patchworks

1
Customer
Sees advert for your product.

2
Integration
Marketing software builds user profiles & delivers targeted campaigns. **ERP** keeps stock levels up to date.

3
Customer
Browses site and buys a product.

4
Integration
POS Order hits sales processor.
ERP Records order.

5
Customer
Receives a series of confirmation and fulfillment emails.

6
Integration
ERP updates stock level on ecommerce site, updates finance systems and alerts warehouse.

7
Customer
Receives parcel.

8
Integration
Order is picked, packed, and shipped. Courier confirms delivery and your systems mark it as delivered.

9
Customer
Tells you they've decided to return the product.

10
Integration
Store tells **ERP** that a return is incoming.

11
Customer
Posts it back and receives refund.

12
Integration
Warehouse receives parcel and confirms to **ERP**. Updates site stock, accounting, and storefront notifies customer.

There and back again: A parcel's tale.