

EVERYTHING under control

Tod's has relied on **TESISQUARE**, an information technology company, to manage and monitor shipments, from checkout to delivery. In the future, the system will also be expanded to production, integrating factories and suppliers to support seamless procurement and assembly workflows.

From the Challenges to Opportunities of Digital Tools Tod's has chosen **Tesisquare Platform** for its omnichannel communications. The pandemic highlighted the importance of internalising activities, to promote the development of economies of scale, allowing companies to better react to macroeconomic changes. Therefore, within a **digitalisation process** that began in 2010, Tod's has decided to revisit its front end, internalising the management of its e-commerce portal to make the **customer journey omnichannel** and **multi-touch**, delivering a homogeneous customer experience both online and offline.

To manage this project, Tod's has relied on the Tesisquare, an information technology company that will be **monitoring the shipment workflows** of the brand around the world. Since the brand targets many countries, the website must be adapted to different cultures, with a tone of voice that reaches all users, and **logistics processes designed according to the context**.

The project focuses on B2C visibility for Tod's shipments through an integrated e-commerce platform to manage the entire shipment process and monitor customer experiences through couriers' integration. The platform selects the best courier for the shipment, verifies delivery, and manages a paperless invoicing workflow. This apply also to the returns, which are monitored and controlled through the **Tesi TMS** software, which communicates the results on SAP.

More specifically, the omnichannel logistics project also provides **B2C customers** with multiple stock sources, that is, not just **warehouses dedicated to online sales**, but also so-called common pool stock — tier 2 warehouses and the specific availabilities in boutiques around the world — thereby expanding the offer. **Tesi TMS software** chooses the best vector based on the service criteria, starting point, destination, and rate.

By exchanging data with couriers' systems, all phases of the shipment can be monitored, from checkout to delivery. It is therefore possible to make checks and **intervene proactively**, with great advantages in solving the most frequent problems, such as customs **document management during import and export**, or storage exceptions and redelivery.

Consumers are increasingly demanding and expect brands to know perfectly, if not even anticipate, what they want. They move online and offline. Being able to meet their **needs guarantees** greater levels of **satisfaction** and **reinforces the brand-consumer** link.

This process also delivers greater flexibility in inventories management, distributed across multiple channels and on an international scale, guaranteeing better control and greater efficiency. It allows **different strategies** to be tested on various channels and then to scale the most successful. **Digital tools** also enable closer **experiences** and **interactions** with the brand.

In a world where customers move fluidly, Tod's continues down the path it began years ago in terms of digital omnichannel strategies and customer-centricity. Users can enter the world of the brand and get to know its DNA, its values, its projects, and its products, up to the point of personalising them. At Tod's stores, **customers can access the endless aisle** (products available online) and vice versa; visitors on Tod's digital channels can also **purchase products available in the retail network**. A product can be **reserved via the website** and **picked up at a chosen shop**, or an in-store appointment can be booked online. **Users can contact the company via chat, video chat, and messaging**.

In the long-term Tod's, in collaboration with the Tesisquare Platform, aims to **expand the monitoring** to the production phase, integrating its factories and suppliers of semi-finished goods to deliver seamless procurement and assembly processes, to obtain full control of the logistics.

