

DC OMNI-CHANNEL CAMPAIGNS

Overview, pricing and marketing support tools



Campaign Assets – Omni-Channel Distribution

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SMART STRATEGIES FOR EFFECTIVE OMNI-CHANNEL DISTRIBUTION

With the growth in e-commerce, consumer expectations for seamless, accurate, FAST order fulfillment have never been higher. The pressure on today's retailers is enormous – and growing.

How are smart retailers adapting to the new era of omni-channel? By rapidly leveraging data, software, voice-directed technology and automation solutions to serve more people with more products – faster and more accurately.


Up to 50 words or 250 characters of customized partner information, call to action and value added solution in this area.

Download our free infographic to learn more.



Partner Name
123-456-7890

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Email #1

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THE HIGH COST OF MISPICKS AND UNPRODUCTIVITY FOR TODAY'S DCs

A surprising number of today's DCs still use manual picking processes. Every step is fraught with the potential for picking errors and unproductive time wasted in correcting mistakes.

Few DCs have taken the time to quantify the cost of mispicks, and understand just how much they impact the bottom line.


Up to 50 words or 250 characters of customized partner information, call to action and value added solution in this area.

Learn more about the true costs – get our free infographic today.



Partner Name
123-456-7890

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Email #2


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HOW SMART DCs ARE GROWING PRODUCTIVITY AND PROFITS

With the rise of omni-channel fulfillment, workloads are increasing exponentially at today's distribution centers. DCs are under intense pressure to maximize employee productivity while simultaneously reducing costs.


Up to 50 words or 250 characters of customized partner information, call to action and value added solution in this area.

See how smart DCs are meeting these demands by investing in the latest data capture and mobile technologies to drive productivity and profits.



Partner Name
123-456-7890

[LEARN MORE](#)



Email #3

Campaign Landing Page



GET THE FREE INFOGRAPHIC: RETAIL OMNI-CHANNEL STRATEGIES FOR GROWTH



Are today's retailers embracing the new era of omni-channel distribution? Short answer: Yes.

But how are they adapting to consumer demands for fast, accurate and inexpensive fulfillment across channels? Get the answers in our free infographic.

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GET THE FREE INFOGRAPHIC: UNLOCKING THE HIDDEN COSTS IN THE DC



The manual picking process still in use in many DCs today is fraught with the potential for mistakes – leading to mispicks and unproductive time spent correcting them.

While most DC operations understand that mistakes will happen, few have taken the time to calculate the cost of mispicks, and how they impact the bottom line.

Learn more about the true cost of unproductivity and mispicks with this free infographic.

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GROWING PRODUCTIVITY AND PROFITS AT TODAY'S DISTRIBUTION CENTERS



Can DCs increase productivity and drive down costs to contribute more to a profitable bottom line? Smart DCs think so – and they're advancing the evolution with the help of data capture and mobile technologies.

Learn what they're doing in our free infographic.

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Landing Page #1

Landing Page #2

Landing Page #3

Campaign Assets – Call To Action

How Retailers Are Navigating THE NEW ERA OF OMNI-CHANNEL

In today's omni-channel world, consumers are ordering in more ways and demanding faster fulfillment than ever before. What's a smart retailer to do? Say "yes" to data capture technologies.

The Customer in the Driver's Seat: How E-Commerce is Revving Up Retail

More and more retail sales are made online.

47% Surveyed retailers average sales from e-commerce

The Rubber Meets the Road: How Companies Are Fulfilling Online Orders

Nearly 2/3 of companies offer omni-channel order fulfillment options

Order Fulfillment Options

- Direct to Consumer (69%)
- Retail Stores (68%)
- Direct to Consumer from Retail Store (64%)
- Retail Stores and Direct to Consumer from Same DC (68%)
- Retail Stores and Direct to Consumer from Separate DCs (69%)

Data Capture Technologies Pave the Way

How are companies meeting consumer demands for fast and seamless omni-channel fulfillment?

84% Companies who agree that data capture technologies have had a positive impact on their DCs

\$300K Savings in a small DC operation from implementing data capture technologies

They're taking advantage of data capture technologies, such as mobile devices, scanners and voice

Where Are the HIDDEN COSTS IN YOUR DC?

With the rise of omni-channel fulfillment, today's distribution centers (DCs) are more productive and efficient than ever before—right? The truth is a little more complicated.

The Clock is Ticking

It's an unavoidable fact in all jobs. **Not all "work" hours** are actually spent working.

22 Average number of unproductive minutes in a warehouse worker's 8-hour shift

7 Minute increase since 2012

Picking Errors are a (Big) Problem—Part 1

There are far more of them than you would imagine.

134 Number of mispicks per week in average DC

Picking Errors are a (Big) Problem—Part 2

The cost distribution centers **big bucks**

\$201,000 Dollars the average DC loses in picking errors every year

Bigger Isn't Necessarily Better

Compared to small companies (1,000 employees), large companies (5,000+ employees) have more unproductive time per shift, more mispicks per week and more costly mispicks.

Metric	Large Companies	Small Companies
Average Unproductive Time per Shift	25 min	19 min
Average Mispicks per Week	228	77
Average Annual Cost of Mispicks	\$281,000	\$101,000

GROWING PRODUCTIVITY AND PROFITS at Today's Distribution Centers

Changing consumer buying habits and omni-channel fulfillment are increasing workloads exponentially at today's distribution centers. DCs are under intense pressure to cut costs and keep their employees as engaged and efficient as possible—every second, every day. See how smart DCs are meeting these demands by investing in the latest data capture and mobile technologies to drive productivity and profits.

Precision is Paramount

When asked what is most important to increasing profitability, DC managers agree: **Worker accuracy is key**

Importance of Potential Improvements on Increasing Profitability

Improvement Area	Percentage
Worker Accuracy	78%
Improving Staff Morale	76%
Integrate Technology in Workflows	76%
Use Data for Analytics	73%
Worker Mobility	72%

DCs Believe in Tech

Since 2012, more and more DCs are investing in technology to drive productivity and profitability.

Technology Solutions Currently in Use

Solution	2012	2013
Mobile Computers	76%	81%
Scanners (RFID)	52%	62%
Mobile Phones	58%	79%

Biggest Increase in Use: Scanners. But they're more prevalent in large companies (5,000+ employees) than small ones (1,000 employees).

DC Scanner Use

92% 80% LARGE COMPANIES SMALL COMPANIES

Mobile Computing Rules the Day

Practically all retail DCs are using mobile computers today. In the next 3-5 years, they want to use them for more tasks.

Likelihood of Applying Mobile Computing to the Following Tasks

Task	Very Likely	Somewhat Likely
Customer Service	31%	26%
In-Store Replenishment	51%	21%
Retail Inventory	51%	21%
In-Store Tasks	51%	21%

24 Customer Service All Other Tasks

Top pick among large companies (5,000+ employees) Top pick among small companies (1,000 employees)

Request Your Marketing Campaign >>>

Multi-Touch Campaigns

Multi-Touch Email Marketing

\$1,995

- Three email blasts to your target list
Each email executed twice to maximize penetration
- Campaign landing page
- Detailed reporting for sales follow-up
- Co-branded collateral
- Program development and management

Integrated Lead Generation

\$5,995

- 80 Hours telemarketing and lead qualification
- Three email blasts to your target list
- Campaign landing page
- Detailed reporting and daily leads distribution
- Co-branded collateral
- Program development and management

Additional Marketing Tools

Lead Nurturing **\$1,995** *per month*

6 Month program

- Up to 2,500 prospects / leads
- Monthly variable data email blast featuring sales rep name and contact
- Landing page content and graphics
- Monthly telemarketing follow-up
- Detailed reporting and status updates
- Program development and management

Prospect Profiling **\$2,500**

Up to 150 prospects

Email Marketing Campaigns

DIY Marketing

No Cost

- Ready to execute co-branded collateral
- HTML emails
- HTML Landing page ready to post on your server
- Support collateral

Product Announcement

\$895

- One email blast to your target list
Email executed twice to maximize penetration
- Campaign landing page
- Detailed reporting for sales follow-up
- Co-branded collateral
- Program development and management

Additional Marketing Tools

Blog Post Copy <i>Up to 400 words</i>	\$350 to \$475
Digital Marketing <i>Up to 7 posts</i>	\$375 to \$595
Database Append <i>Per contact</i>	\$0.40 to \$1.00
New Database <i>Per contact</i>	\$0.25 to \$0.75
SEO and PPC	Starts at \$500

10 Steps to Successful Lead Generation

1. Define goals & objectives (*complete PDW*)
2. Define call to action / offer to prospects
3. Review and prioritize prospect database
4. Partner sales review and approval
5. Honeywell CMM/VPM review and approval
6. Sales training and readiness
7. Demo units or supporting collateral (*infographics, white papers*)
8. Campaign tactics and timeline
9. Lead tracking, reporting and feedback to HPC
10. Plan lead nurturing and management activities

Lead Definitions

Phone Appointment

Prospect has agreed to a phone appointment with a sales rep.

Prospects should be contacted by sales professional and nurtured until they are ready to purchase.

A Lead

Leads with a project, budget and a timeline OR a prospect requests a sales rep to contact them with specific information and may not have shared budget or timeline.

Prospects should be contacted by sales professional and nurtured until they are ready to purchase.

B Lead

Leads with a project, may or may not have a budget or defined timeline.

Prospects should be contacted by sales professional and nurtured until they are ready to purchase.

C Lead

Leads with revenue potential in the future. They are interested in receiving information and communication in the next 30 to 90 days. Prospects should be contacted by telesales and nurtured until they transition to an A or B lead.

D Lead

Email click-through, individuals who downloaded a whitepaper or prospects who requested specific information sent to them.

Prospects should be contacted by telesales and nurtured until they transition to an A or B lead.

Contact us today to develop your custom marketing campaign

480.349.9263

Honeywell@PartnerConcierge.com

**Request Your
Marketing Campaign >>>**