Bridging the customer experience gap

GLOVIA® OM
for Retail

Simplify
Modernize
Grow

FUJITSU

From pricing to fulfillment to your engagement channels - orchestrate all of your commerce processes with unmatched transparency and efficiency.

Unified Commerce for Retail powered by GLOVIA OM

Fujitsu introduces GLOVIA OM as the lifeline of your business, an intelligent order orchestration hub that manages all incoming demand across channels and provides one seamless system to optimize fulfillment.

Demand volatility, coupled with complex business processes and disconnected systems, stifles agility and adaptability in quickly changing conditions. This is where GLOVIA OM can help.

GLOVIA OM is a full-function modular order, inventory, and pricing management solution that connects orders for products and services from any channel to a singular view of demand and fulfillment operations.

GLOVIA OM is Salesforce® native and Lightning-ready, leveraging the power of the Salesforce® platform for analytics, automation, and workflow.

01 Simplifying
Providing an interface between manufacturers and customers

02 Modernizing
Delivering a state-of-the-art platform by modernizing existing distribution channels

03 Growing
Uncovering new revenue streams by connection direct to consumers

Simplify
Mask internal complexity

The retail industry is experiencing a pronounced disruption from a story-centric business model to a combination of physical and digital storefronts. As a result, retailers need to become fluent in the digital space to connect well with consumers, all the while ensuring product fulfillment is a seamless experience. Many retailers find it difficult to enable this new mindset and to empower their teams with tools that achieve success.

In order to succeed, retailers need a robust and agile system to empower stores and headquarters staff equally to delight their customers. Meanwhile, internal process and legacy ERP systems lack the agility you require and are expensive to change.

GLOVIA OM simplifies the interface to your customers by masking the complexity of your internal processes and systems. It creates a harmonized and singular view of your supply chain operations and customer engagement for all channels.

A system of engagement

Seamlessly integrate with legacy systems to create a single, accurate source of information for everything.

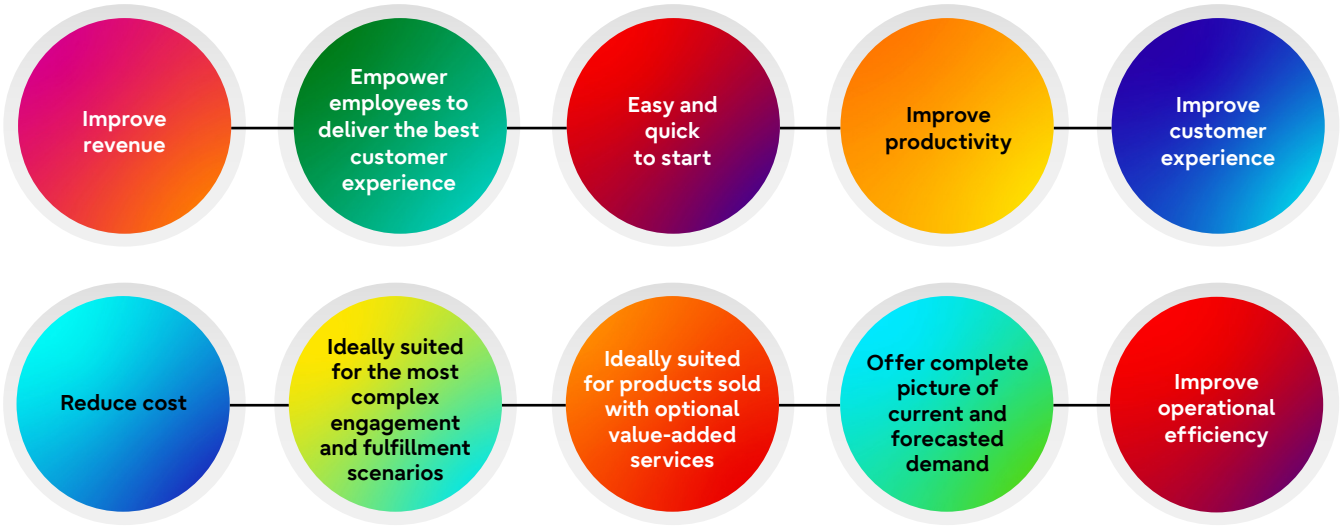
Unified commerce

Your customer-facing associates are empowered with orders, inventory, and customer information regardless of channel, able to respond at the moment to customer demand.

Fulfillment efficiency

Gain real-time visibility into inventory across multiple locations to plan better and quickly respond to emerging needs. Ensuring the information within the sales, service, or fulfillment department is the same as the information across your organization.

Benefits



Use cases

A large Do-It-Yourself (DIY) company offers products that are custom fit to the job measurements and consumer preferences. Once manufactured or assembled, the customer may opt for them to be installed by a trained professional. The process to orchestrate the end-to-end process lacked continuity, performance was difficult to manage, and customer Net Promoter scores were low.

The solution

GLOVIA OM order management solution was used to manage every aspect of the end-to-end process, including order creation, onsite professional scheduling, customer status communications, and job performance. The company experiences the following benefits:

- Automation of its order management process improved productivity and customer satisfaction
- Added capabilities to apply promotions, discounts, and grow order sizes while fostering customer relationships.
- Enabled improved communication of status to customers and consultants alike.

The results

- Speedier updates
- Full visibility
- Centralized communication
- Exemplary customer experience

Modernize

Set your partner ecosystem free

The demand forecast for products or services cannot rely solely on historical data. In fact, your prior year's sales from stores, dealers, distributors, or digital channels should only be a fraction of your process.

Moreover, in a volatile demand landscape, retailers need to also prepare for the unexpected and be ready to react and respond with action to satisfy customer needs and grow revenue. Customers expect seamless execution of their orders regardless of channel, and transparency and insight into the entire process that results in advocacy and brand loyalty.

GLOVIA OM maximizes the potential of your engagement channels by delivering a modern customer experience platform.

Build advocacy and loyalty

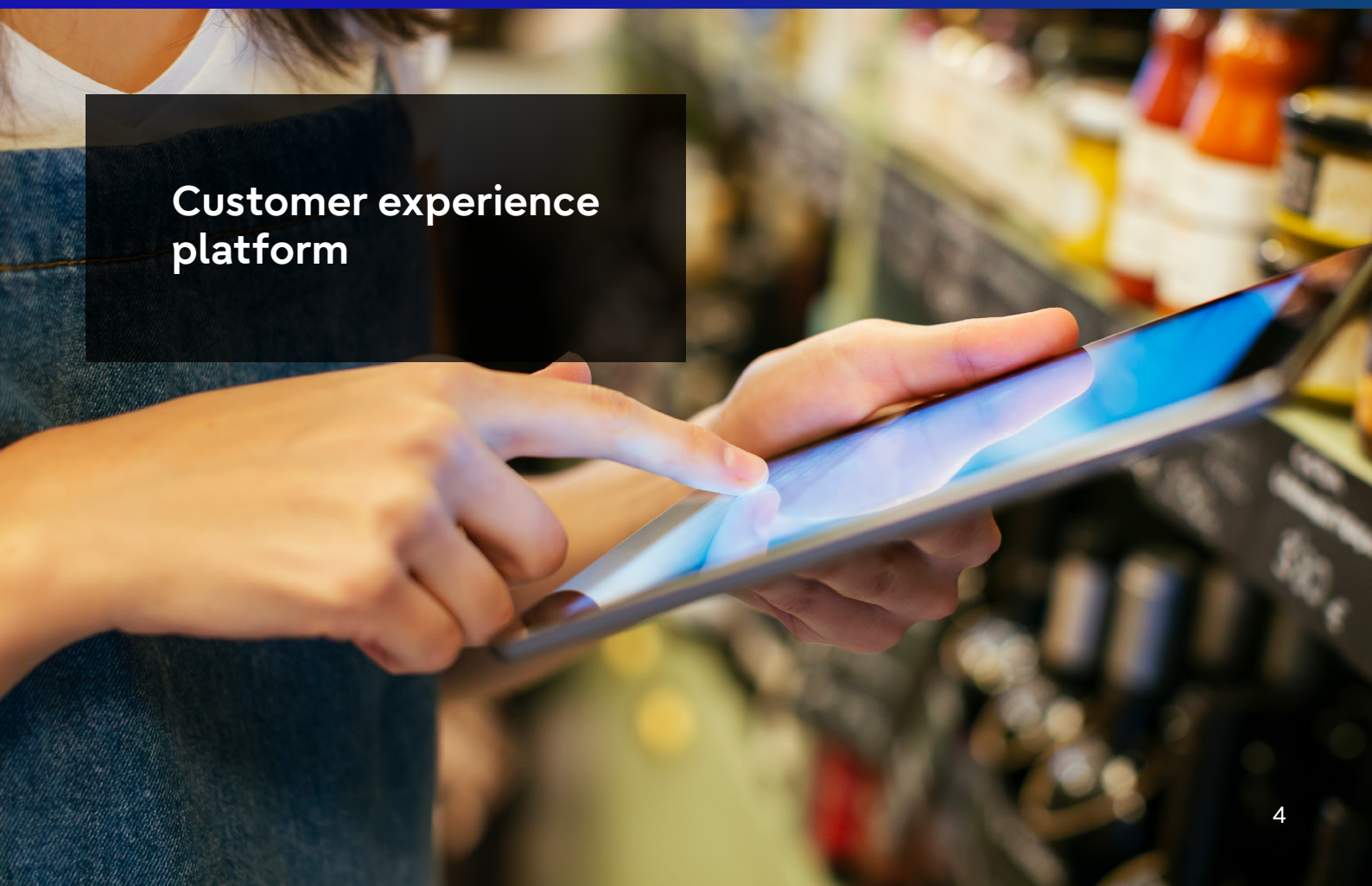
Empower your customers and associates with vital real-time information to provide the best possible customer experience.

Gather vital intelligence

Create a feedback loop to enable your customers to share satisfaction levels, improve inventory management, and grow revenue.

Insightful engagement

A simple user experience for customer service representatives to deliver delightful experiences when it matters most.



Benefits

Use cases

A major imaging firm and its dealers/customers were manually managing delivery, license activation, and service subscriptions.
The manual nature of the process was both time-consuming and error-prone, and did not offer insight into demand planning.

The solution

With GLOVIA OM, the automation, improved visibility, and enhanced collaboration all led to improved renewal rates, better lifecycle and demand planning, and elimination of manual processes. They also were able to improve bundling and cross-sell to drive revenue growth.

Grow
Realize your potential

The need for retailers to differentiate themselves from their competitors has become increasingly acute. Retailers are constantly searching for ways to improve brand loyalty and customer advocacy. It is essential to engage in personalized experiences with your customers that span all channels.

Digital channels, in particular, offer a new opportunity to develop a closer relationship with your customer that spans a broader opportunity to engage in their daily life – SMS, social, and email channels are all the norms. However, retailers are challenged to truly drive revenue in digital channels if the order captured is not orchestrated or fulfilled effectively. Brand loyalty and customer advocacy only occur when all elements of the buying journey are executed with excellence.

GLOVIA OM seamlessly integrates customer-facing functions and provides timely information that fosters stronger customer relationships, improves stickiness, and opens growth opportunities.

Empower your engagement channels

Ensure critical information and recommendations are readily accessible to your selling channels, so the best customer experience can be realized and result in more sales.

Deliver value more quickly

Put tools in the hands of the front-line employees to enhance their ability to sense and respond at the moment to retain and delight customers.

Unlock opportunities

Gain valuable customer insights to help introduce new business models, new value-added services and new revenue streams.

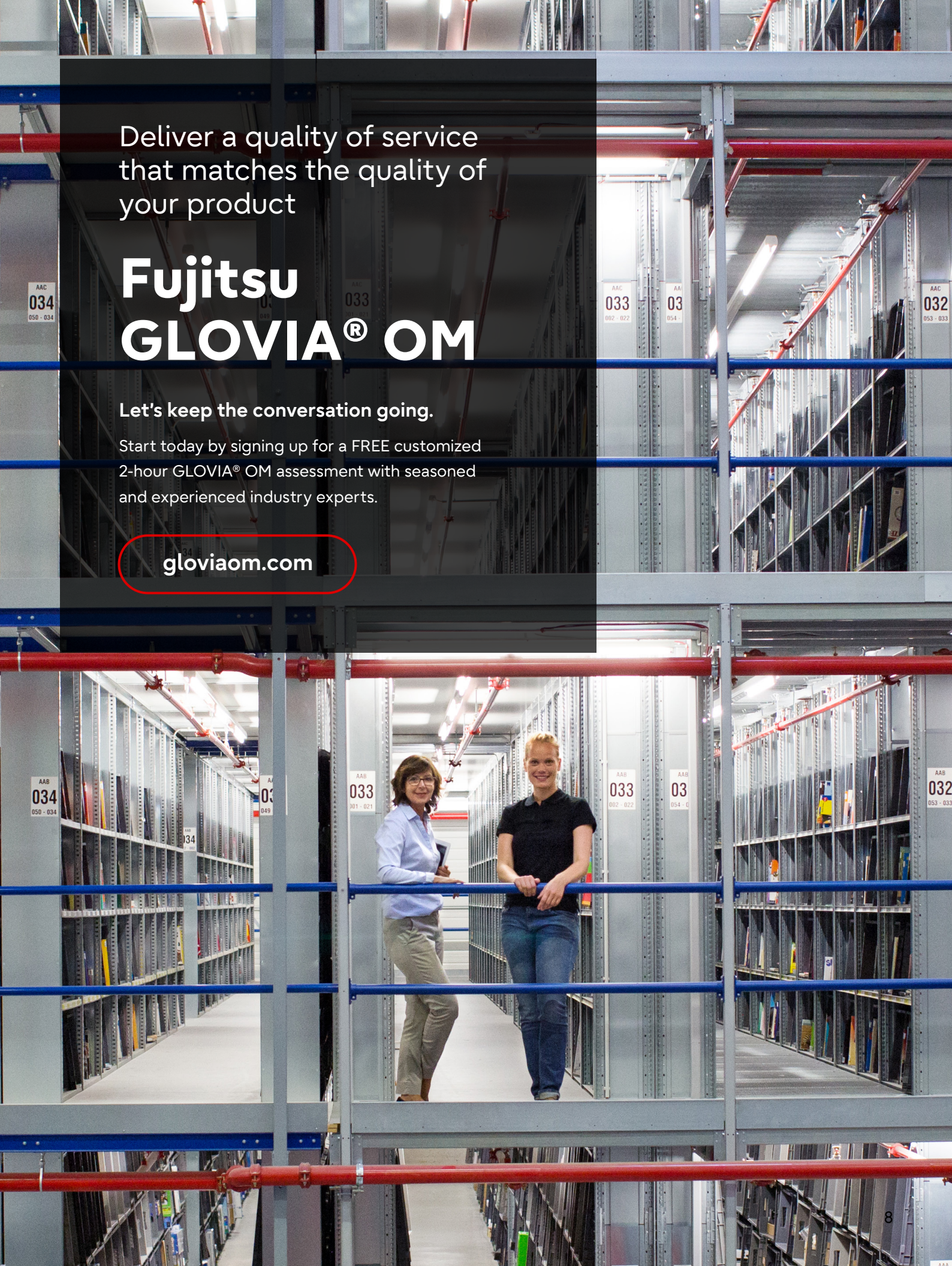
Benefits

Use cases

A large B2B clothing supplier needed a flexible solution that allowed them to be quick and efficient with changes and be responsive to customer and market needs.

The solution

Through GLOVIA OM they were able to manage sales orders from all channels including phone, web, EDI and corporate procurement systems. Since the orders were streamlined by the improved operational efficiency, they were able to focus on building customer relationships, pursuing new sales opportunities and managing cases with increased effectiveness.


Deliver a quality of service that matches the quality of your product
Fujitsu GLOVIA® OM
Let's keep the conversation going.
Start today by signing up for a FREE customized 2-hour GLOVIA® OM assessment with seasoned and experienced industry experts.
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