

# Customer Order Promising & Delivery Optimization

Leverage customer intelligence to optimize promise-to-delivery flows and order management systems for fast, personalized experiences



Today's consumers want options when they shop—ranging from same-day delivery and BOPIS to free try-ons and returns. But if you're like most companies, there are separate teams focused on customer experience, planning and inventory, and last-mile delivery. So it's not that surprising then when promises to customers are broken.

The solution? A fully integrated, promise-to-delivery approach. From smarter forecasting to faster fulfillment, we bring end-to-end visibility, customer intelligence, and real-time decision-making to your supply chain. The result is more promises kept, lower shipping costs, and a seamless customer experience.

## Offerings - How we can help:



### Promise-to-Delivery Strategy

Build end-to-end visibility across your supply chain to enable a tightly integrated mix of products and services



### Omnichannel Order Management

Capture, orchestrate, and route orders across retail stores, ecommerce, and wholesale channels to maximize profitability and customer satisfaction



### Inventory Visibility & Allocation

Tap into historical and real-time data to develop smart, cost-based order routing systems while filling orders accurately and consistently



### Fulfillment Optimization

From order capture through shipping and final mile delivery, ensure every customer order promise is executed as promised



### Returns Management & Reverse Logistics

Establish a centralized, connected view of all returns & exchanges to provide frictionless post-purchase support while maintaining inventory accuracy

## How we've made an impact



### Multinational Beauty Company's Forecasting Overhaul

We built a scalable forecasting engine using historical and macroeconomic data to improve demand planning. In just six weeks, it drove a 10%+ accuracy uplift across 900 top SKUs.



### Canadian Luxury Retailer's Fulfillment Upgrade

We modernized order management and added new delivery options like ship-from-store and same-day delivery. This enabled 48% fulfillment from stores and boosted customer conversion.

## What sets Publicis Sapient apart?

We bring together supply chain depth, operational know-how, and digital transformation expertise to solve the complexity that slows businesses down. Our SPEED capabilities—Strategy, Product, Experience, Engineering, and Data & AI—enable us to optimize every layer of the supply chain, from network design to real-time execution. With the addition of Spinnaker's deep functional expertise, we don't just implement new tools—we redesign how your supply chain works to reduce cost-to-serve, improve speed, and unlock long-term value.

## Let's connect



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## WHY PUBLICIS SAPIENT

Publicis Sapient is a digital business transformation company. We partner with global organizations to help them create and sustain competitive advantage in a world that is increasingly digital. We operate through our expert SPEED capabilities: Strategy and Consulting, Product, Experience, Engineering and Data, which combined with our culture of curiosity and deep industry knowledge, enables us to deliver meaningful impact to our clients' businesses through reimagining the products and experiences their customers truly value. Our agile, data-driven approach equips our clients' businesses for change, making digital the core of how they think and what they do. Publicis Sapient is the digital business transformation hub of Publicis Groupe with 20,000 people and over 50 offices worldwide. For more information, visit [publicissapient.com](https://publicissapient.com).