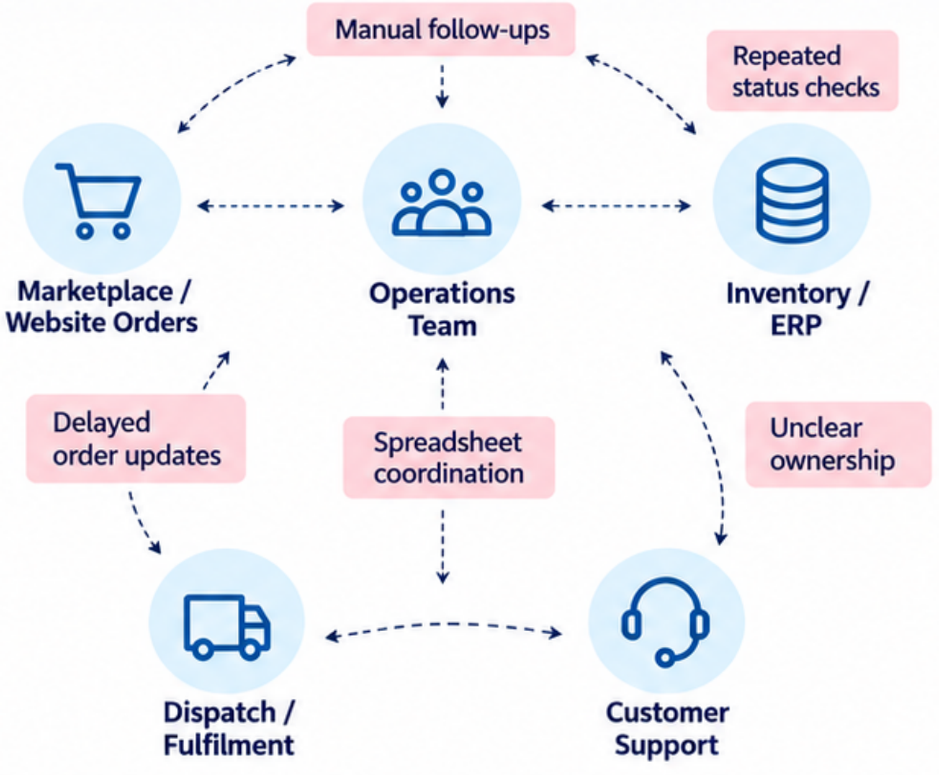
Illustrative Workflow Opportunity for a Growing D2C Operation

Example only — showing how order, inventory, dispatch and customer updates can be coordinated with less manual effort.

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Typical coordination challenge



As sales channels grow, teams often spend more time chasing information between systems.

Potential improved workflow

Sales Channels

- D2C Website
- Marketplaces
- Other Channels

Order Sync / Workflow Layer

- Consolidate orders
- Apply business rules
- Trigger next steps
- Provide real-time status

Inventory / ERP

- Stock updates
- Allocation
- Inventory sync

Fulfilment Updates

- Pick / pack / ship status
- Tracking details
- Sync with carriers

Customer Notifications

- Order confirmation
- Shipping updates
- Delivery alerts

Exception Queue / Action Owner

- Failed orders
- Stock exceptions
- Delayed shipments
- Assigned owner & follow-up

Faster visibility | Clear action ownership | Fewer manual checks | Better customer updates | Easier exception handling

The goal is not to replace existing systems, but to improve coordination between them.

What this can help improve

Order status visibility
A single view across channels, inventory and fulfilment.

Inventory and dispatch coordination
Better alignment between sales, stock and fulfilment activities.

Response time to customer queries
Quicker, more accurate answers with real-time information.

Operational accountability
Clearer ownership and tracking of open issues and exceptions.

Illustrative example only.
Based on publicly available information and preliminary research. Not a deep-dive assessment or formal recommendation.

Illustrative Workflow & AI Use Cases for a Growing D2C Operation

From order to customer — greater visibility, fewer manual touchpoints, and smoother coordination.

Example only — showing how order, inventory, dispatch and customer updates can be coordinerlgates with less manual effort.

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1/2 End-to-End Workflow for D2C Operations

From online order to happy customer — connected and streamlined.

Your Website | **Marketplaces** (Amazon, Flipkart, Myntra, Meesho, etc.) | **Mobile App** (If applicable) | **Customer Orders**

1 Order Capture & Validation
- Real-time order sync
- Check stock & rules
- Reduce manual entry

→ **2 Inventory Management**
- Stock visibility
- Auto allocation
- Manage multi-warehouse

→ **3 Fulfilment & Dispatch**
- Pick / pack / ship
- Track shipments
- Carrier integration

→ **4 Customer Communication**
- Order updates
- Delivery alerts
- Exception handling

→ **5 Support & Returns**
- Query resolution
- Returns / RMA
- Customer feedback

Connected Systems

- **ERP** (Orders, Inventory)
- **WMS** (Warehouse)
- **CRM** (Customer)
- **Logistics** (Carriers)
- **E-commerce** (Website / Marketplaces)

- Less manual work
- Better visibility across teams
- Fewer exceptions
- Happier customers
- Improved operational efficiency

2/2 AI Use Cases to Add More Value

Practical AI applications to support a smoother, smarter operation.

1 Automated Order & Inventory Reconciliation

- Match orders, stock and dispatch data
- Flag mismatches or delays
- Suggest corrective actions

Expected benefit
- ✓ Fewer manual checks
- ✓ Faster issue resolution
- ✓ Higher order accuracy

2 Customer Communication Assistant

- Auto-generate status updates
- Handle common queries (chat/email)
- Escalate only complex issues

Expected benefit
- ✓ Reduced support load
- ✓ Faster response time
- ✓ Improved customer satisfaction

3 Demand & Inventory Forecasting

- Analyse historical and market data
- Predict demand by channel
- Optimise stock levels

Expected benefit
- ✓ Lower stock-outs / overstock
- ✓ Better planning
- ✓ Reduced holding costs

4 Exception Detection & Action Alerts

- Identify delayed shipments
- Flag low stock or policy issues
- Notify the right team automatically

Expected benefit
- ✓ Proactive issue resolution
- ✓ Less escalation
- ✓ Smoother operations

5 Operational Dashboards & Insights

- Real-time order and fulfilment view
- Channel and location performance
- Data-driven decision support

Expected benefit
- ✓ Better visibility
- ✓ Faster decisions
- ✓ Continued improvement

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