



Holiday Preparedness Cheatsheet

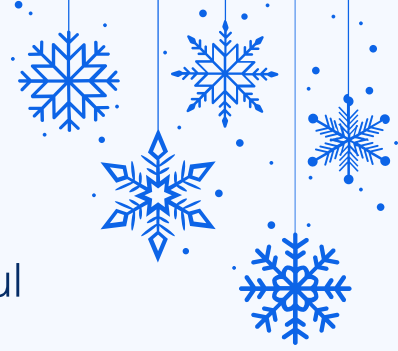
8 Ways an OMS Helps Retailers
Prepare for the Holiday Season

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Holiday Prep Cheatsheet

Order management best practices to create the most wonderful shopping experience of the year.

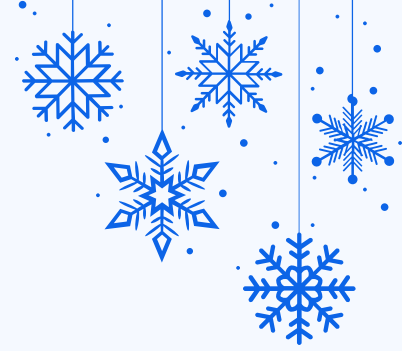


1

Expand your product offering. Offer bundles and kits to make it easy for customers to buy groups of related products. Don't forget about digital products (eGift cards, ebooks, printables, warranties) . These are great last-minute gift ideas that can be delivered instantly.

2

Meet holiday delivery deadlines. No one wants their Christmas gift on December 26. Consumers expect fast delivery times and for brands to meet their delivery promises. Set capacity levels at each fulfillment center so they aren't overwhelmed. Leverage geolocation to route orders to the best fulfillment center that ensures a timely delivery.



3

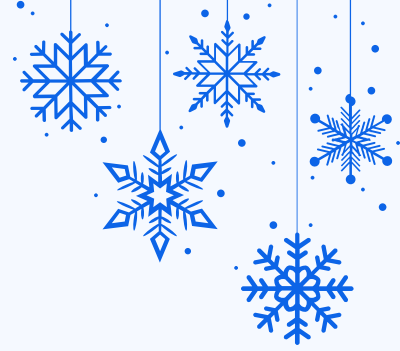
Accept preorders & backorders. Dropping a new item this holiday season? Why not let shoppers pre-order it? Almost 60% of shoppers are buying early anyways. A popular item out of stock? Accept backorders and let customers know exactly when it will be back in stock.

4

Extend holiday sales / deadlines. Running a holiday promo? Leverage BOPIS or Curbside Pickup to capture those last-minute shoppers and extend your sales all the way to December 24.

5

Have a centralized view of all inventory sources. Showcase your store inventory on your online storefront to encourage more in-store shopping. Don't oversell items or look like you've sold out when you have more inventory elsewhere.



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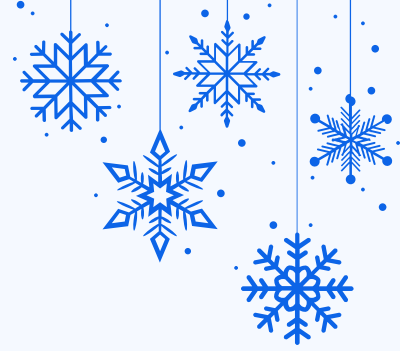
Give your customer service team the best tools. Easily look up orders with partial information – not just the order number. Have total visibility into the order's journey so customer service agents can tell customers exactly what their order status is (shipped, en route, being packed etc.).

7

Keep your customers informed. "I wish I had less information about my holiday order" said no one ever. Communication is key to building brand loyalty, especially during arguably one of the most stressful times of the year. Automatically notify your customers about their order at every step of its journey.

8

Offer "buy, fulfill, return anywhere". Give customers the option to select how they want to receive their product (BOPIS, Curbside pickup, or choose their delivery date). And don't forget to provide convenient omnichannel return options (BORIS or print return labels at home).



In the midst of the holiday chaos, one thing should remain stable: your order management process.

Do more with less. If your OMS isn't automating 98% of your order processes (including refunds, cancelations, payment capture, customer communications, etc.), you should put upgrading your technology on your holiday wish list.

Create the most wonderful shopping experience of the year with the ***right*** order management system.

To learn more about upgrading your order management processes visit deckcommerce.com

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