# CommerceIQ

Shipment Tracker

Supply chain operations for ecommerce is complex and expensive. Retailers like Amazon imposes different sorts of penalties for not meeting specific metrics. One of the big cost is shortage invoices which can be upto 2% of COGS for large consumer brand fulfilling 1000s of POs. Minimizing shortages is important to improve channel profitability.
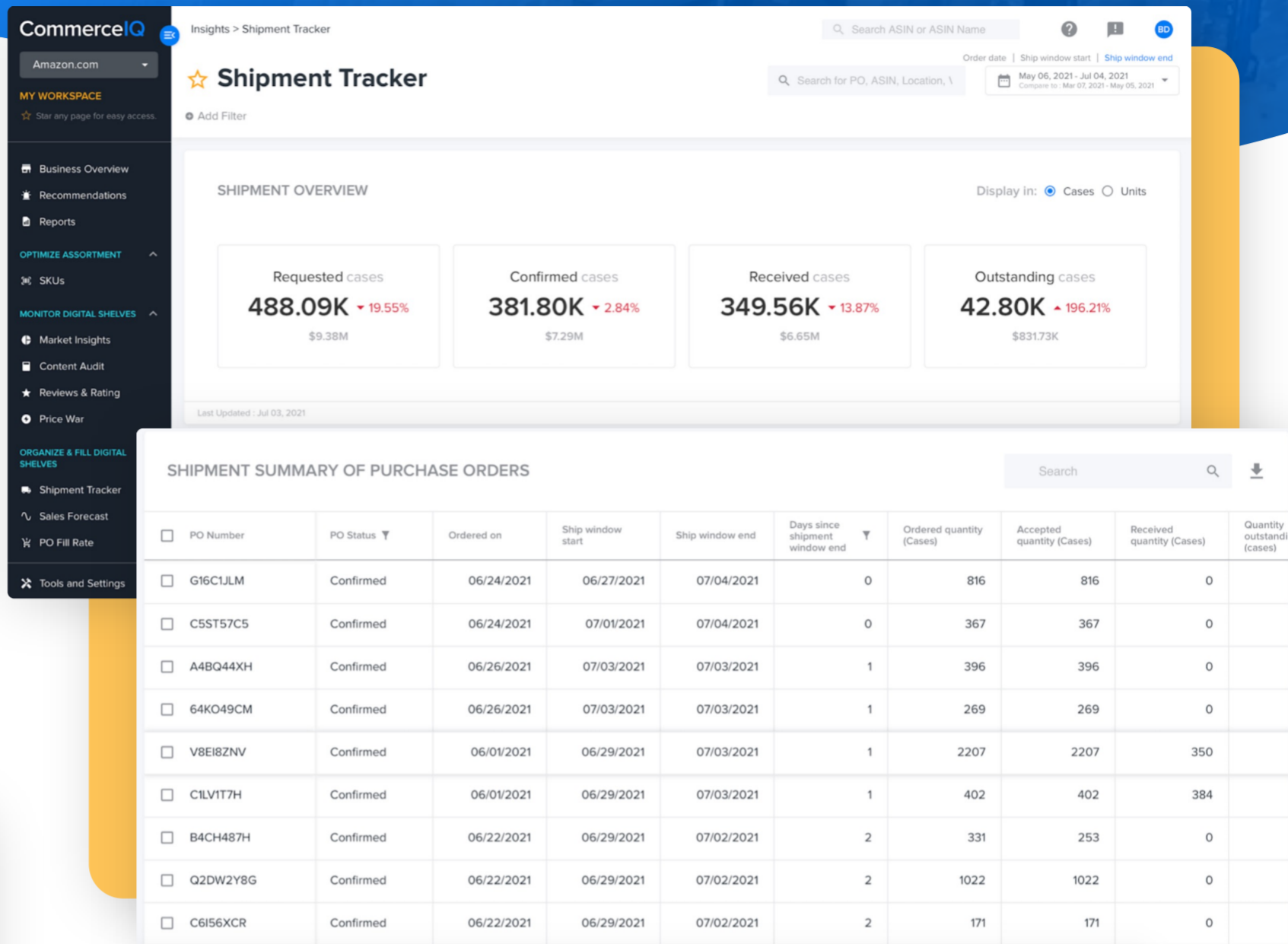
WIth CIQ Shipment Tracker:

✓ Gain real-time visibility to PO details, outstanding issues and resolution status in a single dashboard for all ASINs

✓ Proactively identify discrepancies before shortage invoices are issued

✓ Automate ticketing and reporting

Leveraging the latest in machine learning and automation, CommerceIQ helps brands be proactive and avoid these minefields. The new Shipment Tracker module within the CIQ Sales product tracks the lifecycle of every PO and provides real-time updates on any discrepancy. A simple click provides visibility on POs for which a lower receive quantity than ordered is reported, eliminating the need to manually scrape outstanding POs in search of discrepancies. Instead of waiting weeks to be notified of shortages which translates into penalties, CIQ Sales users now reach out to rectify issues in advance. Beyond the significant time savings, the main benefit goes straight to the bottom line. Automations further streamline the process, exporting PO data at an ASIN level, reconciling with the ASN (Advance Shipment Notification), Carrier Code (SCAC) , Carrier Tracking Number (PRO number), bill of lading (POL) and proof of delivery (POD) data against shortage claims.

CommerceIQ delivers 40% more incremental sales and 20% higher profitability to more than 2200 leading consumer brands

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