

Unlocking Omnichannel Commerce's Full Potential With *Supply Chain Optimization*

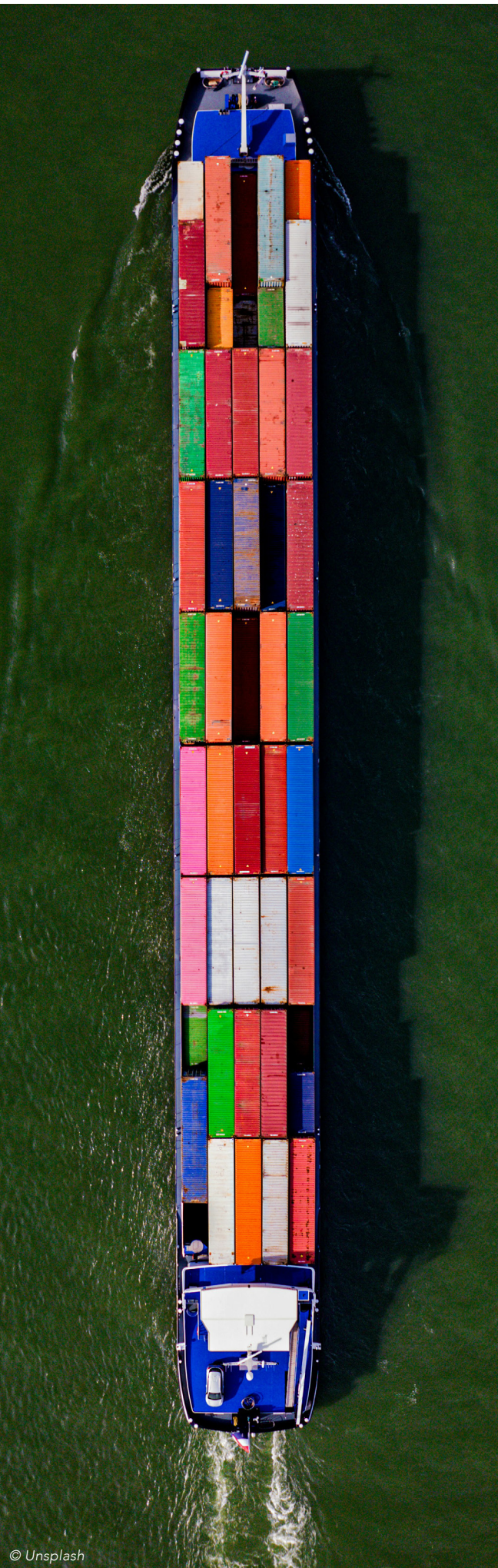
Discover how optimizing your supply chain can elevate your omnichannel retail strategy. Learn key capabilities for success and how consulting can drive results.

Delphus Consulting



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Omnichannel commerce has rapidly become table stakes for retailers looking to meet modern consumer expectations. Today's shoppers demand seamless shopping experiences across online, mobile, and brick-and-mortar channels. They expect to browse products, read reviews, find store information, and make purchases whenever and wherever is most convenient for them.

Retailers that deliver unified omnichannel experiences reap significant benefits including increased sales, higher conversion rates, larger basket sizes, and improved customer loyalty. **However, while many retailers understand the importance of omnichannel, truly optimizing omnichannel execution remains a major challenge.**

Supply chain constraints and disconnected back-end processes often prevent retailers from providing the seamless omnichannel experiences customers want. Out-of-stocks, inaccurate inventory data, shipping delays, and other operational issues degrade the shopping experience and cause lost sales.

This is where partnering with an experienced supply chain consulting group can enable retailers to unlock omnichannel's full potential. By optimizing key supply chain capabilities and integrating systems, retailers can achieve omnichannel excellence.

Critical Supply Chain Capabilities for Omnichannel Success

Supply chain optimization is the key to delivering seamless omnichannel experiences. Some of the most important supply chain capabilities for omnichannel include:

- **Inventory Visibility and Distribution:** Real-time visibility into inventory availability and location across all channels ensures customers get consistent product information and minimizes out-of-stocks. Strategic distribution center locations enable fast order fulfillment.
- **Flexible Fulfillment:** Providing customers options like buy-online-pickup-in-store (BOPIS), ship-to-store, and expedited shipping requires adaptable logistics and warehouse operations.
- **Returns Management:** Allowing hassle-free returns both in-store and through the mail streamlines the returns process and reduces costs. Optimized returns handling also enables quick resale of returned items.
- **Demand Forecasting:** By aligning inventory, supply, and production with real-time point-of-sale and inventory data across all channels, retailers can precisely match supply and demand.
- **Supply Chain Visibility:** End-to-end visibility into orders and inventory enables proactive issue resolution and keeps customers informed if orders are delayed.





How Supply Chain Consulting Powers Omnichannel Results

Supply chain consulting groups like **Delphus** use proven approaches to help retailers optimize their supply chains for omnichannel excellence. Their solutions are designed to boost productivity, increase profitability, and deliver exceptional customer experiences.

With over 25 years of expertise, Delphus consultants assess supply chain operations and identify high-impact improvement opportunities tailored to each retailer's business.

They provide data-driven recommendations to re-engineer fulfillment networks, optimize inventory placement, improve demand planning, implement new technology, and build agile, resilient supply chains.

Delphus Consulting also helps retailers select and implement modern supply chain technology solutions to enable omnichannel capabilities and integrate systems. This includes technologies for warehouse management, inventory optimization, order management, and supply chain visibility.

The bottom line? Partnering with a supply chain consulting group equips retailers with the strategic insights and technology capabilities to execute omnichannel commerce at the highest level. **With optimized, integrated supply chain operations, retailers can provide the convenience, selection, and service today's consumers expect - leading to happy customers, increased sales, and market share gains. Call us Today.**