entopy

Use entopy

to improve customer communication and manage supplier performance through marketplaces and drop-ship models

Online is the new battleground for retail. Some retailers were born online, others are transitioning from a legacy of in-store trade. Irrespective of history and background, retailers are all seeking ways to differentiate online, stand out from the crowd, win customer loyalty.

Typical differentiators in retail are choice, price and service. The same is true online. Marketplaces offer a way for e-tailers to extend choice to their customers, leveraging a network of suppliers to do so. This network of suppliers also encourages competitive pricing landscapes, helping the marketplace to offer the best possible prices to their customers.

However, the Achilles heel of the marketplace is service. Whilst the distributed network of suppliers provides advantages in the choice and price categories, the marketplace brand is essentially outsourcing the critical service elements for each customer.

Entopy captures and combines data across multiple organisations and enterprise systems, orchestrating data to create 'Digital Twins' of consignments. Each 'Digital Twin' is an independent data product containing all relevant data for an individual consignment.

Access and use all relevant data for each individual consignment, in a single place, enabling full visibility, and ownership of communication with customers.

Receive real-time updates and notification of key events as each data is dynamically added to each 'Digital Twin' and combine with analytics.

Own the full customer journey by centralising data and owning communications with customers in the last-mile.

All relevant consignment data, such as sender/receiver, transporter, allocated vehicle, inventory, and documentation.

Gain visibility of consignment status through external supplier operations.

Own customer communication

Entopy centralises data enabling the marketplace brand to control communications with the customer.

Monitor supplier performance

Your Logo

Ref
Inventory
Value
Status

Personalised Adverts

○ Accurately monitor supplier fulfilment performance and time to dispatch from when the order was received.

○ Conduct NPS analysis on a by supplier basis, even on a supplier & transporter basis.

○ Communicate and incentivise supplier performance.

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