

CASE STUDY

At Home reacts to huge ecommerce demand spike with new capabilities and industry-leading store fulfillment

Manhattan Active® **Omni**





Upgrading technology to meet shifting customer demand

At Home is a home décor superstore with a broad assortment of products and price points. The retailer has nearly 261 stores operating in 40 states and over 8,000 employees. Each store offers about 50,000 home products from furniture, mirrors and rugs to housewares, patio and seasonal items. The company likes to say it has something for every room, style, budget and season.

For At Home, like many other retailers, the pandemic fueled a sharp increase in new fulfillment methods like curbside pickup and buy online, pickup in store. In order to meet customer needs without over-burdening store associates, the company needed a best-in-class technology with the ability to grow with the organization. After thorough evaluation of several major players in the market, At Home selected Manhattan Active® Omni.





“At the end of the day, Manhattan Active Omni was just ahead of the curve,” said Lauren Tillman, At Home Director of Omnichannel Operations. “The store fulfillment app itself was one of the key factors in our decision-making process. We really wanted a platform that not only had the features and functionality...but could really be a platform that could grow with us as we continue to expand and optimize our omnichannel capabilities.”



A Blueprint for Success

When the project kicked off, At Home's omnichannel was in a formative stage. As implementation began, Manhattan created a plan to enable as much volume as possible, as quickly as possible. First, the team activated capabilities like buy online, pickup in store and curbside pickup, which the retailer had already been using. That was followed by adding ship-from-store and drop-ship functionality.

“The Manhattan team did a really great job of helping us come up with an approach that was phased so we could launch like-for-like capabilities first, and then quickly follow with new functionality for ship from store and drop ship – without having to do a ton of rework. The team was also extremely knowledgeable in the tool, so they really helped us navigate optimal way to use and implement the tools to best fit our business.”





Transforming In-Store Fulfillment

Manhattan Active Omni added new levels of efficiency to the way store associates executed store fulfillment. The solution even gave photo guidance on pick orders, which was quite handy when searching for something like a single pillow in an aisle full of pillows.

“They love this new store fulfillment app. The previous one they were using was a little archaic. This one really brought great functionality for them. It optimized our picking and routing throughout the store to minimize footsteps. It also added things like pictures to the pick list. Being able to see exactly what the customer wants was extremely helpful in the picking process.”



Adding Seamless Communication to Curbside Pickup

Another feature that really helped At Home's ecommerce operation was the curbside notification functionality within the store fulfillment application. As store associates were concentrating on their many other responsibilities, they would be notified directly that a curbside task needed to be addressed.

"A really big feature was the curbside notification functionality within the store fulfillment application. I think it's great that the notification comes directly into the app, which means that team members are still primarily focused on the app that they're using for picking and processing orders. They weren't toggling back and forth between two different systems, so we really gained efficiencies there to help service the customer faster as well."





Helping customers help themselves

An aspect of omnichannel retail that is critical in delivering great experiences, but sometimes overlooked, is customer self-service. Not only do many younger consumers prefer to interact that way, the technology also relieves some of the burden on customer service representatives and store associates. At Home was pleased at what Manhattan Active Omni had to offer.

“One of the features that I found particularly useful was the digital self-service tool. This feature really gives customers a sense of control over their post-purchase journey. They can do things like initiate returns and print labels and even extend the hold period for their in-store pickup orders. It’s really great to have a tool that evolves with our customers and keeps them at the top of mind.”



A Solid Foundation for a Growing Omnichannel Operation

“I would definitely say that Manhattan Active Omni has met our expectations. As a business user and a product owner, I really think anybody that is transitioning from another order management system is going to realize that not only are they getting a best-in-class store fulfillment app – which by the way is really something that you see designed for a DC or a fulfillment center – they’re also getting really great, base functionality from a backend perspective that still is highly customizable.”





The Start of a Beautiful Relationship

“It was an extremely big year for At Home last year. We actually shipped product to a customer for the first time in the company’s history, so that was a major milestone. And we saw great success getting that program up and running before peak season... It’s been a lot of hard work and I have a lot of really close relationships with several of the leaders at Manhattan.”

At Home, The Home and Holiday Superstore, offers up to 50,000 on-trend home products to fit every room, style, budget or season. From furniture, mirrors, rugs, art and housewares, to tabletop, patio and seasonal décor, At Home offers décor for all, and always for less. Headquartered in Dallas, Texas, At Home currently operates 261 stores in 40 states. For more information, please visit us online at athome.com.



