

Integrated order management

Customer centric & multi-channel

For your retail organization, the benefits of achieving true cross-channel transparency are indisputable. By integrating all aspects of the transaction lifecycle across all channels and points of service, you open up a wealth of opportunities to increase revenue, enhance customer loyalty, streamline operations, and reduce costs.

As you plan your path forward, you won't find a solution as compelling as CWSerenade™ from MICROS-Retail. CWSerenade Java Order Management provides the rich functionality and best practices that have earned accolades from many of the leading retail brands.

With CWSerenade you can leverage customer information more effectively and responsively during the transaction itself

and as part of your marketing, merchandising, and customer service efforts. You can focus on identifying, attracting, and retaining the most profitable and valuable customers by providing VIP service. For example, if a premium customer is placing an order over the phone, your call center agent knows this and extends an appropriate special offer.

Once an order is placed there can be many reasons it may experience a change in status. The customer may decide to ship to a different address or add an item to the order; within your business, there may be a change in inventory availability or the product may be damaged in the warehouse. Using CWSerenade you can easily access and adjust order status and quickly communicate the new order information to customers while keeping your operations running efficiently.



Efficient order management functions built on automation:

- Easily configurable to meet your unique needs
- Support for multiple brands within a single instance
- Web-based solution supports onsite and remote users
- Web services architecture simplifies integration
- PA-DSS Validated

Real-time visibility across the transaction lifecycle

CWSerenade offers a fully integrated suite of modules for managing all aspects of direct commerce transactions including order management, fulfillment, warehousing/inventory control, customer service, merchandising, marketing, and finance. With these modules sharing a common database, the CWSerenade solution provides real-time visibility to inventory and customer activity throughout the transaction lifecycle. Equally important, the solution can be easily integrated across all points of service including retail locations, the web, catalogs, the contact center, kiosks, and mobile devices.

Support customers efficiently. With this high level of integration you can deliver the kind of convenient shopping experience and enhanced services that delight customers, drive revenue growth, and strengthen customer loyalty. For example, you can develop a consistent customer experience across all channels by providing back-order notifications, returns, exchanges, gift-giving options, and real-time service. The customer service functions within CWSerenade also enable your team to manage the complex, behind-the-scenes work such as credit card payment charges and reconciliation, package tracking, held order processing, and refunds.

Complete warehouse functions. CWSerenade provides comprehensive warehouse management functions or allows for integration with a third party warehouse management system. It supports both logical and physical warehouses, looking to the warehouses to reserve inventory and fulfill orders. It supports the use of wireless devices to perform receiving, putaways, inventory transfers, return put aways, primary replenishment, and physical inventory. You can manage all phases of the process, including bar code label printing, from within the application.

Deployed in your choice of configurations. Capitalizing on the power of Java in a tiered Java EE environment, the CWSerenade database, application server, and operating system are easily configurable to support your unique business processes and policies. MICROS-Retail's standards-based solution ensures simplified integration with diverse resources. These integration points may include outsourcing or partner environments, for example, web commerce service providers and payment processors. For retail organizations that process high volumes of transactions a year, CWSerenade meets the most rigorous requirements for scalability and reliability.



Find out more about how MICROS-Retail can help you grow

Get in touch with us for more information or to schedule a demo or consultation

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Increase revenue and decrease cost:

- Fulfill orders from multiple channels
- Avoid cart abandonment with real-time totals
- Boost productivity in the call center and DC
- Automatically batch payments for orders shipped-even from multiple warehouses
- Manage promotions for maximum effectiveness
- Enforce appropriate pricing for special groups

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