

# Elevating Customer Experience In Retail with IBM Sterling OMS

Achieve Seamless Operations, Scalability, and Real-Time Insights with IBM Sterling OMS.

## RETAIL CUSTOMER EXPERIENCE (CX)

Retail CX focuses on delivering seamless and exceptional shopping experiences, whether online or in-store. It plays a critical role in shaping customer satisfaction, building loyalty, and driving advocacy.

## PROFIT MARGIN TREND

- 64%** of consumers expect companies to respond faster to meet their needs.
- 60%** of customers leave due to inconsistent experiences.
- 84%** are willing to pay more for better customer experience.

## CHALLENGES IN MODERN RETAIL AFFECTING CX

### Inefficient Inventory Management

**Solution** → Dynamic inventory allocation reduces stockouts and overstock.



### Lack of Real-Time Order Tracking

**Solution** → Real-time updates (carrier status tracking update to OMS) with IBM Sterling OMS ensure delivery accuracy.



### Delayed Shipments

**Solution** → AI-powered optimization minimizes delays.



### Disconnected Systems

**Solution** → Seamless integration across ERP, payment gateways, and delivery services.



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## IBM STERLING OMS TO THE RESCUE

IBM Sterling OMS is a robust order management system that enables organizations to track orders, manage processes, and visualize every order in real-time across various channels. It provides a centralized platform for managing the entire order lifecycle—from order entry to fulfillment and after-sales service—ensuring that businesses can meet customer demands efficiently.



**#1 order management platform**  
for scalable, seamless commerce.



**Built for Scale**  
Processed 15 billion API calls during the 2023 holiday season—a 120% jump from 2022.



**Industry-Trusted**  
Named a leader in order management by IDC and IHL.



**Seamless Integration**  
Supports 300+ client environments, integrating with 20+ systems like ERP, payment gateways, and delivery platforms.

## IBM STERLING OMS – KEY FEATURES

01

### Seamless Omnichannel Experiences

- Support for BOPIS (Buy Online, Pick Up In-Store), curbside pickup, delivery (same day/ name day) and ship-from-store/ ship-to-store, drop ship vendor.
- Unified returns management across channels.

03

### Optimized Inventory Management

- A single, scalable view of inventory across stores, warehouses, and suppliers.
- Prevent stockouts and overstock situations.

05

### AI and Machine Learning Integration

- Predict customer behavior and optimize supply chain operations.
- Enhance order accuracy and profitability.

07

### Sustainability as a Competitive Edge

- Optimize logistics for greener supply chains, meeting consumer demand for sustainability.

02

### Real-Time Order Fulfillment Accuracy

- Accurate delivery timelines with real-time inventory tracking.
- Automated workflows to reduce human errors.

04

### Customizable Scalability for Growth

- Tailored workflows to support new sales channels or market expansions.
- Bulk order management made-easy for growing businesses.

06

### User-Friendly Interface

- Provides an intuitive dashboard that allows users to manage orders efficiently, track performance metrics, and gain insights into customer interactions.

## SUCCESS STORY – RETAIL TRANSFORMATION WITH IBM STERLING OMS

A national department store chain faced significant challenges due to a lack of visibility into real-time inventory across multiple retail channels. This issue resulted in missed sales opportunities, as customers were unable to find products they wanted in stock, leading to frustration and lost revenue.

### SOLUTION:

Unified inventory across stores, warehouses, and online platforms with IBM Sterling OMS.

### RESULTS:



**45%** increase in order fulfillment rates.



**30%** reduction in delivery times.



**25%** boost in sales through improved inventory accuracy.

## WHY QUADRANT TECHNOLOGIES?

With over 20 years of expertise, Quadrant Technologies is a global leader in cloud and data solutions, empowering businesses to transform with agility and efficiency. Across 10+ countries, our 3,000+ professionals deliver tailored IT services, innovative products, and digital solutions that help clients optimize operations, drive growth, and achieve their vision.

At Quadrant, we go beyond implementation. We tailor IBM Sterling OMS to fit your unique business needs, ensuring seamless integration, rapid deployments, and flexible workflows. By empowering mid-market firms to streamline operations, enhance customer satisfaction, and scale efficiently, we deliver measurable results that support your long-term success.

## LET'S ELEVATE YOUR RETAIL CX TOGETHER!

Discover how IBM Sterling OMS and Quadrant can help you scale operations and deliver exceptional experiences.

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