



# Control Tower

## Optimize Commerce Operations with Data-driven Insights



### KEY BENEFITS

#### Real-time Data Visualization and Comprehensive Insights Across Commerce Operations

- Improve efficiency and customer service.
- Improve business decision making.
- Drive revenue growth by identifying trends.
- Enhance store and warehouse efficiency.
- Assess staffing needs and workload trends.

#### Proactive Alerts and Notifications to Accelerate Problem Resolution

- Avoid, or rapidly fix, order and supply chain issues like stuck orders and short ships.
- Minimize the costs of product returns.
- Reduce system downtime and delays.

#### Seamless Integration and Cost Reduction

- Reduce system administration time.
- Eliminate the costs of training and maintaining multiple reporting tools.
- Reduce staff workload.
- Protect your current IT investment.

### Pivotree Control Tower Transforms Real-Time Data into Powerful Analytics

**“69% of consumers are less likely to purchase from a business again if a product arrives two days late.”<sup>1</sup>**

With Control Tower you can quickly identify and investigate stuck orders, receive critical alerts on errors and trends as they arise, and gain deep insights across your Commerce operations.

Control Tower is a powerful SaaS solution that integrates with leading commerce, order management, and data management systems to bring you real-time data and insights. Powered by your KPIs and metrics, its pre-built user-friendly dashboards and graphical displays give you the insights you need to exceed the ever-growing expectations of online shoppers.

### Practical Applications

#### Prevent Returns with Actionable Data

With return rates as high as 17% and costing retailers 21%<sup>2</sup> of the purchase price, our solution offers insights into what is being returned and why, allowing you to prevent losses and improve customer satisfaction.



#### Understand Store Performance with Drill Down Capabilities

Optimize your BOPIS (Buy Online, Pick-up In Store) process. Our solution offers pick and pack Service Level Agreement (SLA) monitoring, store and regional reporting, pickup completion metrics, and insights into staffing demands and workload trends to help you overcome the challenges faced by 73%<sup>3</sup> of retailers.



# Key Features

Built on decades of commerce experience, our dashboards and analytics provide unparalleled operational insights so that you can make data-driven decisions with confidence.



## Real-time Monitoring

Continuous visibility into order fulfillment, inventory levels, shipment status, and overall eCommerce performance.



## Configurable Dashboards

Tailored views for different user roles like regional managers, store managers, and warehouse managers, etc. to ensure relevant insights are easily accessible.



## Key Performance Metrics

Track KPIs specific to eCommerce and fulfillment like order processing times, store fulfillment performance, and product return reasons to identify risks, costs, and inefficiencies.



## Proactive Alerts and Notifications

Proactive alerts for anomalies or potential issues, enabling swift corrective actions.



Trusted by Industry Leaders like Psycho Bunny

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## Take control of Commerce and Fulfillment with Intelligent Analytics

In the dynamic and demanding realm of eCommerce, having the right data at your fingertips is not just an advantage — it's a necessity. Pivotree is your go-to partner for enterprises seeking robust data visualization and analytics capabilities across your commerce landscape. Our deep expertise in commerce, fulfillment, and data management enables us to deliver a uniquely integrated solution that transforms complex, real-time data into clear, actionable insights.

Through intuitive dashboards that make complex insights accessible and actionable, Control Tower ensures every decision you make is informed by accurate, up-to-date information, to drive operational efficiency, reduce costs, and enhance customer satisfaction.



Discover how our advanced business information dashboards can help you gain the insights you need for success. Contact us today to learn more about Pivotree Control Tower.

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<sup>1</sup><https://www.cnbc.com/2022/01/25/retailers-average-return-rate-jumps-to-16point6percent-as-online-sales-grow-.html>  
<sup>2</sup><https://www.apsfulfillment.com/e-commerce-fulfillment/7-shocking-e-commerce-order-fulfillment-statistics/>  
<sup>3</sup><https://fitsmallbusiness.com/bopis-statistics/>