

Modernize store engagement with a robust, multipurpose UI

Give access and control of store operations to associates

In the fast-paced world of shopping, consumers expect faster and more efficient buying experiences. But outdated operations software and siloed access can substantially increase the amount of time it takes for store associates to provide that level of quality. To help achieve this, IBM Sterling® Store Engagement comes with capabilities to perform customer service, order fulfillment and inventory actions across cloud, container and on-premise deployments.

A responsive UI with robust capabilities and limitless access

IBM Sterling Store Engagement is a single-UI application offered as an add-on to the existing capabilities of IBM Sterling Order Management, with an option to enable granular store inventory management capabilities. It improves your performance in these categories:

- **Front-of-store operation:** Process orders, search for customers and shipments, handle returns and exchanges, and perform appointment and order capture.
- **Store fulfillment operations:** Pick, pack and ship, arrange customer pickups, batch picks, and manage inventory transfer and receiving.
- **Store inventory management operations:** View and look up physical counts, cycle counts and location-level inventory, move inventory in bulk, inventory audit and put inventory away.
- **Dashboard:** Access a manager dashboard with a “my tasks” overview and fulfillment SLAs.

Improved dashboard information and inventory visibility

IBM Sterling Store Engagement provides real-time inventory visibility and personalized fulfillment recommendations to facilitate upsell and cross-sell opportunities. These insights enable even entry-level associates to resolve complicated queries with relative ease and can help increase their sales ability accordingly.

Line busting and streamlined checkout processes

Some customers are willing to wait in long lines. Others aren't. Appeal to both with multiple fulfillment options at multiple points of sale within a single store. Transform each associate into a living, breathing checkout queue and bring the checkout line to the customer.

Extended contactless payment methods further increase checkout speed and efficiency with advanced near-field communication technology. Select, swipe or tap, and leave. Buying is as simple as that.

Why IBM Sterling Store Engagement?

IBM Sterling Store Engagement empowers your store associates and managers with the right information at the right time—from customer service to store fulfillment activities. It reduces operating costs, increases revenue and improves customer retention and employee experiences. It also improves sales, streamlines service, accelerates time to sale, reduces carrying costs and limits overstock and understock.

These benefits and others empower customers to make purchases any way, anytime, anywhere they'd like. This utility is achieved through capabilities like the following: buy online pickup in store (BOPIS), buy online return in store (BORIS), curbside pickup, drop-ship, endless aisle, lockers, same-day delivery and ship from store.

Concerned about device compatibility, display inconsistencies or complex user interfaces? Not to worry. The flexible, responsive design of IBM Sterling Store Engagement runs seamlessly on desktops, tablets and mobile devices with an intuitive UI.



Dashboards

Visualize real-time data with intuitive, customizable and appealing dashboards.



Insights at a glance

Empower store associates to provide pricing and availability information or modify orders in less time.



Personalized services

Improve customer experiences and drive sales with data-driven, personalized recommendations.

[Learn more](#) about IBM Sterling Store Engagement.