

moment to moment retailing

**CUSTOMER-FOCUSED
RETAIL SOLUTIONS**

Take a moment to see the difference between keeping up with customers and being ahead of them.

In retail the moment of decision is everything. Today those moments are 24/7 and Global. At Island Pacific we offer true customer-focused omni-channel technology solutions, because helping you connect with your customers is where the Island Pacific story began. We build our systems around customer expectations and create seamless end-to-end solutions for your business and your customers.

MAKE THE MOMENT. MAKE THE SALE.



moments online

SEAMLESS IS WHAT SELLS

True omni-channel retail is a seamless path to purchase: a consistent consumer shopping experience in-store, online, via mail order and over the phone. Your customers shop in the moment – from their smart phone in a taxi, their tablet in the living room, their desktop PC during a break or when they pass through your store. The moment they decide to buy is fleeting. If they can't buy it now? If you're out of stock? If the delivery choice doesn't suit their lifestyle? You may have just lost a customer.

With our centralized retail solution, Island Pacific SmartOmni, stock availability is instant across your enterprise – giving a real-time view of available stock across all locations, across all channels. You define the delivery methods offered, from traditional courier and postal services through to customer collection at their preferred store. Customers can purchase online and select either delivery or in-store collection. If your warehouses are out of stock, the online order can automatically be fulfilled by a nearby store. Easy. And instant. Customer can't decide which item to purchase or wants to see it before they commit to paying? No problem – they simply reserve the item at their preferred store, where they can try it on and purchase in one seamless process.

"I saw an amazing pair of shoes as I was walking past a store at lunchtime, but didn't have time to try them on. When I got back to the office, I searched the online store and decided to reserve the shoes so that I could try them on when I had more time. After work I visited the store, the shoes were there ready and waiting for me – perfect fit! So I bought them on the spot."



moments in-store

CONNECT FACE TO FACE

Island Pacific SmartStore allows your sales associates to assist customers from anywhere on the sales floor, with full product and inventory information as well as the customer's complete sales history all at their fingertips. Your store out of stock in the customer's size or chosen color? No problem – you can assure the customer that the product is on the way to where they want it: delivered to their preferred address or ready to be collected at their preferred store. Island Pacific SmartStore grows as your business grows. Choose to combine fixed counter and mobile point of sales touch points so that your sales associates can assist customers and complete the sale on the spot, and not wait in line, making for a stress free, memorable and enjoyable shopping experience.



"They didn't have the model I wanted in stock, but the sales associate ordered it for me right there, from the middle of the sales floor. I didn't even have to stand in line. It was ready for me to pick up the next day."

connect in the moment

ON THE WAY AND NOT ON HOLD

Today, if a customer has a question they expect an answer on the spot. With Island Pacific SmartOmni your customer service team can instantly look up the status of their order in real time and give customers the answers they need. But ideally, the customer won't ever need to pick up the phone. We use email and SMS to keep customers updated during each step of the order and delivery process. An engaged and informed customer is key to a satisfied customer.

"I ordered a birthday present for my mom online, using click and collect. I got a text message saying it was ready to be collected from the store I'd chosen, it was so easy to just drop by and pick it up on my way home."

moment by moment fulfillment

SERVING CUSTOMERS FROM THE ENDLESS AISLE

Customers don't care about geography, inventory or logistics. They just want the most convenient and flexible way to receive their goods – either via a delivery service or self-pickup in store. Our order orchestration flexibility even lets them change their minds – because what the customer wants is how we deliver. We support click and collect, reserve and collect and customer delivery orders from all channels – in store, online, by mail or over the phone.

Our order orchestration engine consolidates all in-stock items from across all your stock locations to create an 'endless aisle'. You can then set automatic rules for fulfilling orders depending on your priorities and business requirements. Choose to fulfill orders based on sale rates and weekly stock forecasts, fastest shipping times, store locations and the number of days the stock has been in store – you're in charge. And if the designated location isn't able to fulfill the order? Our system will automatically reassign the order to the next best location. Simple.

"Our online and mail order distribution is tied to our franchise agreements. We want the sale to go through our flagship stores first, as part of our commitment to support them. If they don't have the stock, we'll move to our mid-tier stores, and then our kiosks and small-footprint stores. But we need it all to be automated."



order execution in a moment

DELIVERING GOODS, NOT EXCUSES

You need your sales associates to be making sales, not moving stock. If your store has been allocated as the location to fulfill a customer order, Island Pacific SmartStore will step your sales associates through the fulfillment workflow. It automatically passes the orders to another location if your store can't fulfill them.

Each stage of the fulfillment process is confirmed and audited with full visibility and tracking of stock movements.

If a customer is coming in to pick up a click and collect or reserve and collect order, your sales associates will be alerted first. We'll also keep the customer continually up to date via email and SMS on the progress of their order, so that everyone is in the loop.

"Online sales are important but I need my sales associates to be focused on the customers in the store at that moment."



my moments, my way

THE INSIGHT YOU NEED TO MAKE BETTER DECISIONS

Island Pacific's SmartOmni can help with more than merely customer inquiries. It also gives you real-time access to pivotal business information to keep your stores running smoothly and your customers satisfied.

We also know that business information is far more valuable than raw data. With Island Pacific SmartOmni you can track key performance indicators such as order processing times, comparative performance and average transaction values at a glance. It's the insight you need to make the important decisions you face daily.

"Reporting is time-consuming. I know the data is valuable but I need it as a snapshot so I can analyze it and use it quickly to make decisions about how we run the business."

seamless moments

THE TECHNOLOGY YOU NEED TO KEEP YOUR CUSTOMERS IN FOCUS

At Island Pacific our focus is on building integrated software solutions that work effectively across your whole retail network. We help you streamline your business and improve productivity, because freeing you to focus on your customers is how we help you make the sale.



Learn more about how Island Pacific can help
you make the moment and make the sale.

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