

ONLINE ORDERS  
COMING  
THROUGH!



Today's retailers face mounting challenges in the omnichannel environment.

5

KEY OBSTACLES

Many of these challenges arise for retailers trying to fulfill multiple channels from physical stores. Likely earmarked for in-store or curbside pickup, those orders consume store labor and get in the way of a pleasant shopping experience for customers.

1



Store employees picking orders instead of taking care of customers.

“ Just think about how far a store employee has to walk to collect all of those items, versus someone who was working in a warehouse with very high pick densities. Warehouses also incorporate technology (i.e., pick-to-light and voice options) that makes picking and packing more efficient.”



- John Richardson

2



Multiple touches create a high volume of dunnage and corrugate waste.

4



Unnecessary touches: product is received, unpacked, put on store shelves, retrieved, repacked and shipped back out.

3



Online shipments packed inefficiently by store employees untrained in the fine points of fulfillment.

5



Aisles congested with big carts and harried fulfillment individuals trying to fill orders quickly.