

Information Sheet | Channel Optimiser

The Product

Luzern's in-house proprietary system, "Channel Optimiser" is 100% web-based and integrated into all aspects of Luzern's operations and sales activities. This means Luzern can provide Clients with a tailored e- solution to manage, process and remarket consumer product returns or obsolete inventory. Our solutions are typically suitable for organizations with large consumer electronic portfolios as well as high volume warehouse and fulfillment operations.

Product Functionality

- Automation reduces infrastructure cost and expenses
- Reduction in data entry
- Streamlined inventory management
- Management of product sales in real time
- Deliver products to end users using Pan European logistics network



Advantages

- Fast Client set-up – speed to e-marketplace
- Inventory management and allocation –visibility to move Client's product into different markets or redirect them to secondary channels to recapture the best financial return
- Remote inventory management and fulfillment - by deploying key modules at a Client or third party location, we gain visibility to any available-to-sell inventory as well as the ability to process the physical fulfillment of products via our systems by a Client's resource or third party
- Sales routing – direct Client's products quickly through to the appropriate sales channel
- Order processing –process orders and fulfill them from any fulfillment provider
- Real time financial reporting – comprehensive and transparent reporting on revenue attainment and product velocity
- Operational reporting – yield, ratio and data processing
- Channel Optimiser allows integration through the use of a full-featured Web Services API. For example the logistics module is integrated into a network of major logistics couriers in all major markets

CONTACT US

For more information on how Luzern Solutions can provide financial value-add to your company contact us on:
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