Progression of Order Management System for Digital Marketing

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Abstract: An order management system tracks sales, orders, inventory, and orders. It also empowers the people, processes and partnerships necessary for products to reach customers. An efficient OMS provides a centralized location to manage orders from all sales channels. Order management is simply the process of efficiently tracking and executing customer orders. This includes the cycle of people, processes, and suppliers to create a positive customer experience. The order management process begins from the moment a customer places an order, to track that order until it is executed. An order processing system captures order data from customer service employees or customers directly, stores the data in a central database, and sends order information to the accounting and shipping departments, if applicable. This research work shows the some of the Process of Order Management System for Digital marketing.

Keywords: E-Commerce, OMS, Order Process, Activity Dashboard, Refund process.

I. INTRODUCTION

Order management is simply the process of efficiently tracking and executing customer orders. This includes the cycle of people, processes, and suppliers to create a positive customer experience. The order management process begins from the moment a customer places an order, to track that order until it is executed. Order management is about taking customer purchase requests and organizing, monitoring and satisfying them. It is the administration of all business processes related to product or service orders. ... In addition, order management helps brokers complete these orders. An order status "Processing" means that your order has been entered into our system and has been shipped to the manufacturer ... or to several manufacturers, depending on your order. The order status will remain "Processing" until we receive tracking information from the manufacturers. Order management is the process of selling cash orders that is at the heart of any product-based B2C and B2B business. In simple terms, it is the cycle from start to finish and process a customer order until it is executed. Order management is not carried out in isolation; it relies on almost every service in a business - from the customer service team to warehouse staff, from the accounting department to delivery partners. When effectively mastered, order management ensures the smooth flow of an organization's workflow by establishing effective processes to move forward. maintain customer satisfaction and protect a company's reputation. The Order Management Process:

Step by Step
The first stage:
The process begins when a customer places an order; Whether online, in-store, or over the phone with a customer service representative. The customer's details are then stored, including order history, order volume, and payment preferences. Finally, the customer order is sent to the warehouse.
Second step:
Inventory is verified by a warehouse manager and continuous supplier supply is recorded. If the stock is low or completely out of stock due to a large order, an order will be placed with the purchasing department.
Third step:
The order is sent to the accounts department, where it is recorded as cash sales or accounts receivable. The sale is recorded in the general ledger, an invoice is generated and sent to the customer, and the payment is recorded.
Step four:
A third-party shipping service (or a company's own LTL) will deliver the products to the consumer and the order will be executed.

Electronic commerce is a name for a commercial or business task that includes the movement of data / information through the Internet. It covers a variety of different types of businesses, from customer-based retail stores, to liquidation and music sites, to commerce of goods and business to business. Today it is one of the fundamentally essential parts of the Internet. An order management system is an electronic framework created to execute securities transactions competently and financially secure. Industry individuals use arrangement management frameworks when submitting orders for different types of securities and can track the progress of each request across the framework. Bringing this together in one frame is critical to conveying a current customer meeting by providing the status of the request, the means of transportation on time, and responding to customer wishes to buy, satisfy, and return anywhere. The right setup

provides you with a facility for reliable and consistent execution across all customer contact centers, money markets, stocks, and stores, stimulating consumer loyalty, business recovery, and long-term consistency. Additionally, organizing administrative staff can improve transaction perception and reduce delays and rainfall controls by giving you a lone perspective of interest, stock, and supply. Request management allows you to think far from the nearby stock to focus on what's accessible to guarantee to your customers. It eliminates the exorbitant and inflexible cross-division of stocks across the channel and business units with a lone perspective and continues to combine company registration, supplier and assembly administrations in its distribution center and stores. .

The activity pane is frequently displayed on a web page that is connected to a database that allows details to be continually updated and saved. This activity panel is very useful to see the different activities of all orders and individual orders. This Activity Dashboard is remarkably functional for profit and avoidance of multiple order processing losses.

II. PROCESS OF ORDER MANAGEMENT SYSTEM

Order management involves tracking orders entering a retail business and managing the processes necessary to fulfill them. This covers everything from receiving an order to delivery, as well as relevant after-sales experience and return processing. Process orders are the main element used for detailed planning and execution of process manufacturing. A process order describes the production of batches (items) in a production cycle or the provision of services. The order management process begins from the moment a customer places an order, to track that order until it is executed. Order management is the process of receiving, tracking and executing an order and sending an order to a customer, company or broker. It is simple to define, but its complexity is easy to underestimate. The process begins and ends with the customer experience. In the event of a problem during order processing, informed customers want immediate access to what's wrong, a response on availability in case of loss, unavailability or out-of-stock product, and a service level to meet their expectations.

Figure 1: Order Process

In the above Figure 1 shows the Order Process of online shopping. The first step in all of this is that wonderful moment when someone decides to buy from you. Keeping track of these incoming orders may be relatively simple when starting up. But it gets a lot trickier as more and more orders start coming in from various sales channels. In the figure, we can see that at first, the customer places the order. Once the order is placed then the customer has to make the payment. If the payment is successful, then the warehouse will receive this order. Later the items will be picked, packed, and will be dispatched for shipping. Then the order will be delivered to the specified address by the customer. Finally, we can measure success and efficiency based on whether the customer is happy or not. If the customer is happy with the delivered order then we can ask for a review. If the customer is not happy with the order then we should know what the issue was and should resolve the problem.

Figure 2: Order Management Systems

The above figure 2 shows the Order Management System, it contains Purchase Order management, Warehouse management, Product life cycle, CRM, Planning, Stock Ledge, General Ledger Store Operations, Merchandising, Sales. Purchase order management is an internal procurement process adopted by organizations to ensure that each purchase is necessary, justified, and cost optimized.

Warehouse management is the control of the daily operations of a warehouse, such as the shipment, reception, storage and collection of merchandise. Is it the same as Stock Control? The term is sometimes used interchangeably with "inventory control" or "inventory control".

The life cycle of a product is an important concept in marketing. It describes the stages of a product from the moment it was first thought until it was finally withdrawn from the market. Not all products reach this final stage. Some continue to grow and others rise and fall.

CRM is an approach to managing a company's interaction with current and potential customers. It uses analysis of customer history data with a company to improve business relationships with customers, with a specific focus on customer retention and, ultimately, sales growth.

Planning helps a company identify its goals. Preparing for the future allows business leaders to think about the impact they would like the business to have and find a way to do it. When a team works together to set goals, it allows everyone to be on the same page, working toward a common and shared goal.

Stock Ledge is where the company keeps an accurate record of all stock transactions and is generally part of a corporate book or record kit.

The ledger is the basis of a system used by accountants to store and organize the financial data used to create the company's financial statements. Transactions are recorded in individual ancillary accounting accounts, as defined in the company's chart of accounts.

Store operations are the term used to describe all the activities that keep the store running smoothly. This includes people management, supply chain, store layout, payment, physical inventory, master data management, promotions and pricing, etc.

Marketing is the promotion of products and / or services available for retail sale. Marketing includes quantity determination, pricing of goods and services, creation of display designs, development of marketing strategies, and establishment of discounts or coupons.

Sales are activities related to the sale or quantity of goods or services sold during a given period.

Store operations are the term used to describe all the activities that keep the store running smoothly. This includes people management, supply chain, store layout, payment, physical inventory, master data management, promotions and pricing, etc.

III. OMS - ACTIVITY DASHBOARD, REFUNDS PROCESS

The activity dash board used to view, modify and process the placed order. The Proposed activity dashboard contains four functionality such as Group, Component, Priority and status:

A. *Group,*
B. *Component,*
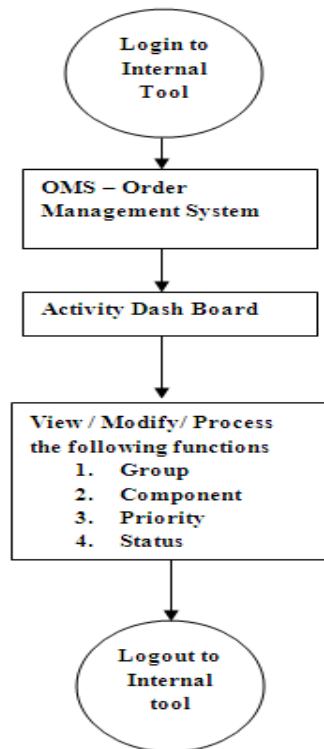C. *Priority,*
D. *Status.*

Figure 3: Navigation Flow of Activity Dashboard

Flow to Activity Dashboard: User should login to Ecommerce industry internal tool with using valid data and move to OMS – Order Management System functionality in that 'Activity Dash Board' functionality should be available. The 'Activity Dash Board' functionality should contains the features of Group, Component, Priority , Status.[6][24][32][33]

Refund Process: Refund process contains three phases they are: Process a refund, Authorize a refund, Edit a Refund. Process a Refund option enables you to process a refund request. Authorize a Refund option enables you to authorize a refund. Edit a Refund option enables you to edit a refund. Using this Refund functionality options industry people can do refund process very effectively. The proposed three phases are:

1. *Process a Refund*
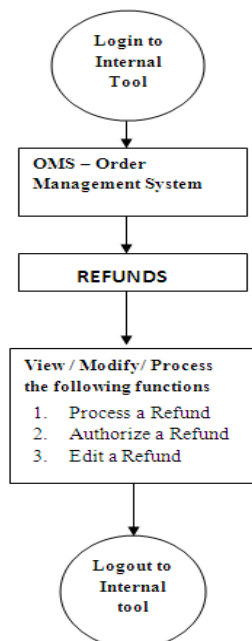2. *Authorize a Refund*
3. *Edit a Refund*

Figure 4: Navigation Flow of Refund process

The refund process has three phases: processing a refund, authorizing a refund, changing a refund. Processing a refund option allows you to process a refund request. Authorizing a refund option allows you to authorize a refund. Changing a refund option allows you to change a refund. By using this refund feature option, people in the industry can complete the refund process very efficiently. Consumer Returns and Refunds Laws by State. Approximately every customer has returned a purchased business item for a refund, exchange or store credit at some point. Although merchants must accept returns only in specific situations, some states have laws governing the disclosure of refund and return policies. Retailers should obviously post their refund policies, except they offer a cash back, redemption, or store credit within 7 days of the transition date. If the policy is not properly disclosed, or if the retailer does not have a refund policy, a buyer can return the purchased products for a refund.

1. Process a Refund

This phase enables you to process a refund request. The following steps show how to implement step by step of Process a refund in internal tool of ecommerce industry.

1. In the OMS tab, select Refunds.

2. Internal tool should display the Refund management page

Figure 5: Refund management page

Field	Description
Open	Displays the status of the orders. The available options are **Open** and **Closed**. **Open**: Select open to view all that orders that needs to be processed. **Closed**: Select closed to view all the orders that have been processed.
All State	Displays the state of the order. The available options are: **Cancellation**, **Return** and **Partial Refund**.
From	Select the date form when the orders must be searched.
To	Select the date till when the orders will be searched.
Order Id	Displays the unique identification number of the order.
Item Name	Displays the item name.
State	Displays the state of the refund order. The possible options are: **Cancellation**, **Return** and **Partial Refund**. **Note**: If the refund state is **Partial Refund** then, the item name will not be displayed.

Request Reference	Displays the order id.
Request Date	Displays the date on which the refund was requested.
Request Amount	Displays the refund request amount.
Refund Amount	Displays the refund amount.
Refund Reason	Displays the reason for refund.
Actions	Displays the actions that can be performed on each order. The available options are: Process, Authorize and Edit.

Table 1: Summary of Refund management page

Electronic commerce is a name for a commercial or business task that includes the movement of data / information through the Internet. It covers a variety of different types of businesses, from customer-based retail businesses, to liquidation and music sites, to merchandise and business-to-business trading. Today it is one of the fundamentally essential parts of the Internet.[1][2][3][4]

An order management system is an electronic framework created to execute securities transactions competently and financially secure. People in the industry use arrangement management frameworks when submitting orders for different types of values and can track the progress of each request across the framework.[5][7][8][9][10].

The following papers represents digital marketing and digital transactions Comparative Study on Cloud Computing (CC) and Mobile Cloud Computing (MCC)[11], Comparative Study on Software Testing Techniques[12], The Research Study on DynamoDB – NoSQL Database Service[13], RESEARCH STUDY ON FOG COMPUTING FOR SECURE DATA SECURITY [14], Performance Evaluation by Throughput Analysis in Private Cloud[15], Analysis of Blockchain technology: pros, cons and SWOT[16], Functional Software Testing for Web Applications in the Context of Industry[17], Algorithm Approach: Modelling and Performance Analysis of Software System[18], Study of Mobile Cloud computing (MCC) and Research Challenges[19], Research Challenges in Mobile Application Testing[20], Research Challenges in Mobile Application Testing and Test Cases[21], Cloud computing: Study on Cloud Computing and its Security Threats[22], The Comparative study of DynamoliB NoSQL database service[23], TESTING FOR E-COMMERCE WEBSITES AND INTERNAL OMS APPLICATION[24], Personalization of Web Search and its Techniques: A Survey[25], Comparative Study on Performance Testing with JMeter[26], A Study on User Session Identification Techniques[27], The Study of Big Data Analytics in E-Commerce[28], Study on Three Dimensional (3D) Password Authentication system[29], Enhanced Pre-Processing Using Definiteuser Identification[30], Detection and Identification of a required keyword within an audio content[31], Effectual Predicting Telecom Customer Churn using Deep Neural Network[34], Efficient Implementation of Big Data Access Control Scheme with Privacy-Preserving Policy[35], Efficient Implementation of MSM Application using Android for SLN Construction[36], An Emphasis of Digital Wallets for E-Commerce Transactions[37], Challenges and Issues in Test Process Management[38], Marketing and technology: role of technology in modern marketing[39], Impact of Organizational Culture and Climate on Managerial Effectiveness: An Empirical Study[40], Technical Analysis of Oriental Bank of Commerce[41], Impact of Law of Demand & Supply on Stock Market: A Study of Most Active BSE Indices with the Help of RSI[42], Job Satisfaction of employees in Kotak life insurance company Ltd.[43], Impact of Value Creation on Stock Prices: A Study of Amazon. Com, Inc[44]

IV. CONCLUSION

An order management system must provide a centralized location to manage orders from all sales channels. Centralizing this in a single system is essential to deliver a superior customer experience by providing order status, on-time delivery, and meeting customer expectations for purchase, fulfillment, and return anywhere. The order management process begins from the moment a customer places an order, to track that order until it is executed. Research shows online ordering process and order management system, contains purchase order management, warehouse management, product life cycle, CRM, planning, inventory record, ledger store operations, marketing, sales. An order processing system captures order data from customer service employees or customers directly, stores the data in a central database, and submits accounting and shipping order information, if applicable. This research shows some of the processes in the order management system for digital marketing.

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