

# Discovery to delivery: transform the shopper's journey

## A new era of delivering customer satisfaction and keeping fulfillment promises

Today's retailers are striving to create the best customer experiences, and the fulfillment methods they offer now play a role in the customer purchasing experience that's as important as the product itself. Today's customers expect retailers to provide early, accurate and reliable order and delivery promises to shoppers. What happens if retailers don't meet these promises?

Customers will go elsewhere for the multitude of alternative options available to them. To get a clear picture and one that goes to the heart of the need for intelligent promising, consider the study conducted by IDC in 2022. Nearly half of the consumers studied—48%—said they're likely or very likely to shop elsewhere if a retailer didn't provide visibility into when they could receive the products they wanted to purchase, or an acceptable substitution, before they hit the buy button.<sup>1</sup>

IBM Sterling® Intelligent Promising is the solution that helps retailers enhance the shopping experience, improve digital and in-store conversion, and increase omnichannel revenue and profitability.

### A new era of intelligent promising

IBM Sterling Intelligent Promising delivers what next-generation shoppers expect from modern commerce experiences:

- **Certainty** of product availability, delivery estimates, actual delivery and promptness
- **Choice** of how to order, where and when they can have it delivered or picked up, and their post-order service options
- **Transparency** of the entire customer order journey, from order tracking to returns

It's time to say goodbye to generic inventory visibility and hello to a new era of personalized intelligent promising.

Inventory visibility is no longer just about providing accurate delivery estimates. With the IBM Sterling solution's innovative intelligent promising capabilities and use of AI and machine learning (ML), we take the concept of promising and customer satisfaction to a new level by providing:

- **Real-time intelligent promising:** consistently provide accurate delivery times and complete, perfect orders to boost customer satisfaction. Improve digital conversion rates, reduce shopping cart abandonment and drive in-store sales.
- **Dynamic inventory visibility:** provide accurate and real-time global inventory visibility across selling channels.
- **Fulfillment optimization:** orchestrate the best options to fulfill shopper promises at the lowest cost to serve using AI-based optimization. Apply unique customer pattern logic to reduce markdowns and stockouts, two costly elements that are difficult to manage. Optimize business operations to enhance customer shopping experiences and prevent inventory stockouts and overselling.

### Why IBM Sterling Intelligent Promising?

IBM Sterling Intelligent Promising is the gold standard. Trust in a solution that works at any scale, with flexibility to start small and grow as you go. IBM Sterling Intelligent Promising helps elevate your omnichannel strategy so that you can:

- **Strengthen shopper loyalty:** confidently deliver choice and transparency to every shopper throughout the buying journey.
- **Manage accurate promises:** increase digital conversions by presenting precise promise dates on the product list page, product details page and during checkout.
- **Maximize inventory productivity:** reduce order cancellations and optimize inventory by dynamically providing shoppers with enterprisewide inventory views.
- **Take advantage of fulfillment optimization:** balance predefined business rules with real cost drivers to make the best fulfillment decisions for business outcomes, optimizing across thousands of permutations in milliseconds.
- **Harness AI and machine learning:** use AI-powered sales and demand data to recommend sourcing decisions based on customer choice or cost efficiencies.
- **Increase omnichannel profitability:** drive higher conversions and in-store sales with accurate promise dates, choice in delivery and pickup, and upsell of related products. Intelligently reduce markdowns and stockouts with ML.

[Visit our webpage](#) for more information about IBM Sterling Intelligent Promising capabilities and features, videos, demos and trial.

1. The Essential Guide to Engaging Customer Experiences with Intelligent Promising, IDC, sponsored by IBM, April 2023.

