Case Study:

Apparel Company Converts to OMNI-Channel (BOPIS)

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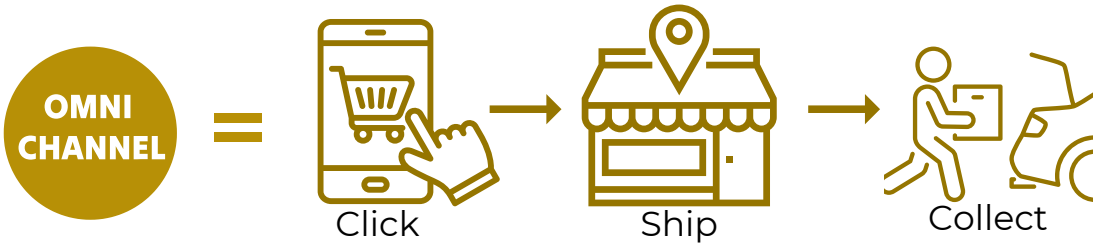
IDEA:

A giant retail apparel company wants to combine their e-commerce inventory with their brick & mortar inventory so customers can buy online and pick-up in store. Customers were dissatisfied with buying online and not being able to return in-store. They wanted the OMNI channel experience.



PROBLEM:

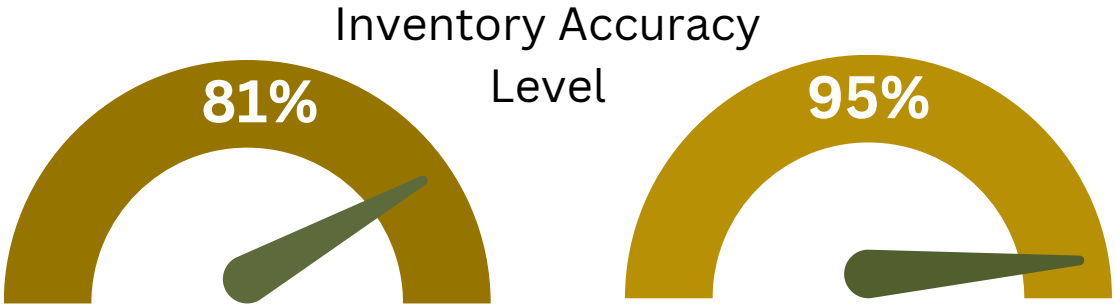
Before a new OMNI-Channel software could be implemented, an inventory clean up was needed. Inventory was being mismanaged at the store level and processes were not being followed. This lead to inaccurate inventory data, financial losses, and unhappy customers.

SOLUTION:

Data analysis and stakeholder Interviews revealed that the root cause was a technical and process problem. New standard operating procedures were created and enforced using data. A scorecard was created to measure performance. IT fixed the technical issues.

RESULTS:

Inventory accuracy went from 81% to above 95% with the changes that were made. The new processes along with a weekly Performance Scorecard made inventory management a priority and OMNI-Hub was deployed a year before Covid-19.



TECHNOLOGIES:

SAP, Jira, Salesforce (POS), OmniHub, Microsoft Suite