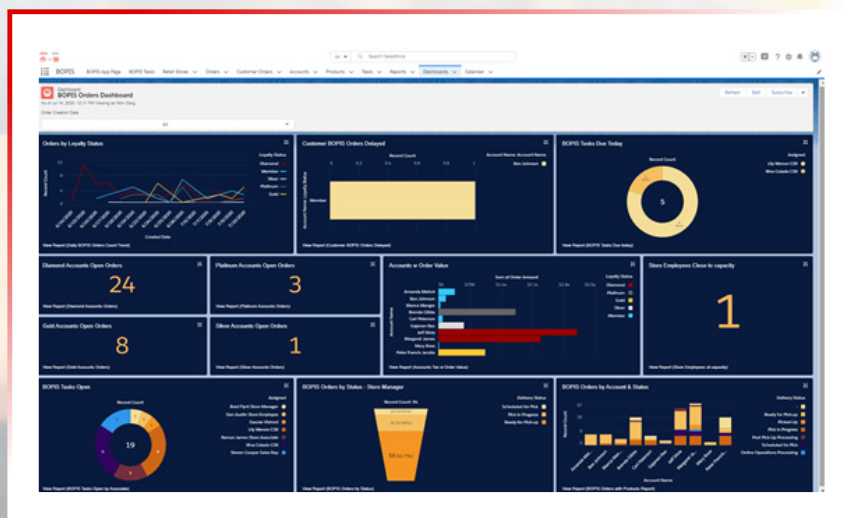


**Example:** Pre-configured dashboard to help a Store Manager plan daily in-store fulfillment activities.

## About Fujitsu's Salesforce Practice

As a Salesforce Global Consulting Partner, Fujitsu drives innovation for the benefit of customers, offering a full range of end-to-end solutions and services on the world's #1 CRM platform.

At Fujitsu, the highest quality Salesforce talent is efficiently deployed with accelerator models to deliver success twice as fast in Digital Marketing, Sales Force Automation, Customer Service and Support Automation, Customer Engagement / Loyalty, eCommerce, and Cloud Analytics.

Want to learn more? Contact us at ( salesforce@fujitsu.com » )

or visit ( www.fujitsu.com/us/microsite/salesforce » )

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