Digital Platform improvements over CMO:

- Improved customer experience (with fulfillment lifecycle).
  - Platform does send notifications to Stores.
  - Stores can now check fulfillment status and truck location.

- Fulfillment process streamlined by the digital platform allowing easier onboarding of new warehouse staff.

- Traceability - Digital platform leaves a digital footprint of who did what and when. Having digital data would give historical data for next process improvement iteration based on gathered data.

- Parts of the processes are automated, saving effort and allowing employees to focus on other tasks, which have higher value add.

- Improved delivery time by shortening the fulfillment time of individual packages and pallets.

- Digital platform to act as a foundation for next improvement iteration and further optimizing fulfillment lifecycle.

- Improved visibility - each package went where and routed by whom. How long did it take from starting the processing to fulfillment, delivered status.

- Ability to monitor workload of warehouse staff and prepare for potential spikes during high demand periods.