

# Delivering a Seamless Customer Experience



For many retailers, delivering a seamless customer experience both online and offline is a challenge. It requires a holistic approach to merchandizing and stock management, while also keeping a keen eye on reducing operational costs and complexity.

## **CONNECTED APPROACH FOR ORDER AND MERCHANDISE MANAGEMENT**

Vynamic Merchandizer, an omnichannel order and merchandise management solution, is key for enabling a connected-commerce strategy. It provides an integrated solution for order management, stock handling, product maintenance and workflow management in omnichannel retail environments. It gives retailers an instant overview of what is in stock and in both physical stores and online, as well as the latest product information and pricing details.

## **OPTIMIZED INVENTORY LEVELS, INCREASED CUSTOMER SATISFACTION**

Vynamic Merchandizer is a full-fledged order-management solution for both the demand and supply sides. On the demand side, it supports all mobile journeys, including home delivery, click & collect, click & reserve and flexible shopping & returns. On the supply side, it allows sales staff to order items from the warehouse, both directly and as a replenishment order. For example, Vynamic Merchandizer can automatically generate replenishment order proposals as soon as a specific minimum stock level is reached. This reduces the risk of out-of-stock items and improves overall customer satisfaction.

## **OMNICHANNEL STOCK HANDLING**

Smart stock handling is essential for delivering top-notch retail experiences and responding quickly to consumer demands. Because Vynamic Merchandizer is a true omnichannel solution, it consolidates stock information from all sales channels. This way, a sales clerk can instantly tell a consumer how many items are currently in stock or have already been ordered via a replenishment order and in what stores these items are available. With Vynamic Merchandizer, inventory lists, inventory evaluations, goods-in, goods-out transfers and stock corrections can be managed from any location. Vynamic Merchandizer also helps retailers keep their item catalog and sales pricing up to date.

## HIGHLIGHTS

### Business Benefits

- Turning the POS into a “Point of Service,” proactively assisting consumers with ordering items and giving information about products, availability and pricing
- Surpassing consumer expectations thanks to seamless shopping journeys across online and in-store channels
- Saving the sale by minimizing out-of-stock items and offering full transparency into stock levels and pricing at each store
- Creating positive customer experiences with in-store ordering for out-of-stock items
- Decreasing inventory and handling costs by optimizing your order policies and inventory levels
- Enabling a connected commerce strategy in an omnichannel retail environment

## VYNAMIC RETAIL SOFTWARE SUITE

With over 40 years of experience in retail, Diebold Nixdorf provides a set of comprehensive solutions to accommodate the needs of global retailers, both today and going forward. With the Vynamic Retail Software Suite, we offer a service-oriented software solution that seamlessly supports the entire omnichannel retail flow, including POS transactions, self-service checkouts, mobile consumer apps, payment processing, order management, merchandise management, customer engagement and customer loyalty.

The Vynamic Retail Software Suite is designed on modular principles and can be integrated—fully or partially—into existing retail infrastructures to support consumer touchpoints in multivendor environments. As a result, this software suite is successfully serving customers like Ikea, Tesco, s.Oliver, Uniqlo, Kiabi and other leading global retail organizations.

Diebold Nixdorf also provides a complete portfolio of hardware solutions, including POS systems, cash-management and selfscanning devices and reverse-vending solutions, as well as an experienced service staff in more than 100 countries to support retailers in their business operations 24/7.

## WHAT IS DN VYNAMIC?

DN Vynamic is the first end-to-end connected commerce software portfolio in the marketplace. Traversing mobile, ATM, POS, branch, kiosk, and online, DN Vynamic is a system of consumer engagement powered by data and analytics and is cloud/SAAS ready when you are. Built to enable the connectivity businesses of the future require, DN Vynamic extends beyond omnichannel to enable banks and retailers to create seamless, secure, personal connections across the digital and physical channels of today and tomorrow.