

## Order Management Process: From Initial Order to Final Delivery



Order management is an essential process that covers every movement and every order that needs to be fulfilled for a customer. This process involves handling end-to-end orders once they are approved by the customer, ensuring that all the requirements requested by the customer are fulfilled before being processed.

The next step is ensuring the order is properly processed and shipped from the appropriate vendor or location to be delivered to the end customer. Once the order is approved, it is essential to ensure that all requirements in shipping, clearing, or delivering the order to the customer are properly handled.

The final step in the order management process is handling any claims or specific requirements from the end customer. This step may involve working in partnership with the customer to address any issues that arise.

The order management process can be complex, involving multiple partners and vendors. However, Unilog has developed a unique process allowing efficient and responsive supply chain flexibility and top-

level distribution. This is achieved through their ability to establish very hard links with partners and vendors worldwide.

Unilog uses a dedicated tool called Logivice to manage their order management process. This tool is developed by the Unilog team and is entirely focused on operational management. It is highly interfaced with other tools from vendors all over the world and can report on their own systems if necessary.

Logivice is easy to use and allows for a high level of visibility of all the events on the supply chain of any customer. It also enables precise monitoring of all the steps involved in the order management process, making it efficient and reliable.

Order management is an essential process that enables proper handling of every step involved in fulfilling a customer's order. With the use of dedicated tools like Logivice and partnerships with vendors worldwide, Unilog is able to efficiently manage their order management process and provide top-level distribution to their customers.



## Order Management Process Overview

Order management is a process that involves everything from the customer's initial order to its final delivery. It starts when a customer submits an order and ends when the order is delivered to the customer's location. The process involves several steps, such as order processing, inventory management, shipping, and handling customer inquiries.

## The Importance of Order Management

Effective order management is critical to the success of any business. Without it, businesses can lose customers due to errors, transit time not in accordance to expected service level, and poor customer service. The process of order management ensures that orders are fulfilled on time, accurately, and with minimal errors.

By implementing an effective order management process, businesses can:

- Improve customer satisfaction by ensuring timely and accurate order fulfillment.
- Increase efficiency and productivity by streamlining the order fulfillment process.
- Reduce errors and costs associated with order fulfillment.
- Better manage inventory levels, resulting in less shortages or overstock situations.
- Gain visibility into the supply chain, enabling proactive decision-making and problem-solving.

## Challenges in Order Management

Despite the many benefits of order management, it can be a challenging process for businesses. Some of the common challenges include:

- Managing inventory levels effectively to ensure orders can be fulfilled with optimized inventory level.
- Managing orders from multiple channels and systems, including online marketplaces, eCommerce platforms, and in-store purchases.
- Ensuring timely and accurate order fulfillment across multiple locations and vendors.
- Handling returns and exchanges efficiently to maintain customer satisfaction.
- Integrating order management systems with other business processes and systems, such as accounting and customer relationship management.

## Key Order Management Tools

To address these challenges, many businesses turn to specialized tools for order management. These tools can help businesses streamline the order fulfillment process, automate tasks, and provide visibility into inventory levels and order status.



Some of the most common tools for order management include:

- Enterprise resource planning (ERP) systems: These systems provide a centralized platform for managing orders, inventory, and other business processes.
- Order management systems (OMS): These systems are specifically designed for managing orders, including order processing, shipping, and returns.
- Warehouse management systems (WMS): These systems focus on managing inventory levels and warehouse operations, including receiving, put-away, picking, and packing.
- Customer relationship management (CRM) systems: These systems focus on managing customer interactions and can be integrated with order management systems to provide a complete view of the customer journey.

In conclusion, effective order management is critical to the success of any business. By implementing an efficient order management process and utilizing specialized tools, businesses can improve customer satisfaction, increase efficiency, and gain visibility into the supply chain. Despite the challenges associated with order management, businesses can overcome these obstacles by leveraging the right tools and systems.

