OMS
The multi-channel shipping, stock management, order management for modern Retailers & Brands
BetterCommerce

Retail is changing faster than ever, the way **customers shop, buy and engage – everything.**

Selling & fulfilment channels have expanded beyond traditional models.

Delivery speed & convenience have become one of the key differentiator in the retail world.

Accurate inventory levels across all channels are critical for customer satisfaction and sales.

Order Management Challenges

Inconsistent Inventory across different channels leading to overselling / underselling of stock

Unable to provide accurate order status updates to customers leading to bad reviews and other customer service issues

Unable to offer flexible delivery options to customer which is become a constraint for business growth

Fragmented order & returns management leading to inefficient process, lack of clear visibility and lack of inventory accuracy

Our Solution

Order Management System (OMS) Landscape

Sales Channels

- Store
- Webstore
- Mobile
- Marketplace
- Social

BetterOMS

Multichannel, multi-warehouse stock & order management system

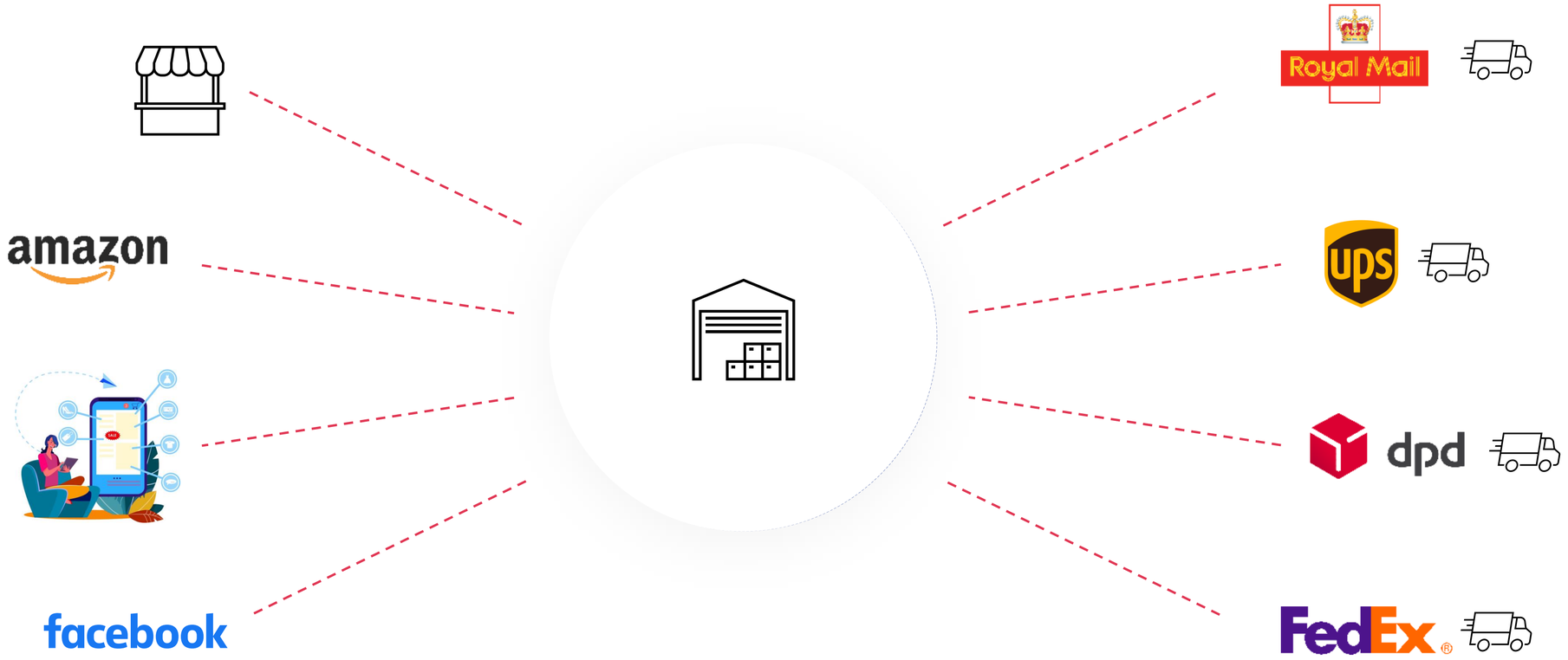
- Order Fulfilment
- Warehouse
- Inventory
- Suppliers
- Purchase Orders
- Multi-site
- 20+ Couriers
- Shipping Rules
- Returns
- Mobile App
- Order Updates
- Reports

Fulfilment Network

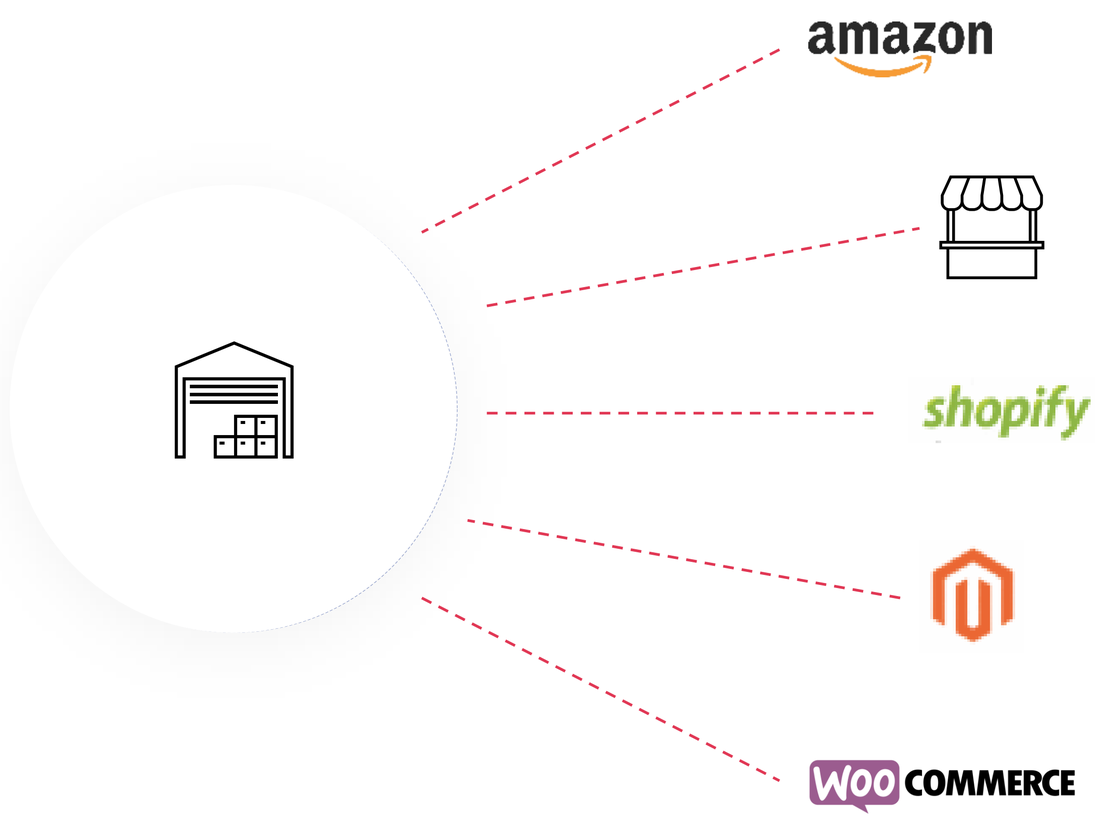
- Warehouses
- Stores
- PUDO Network
- Carriers

Multichannel shipping & order fulfilment

Streamline and automate your warehouse, order fulfilment, inventory and everything in between.



Accurate Inventory across channels



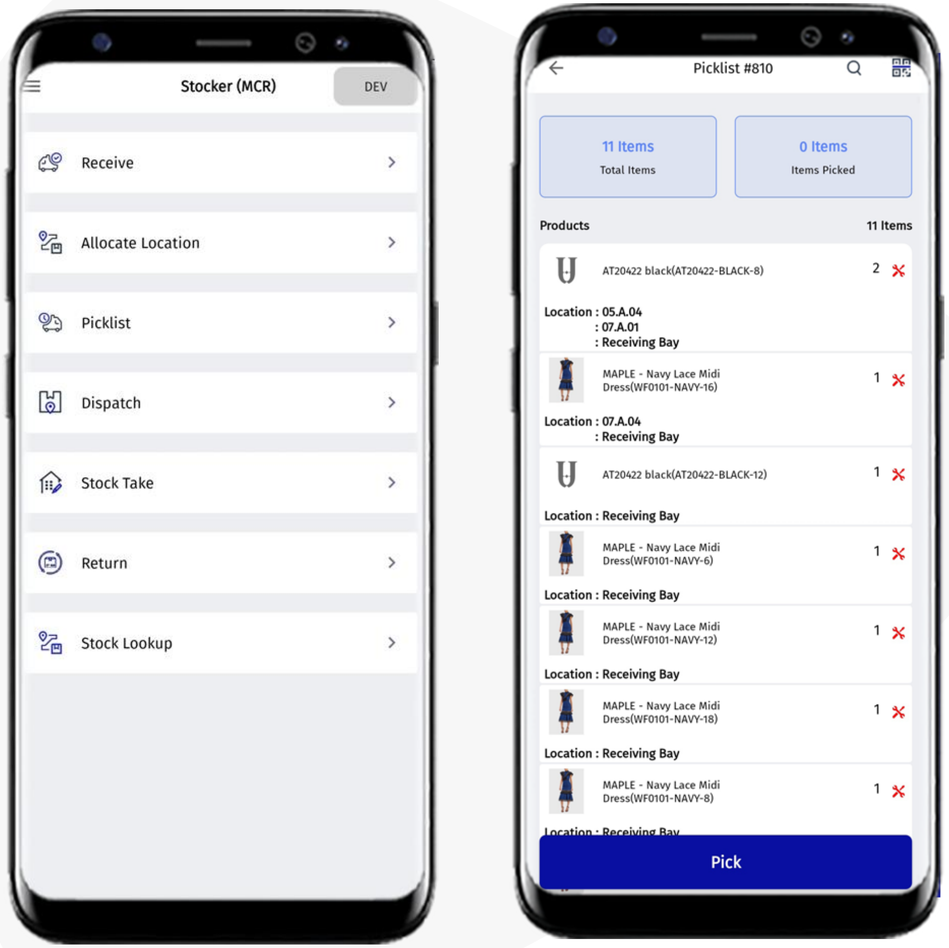
Real-time visibility of inventory across all sales channels

Automatic orders, product sync with ecommerce platforms & marketplaces

Complete Inventory history & audit log for all the changes

Paperless Warehouse

Android based Mobile app to automate warehouse process



Manage the Inbound / Outbound process through mobile app

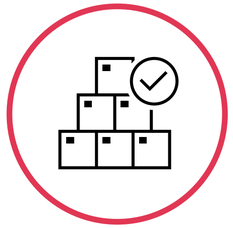
Generate Product Barcodes and scan at the time of receiving & shipping

Pick-pack-ship process using the mobile app

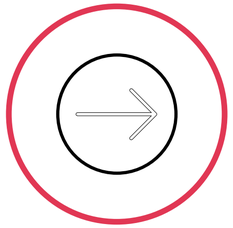
Integrations

Order Management

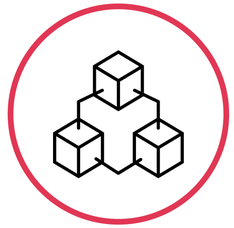
Supported Order Types



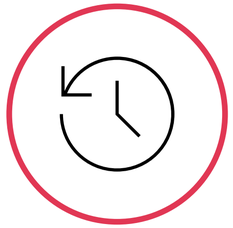
Stock Orders
Orders fulfilled based on the current stock availability across own warehouses



Backorders
Orders for products without stock, which are fulfilled based on JIT (just-in-time) inventory

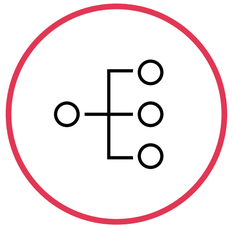


Dropship
Orders passed onto 3rd parties for fulfilment without maintaining any stock



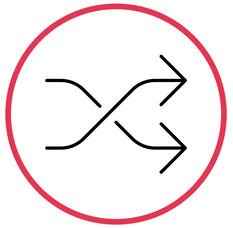
Preorders
Orders fulfilled based on the expected future stock availability

Salient Features



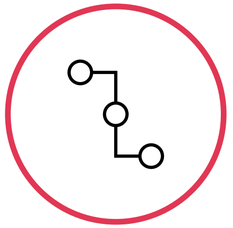
Order Splitting

Split the orders based on stock availability, customer preference, business objectives



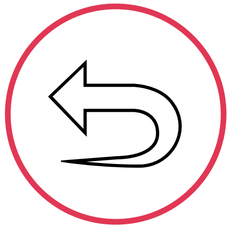
Order Routing

Route the order to respective warehouse based on ‘nearest’ algorithm and the stock availability



POS Inventory Sync

Sync the inventory with the POS systems pretty much in real-time.



Returns & Refunds

End to end returns process with returns request, approval, stock update on receipt and automated refund

Automated Order Updates

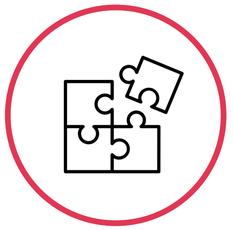
Order updates sent via email to customer on change of status

Exception Mgmt

Fully automated management of exceptions (out of stock, damaged stock) across all departments – warehouse > customer service > customer

Logistics Integration

Integrate with any logistics company for end-to-end shipping logistics. Already integrated with aggregators in Europe.



ERP/CRM Integration

Easy integration with ERPs (/ Dynamics / Navision) or Customer Support systems (Zendesk, Freshdesk)

Fulfilment Channels

Home Delivery

Deliver the orders to customer home – standard, express, next day, nominated day deivery

Click & Collect

Order online, pick up in store
Buy online return in store

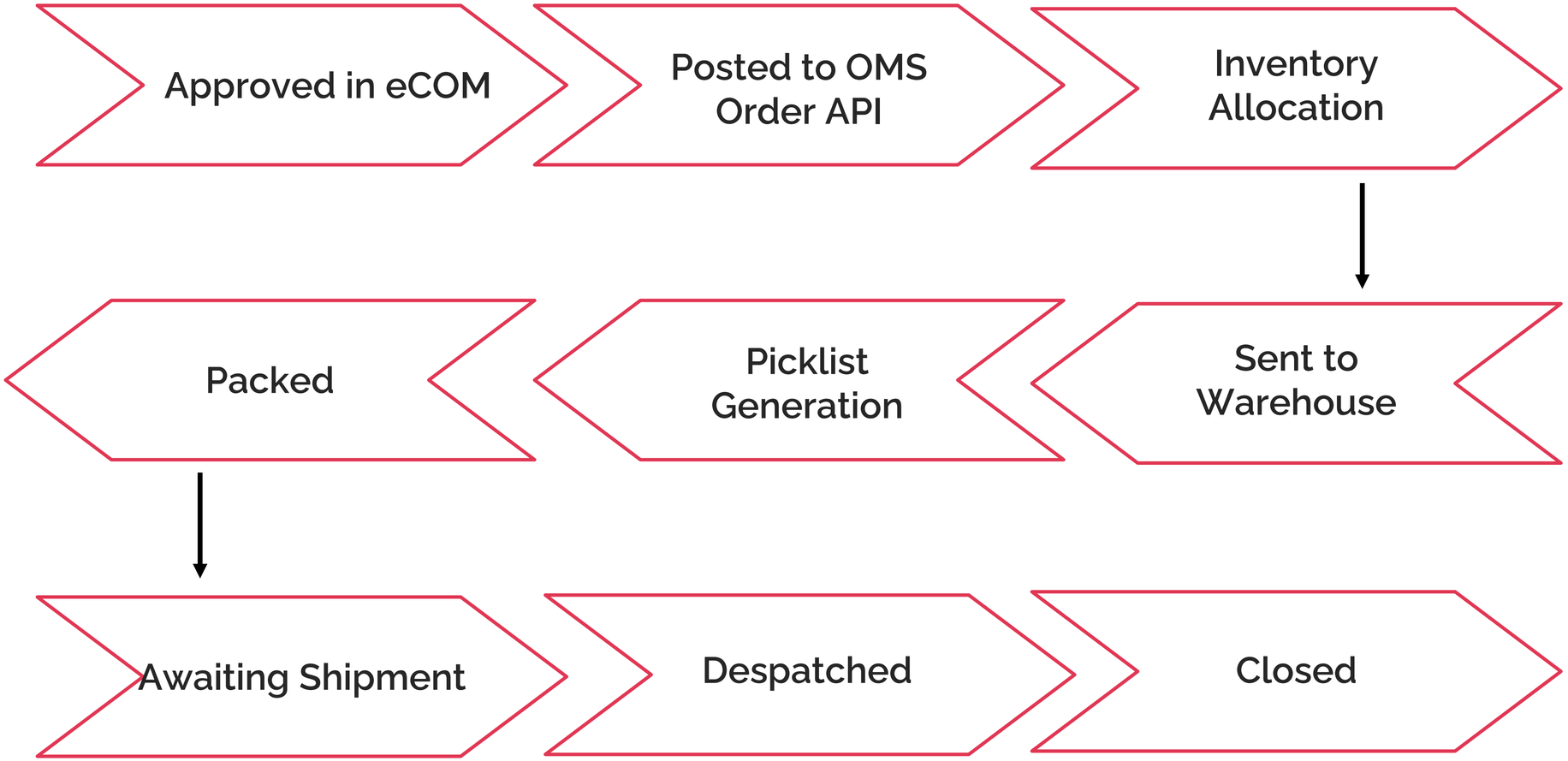
Ship from Store

Use your stores to pick-pack-ship the orders directly from the store

PUDO Networks

Pre-integrated with Pickup & Drop off networks like Collect+ and Shuttl

Sales Order Workflow



Inventory Management

Sales Order Management

Order Rules

Auto-inventory allocation to the order when order is approved

Ability to split the order into multiple deliveries based on customer configuration

System calculates the best delivery date based on the SLA defined and the product specific config – stock fulfilment or dropship or backorder.

Inventory allocation done based on configured inventory pools – a combination of warehouse & inventory types

Reserve stock for customers or orders from within the system

Picking & Packing

Generate picklist order-wise, batch-wise, delivery service wise or manually

Use the mobile app to do the physical picking by scanning the location & items.

Smart picking route auto-generated by the system in the picklist

Validate the invoice against the items at the time of packing by simply scanning the items & invoices

Carrier Integration

Pre-integrated with 20+ carriers

Define smart rules based on Country, Postcode, Order Value, Product Type and various other fields – to decide the shipping carrier & delivery service

Auto-generate the Shipping Labels based on the smart rules defined

Auto-generate the Returns paperwork & label along with the invoice

Pick-Pack-Ship Process

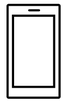
New

Orders reviewed by WH mgr or auto approved based on rules

Inventory allocated to the order – Split shipment rules

Generate Picklist (Order-wise / Batchwise)

Assign Picklist to specific Pickers



Pick

Picker views the allocated picklist on Mobile App

Pick the items using barcode scanning for location & items

Shipment Status Picked

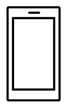
Pack

Pack the items

Shipping Label generated based on Auto Rules ©

Validate the items against invoice using barcode scanning

Status updated to Ready to Ship



Ship

Generate Manifest

Load Items in truck

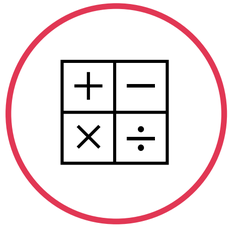
Scan at the time of Loading

Status updated to Dispatched

Inventory Features

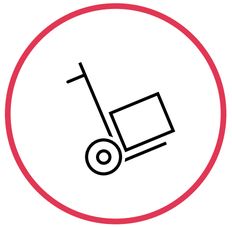
Inventory Setup

Setup Inventory Pools, View inventory by SKU, across all variants, by warehouses, bins, Reserved stock, Rejected / damaged stock



Stock Adjustment

Increase / decrease as needed in simple steps to amend the stock records as per actual physical stock



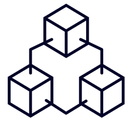
Stock Transfer

Workflow based stock transfer from one location to another, one warehouse to another

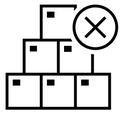
Stock Take

Do periodical stock take using the mobile app and review the complete stock take before updating the actual stock

Setup & Configuration



Inventory Pools setup inventory pools (combination of warehouse & inventory type) to serve specific business needs – ringfence the stock in a warehouse for B2B or a specific website or setup specific pool for rejected or secondary stock



Reserve Stock for specific orders or customers in advance or at the time of receiving. Generate & send reserve stock reports to customers or un-reserve the stock if needed

Inventory Views view inventory by variant, product code, SKU, warehouse, bin, pool in real-time across all the warehouses, stores. Get inventory value report at any point of time. View the complete audit trail or history of all the changes on any stock

Bundles, Kits & Variants setup different kind of products – standard products, variants, bundles & kits allowing business to get accurate inventory across different types.

Stock Adjustment and Transfer

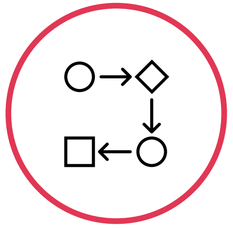
Stock Adjustments increase / decrease stock in the system based on the physical state of the stock. System tracks the complete history of all the adjustments done in the stock. Adjustments can be reflected instantly, or a workflow can be configured for pending > approval before the adjustment is made live.

Stock Transfer used for moving goods from one warehouse to another, or even within the same warehouse. Easily do the batch stock transfer with workflow implementation – Initiated > Sent > Received.

Stock Adjustment and Transfer

Stock Take Process Simple audit process to do the physical count of goods in a specific warehouse or specific zone to match against the system. Process is done on periodical intervals to ensure that the physical goods are always in sync with the data in the system.

Warehouse Mobile App Use the mobile app to do the physical count of the goods in the warehouse by simply scanning the bins & the goods in it.



Workflow based stock take – once the warehouse staff submits the stock take, reviewed by the warehouse manager before updating the stock position in the system.

Purchase Management

Purchase Order Workflow

Purchase Management

Purchase Orders

Workflow based Purchase orders – Draft > Approve > Sent to Vendor > Ack. By Vendor > Partial Received > Fully Received.

POs automatically emailed to the suppliers from within the system with end-to-end tracking & audit of the purchase order edit & updates.

Calendar based view for Expected Receiving Schedule to plan the warehouse storage capacity.

Allow suppliers to create a supplier delivery note giving the business pre-indication when the goods are in-transit.

Goods Received

Receive goods partly or completely in different batches.

Use the mobile app to scan the PO, inbound paper-work and scan the boxes, stock codes to receive goods.

Use the mobile app to do the physical picking by scanning the location & items.

Putaway / allocate location rules or manually once the goods are received within the system.

Reserve the stock for specific customer / order at the time of receiving itself.

Suppliers

Support for multi-currency, multi-country suppliers.

Supplier performance report and auto-supplier ranking based on their delivery performance.

Supplier delivery portal for them to login and check the respective purchase orders – pending, delivered and update them accordingly.

Success Stories

The results speak for themselves

Forever Unique

Mobile-first website boosting the mobile **conversion rate by 53% and mobile revenue by 14%.**

Automated process of product z to purchasing to content enrichment, launching on website and **visual merchandising**.

Paperless warehouse with mobile scanner for product barcodes and **pick-pack-ship process** including label generation & return process.

59%
Conversion (yoy)

61%
Orders (yoy)

152%
Pageviews (yoy)

2x
Site Speed

Client Partners

What do our clients have to say about us?

We are more than happy to introduce you to our client-partners so that you can get a first-hand account of our performance.

“The BetterCommerce platform is the technology that enables our business to put the customer experience at the heart of everything we do - mobile, web and in-store.”

Julian Holt
COO, The Fragrance Shop

Our Process

On-boarding

So, what next?

BetterCommerce is **100% committed** to the success of customers, which is why the Founder, Management Team and Support Team will be right there with you every step of the way.

Our Support

– Single point of contact throughout the entire process
– Requirement scoping & analysis
– Implementation
– Testing & support
– Go-live
– Post go-live hyper care support for 90 days
– Online Training of 10 hours

Key Contacts

Vikram Saxena
CEO & Founder

Vikram is a techie by passion and entrepreneur by profession having more than 23 years' experience working in Retail & Distribution businesses across the Globe.

Vikram splits his time between his offices in New Delhi and London and will be at your side every step of the way.

Vipul Aggarwal
CRO

Vipul has 13 years of experience in marketing, sales, product.. He is passionate about commerce and has been key member of two successful startups.

Vipul also handles client relationship for successful long-term partnership.

Finlay Mure
VP, Sales & Marketing - UK

Finlay has 15 years of commercial leadership experience in the retail and tech industry. He is passionate about advising clients at the intersection of scaling and business restraints.

Finlay is also our resident BBQ master. So, if you like burgers, you're in for a treat.

Sanjay Kumar
Product Manager

Sanjay is a dynamic and self-motivated individual with significant e-commerce product management experience.

Sanjay is skilled in Product Management, Software as a Service (SaaS) and Project Coordination.

Get in Touch

Are you ready for BetterCommerce?

We believe that your success is our success, so we look forward to working our socks off!

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