

Combined Shipping Across Deals for EDI

Combining shipping costs

ExpertVoice is releasing a new feature that will allow orders made across multiple deals (or stores) from your brand to be combined into one order, and therefore packaged and shipped as one shipment. This enhancement is expected to reduce the expense of shipping by decreasing the number of packages, as well as the time to pack and ship orders separately. Experts will only need to pay one shipping fee for these orders, making it even easier for them to order more products from your brand.

Why does this matter?

As we continue to add more interesting ways for brands to target specific users with great deals through things like outlets and Flash Deals, we increase the likelihood that experts order multiple products from the same brand across multiple deals (or stores). In the past, this caused separate orders and order IDs to be sent to our brand partners, who then had to process, package, and ship products for each deal separately. This would also cause our experts to pay shipping for each one of those deals. All of the above lead to unnecessarily high shipping expenses for brands, and prohibitive shipping costs for experts.

EDI and PID

For our clients using electronic data interchange (EDI) to process orders from ExpertVoice, there are some special considerations.

What is REF*PID, anyway?

Our default EDI configuration applies a Program ID (PID) to each order in a "REF*PID" segment. This PID defaults to the values BROFORM and RETAIL_EPP (broform being a historical term representing orders placed by a pro audience). There are a few brands that have requested deeper customization of these REF*PID values. The ExpertVoice audience includes many experts who are dually affiliated with both retail credentials and pro access, who qualify for deals through both paths. In the cases where these dual retail and pro experts are availing themselves of both a pro and retail deal in the same checkout, we will be sending a single EDI document with the "RETAIL_EPP" program ID. However, invoicing, and commission calculations, will remain unchanged, and will still be based on shipped sub orders and will maintain fidelity to the deals being accessed.

We suspect many brands do nothing at all with the segment, and that other brands can tolerate some variance in the Program reporting. But this is something we need to confirm with all of our clients using EDI.

Combined EDI PO vs Per-Deal EDI PO

As mentioned, the in-checkout calculation of shipping due for orders spanning multiple deals will be modified to show a single shipping amount. The way this is reflected on purchase orders (PO) can vary based on brand setup.

Per-Deal EDI PO

For some brands, the order management software implementation on their end is sufficiently robust to recognize and combine shipments to the same address and person. In these cases, no further changes will be required other than enrolling in the Shipping Across Deals checkout experience. The brand configuration will remain as “per-deal EDI POs”, meaning that a PO will be sent for each deal.

The only change to current processing that will be encountered is that the shipping cost will now be allocated proportionally across multiple EDI POs. For example, if the expert is buying from two deals that each have \$10 flat rate shipping, we will now allocate a portion of the \$10 shipping to each PO. Special surcharges are applied at an item level and will continue to show in their entirety on the PO containing the item with shipping surcharge.

Combined EDI PO

If your order fulfillment system is not able to recognize and combine shipments to the same address and the same person, then ExpertVoice can support combining orders from the same checkout event into one PO.

In Summary, per-deal POs is the way to go if:

- Your order management implementation recognizes and combines shipments already
- Your shipment costing implementation is not going to be broken by splitting shipping amounts

If neither of those scenarios apply to you, we would recommend the combined PO.

If you have reservations about this approach meeting your needs, rest assured we will not be “flipping any switches” until we have tested the scenarios with you and arrived at an integration implementation that best serves you, and our experts.

Combined EDI Non PID-Dependent processing

What do I need to do?

- Nothing. Unless your Order Management Software is referencing the REF*PID segment (Program ID) to validate discounts or inventory allocation. If you suspect you are doing this, please let us know so we can discuss remediation and testing.

What will change?

- Experts who are eligible for more than one deal type (Retail and Pro or some affiliation plus a promo store) will now be able to place orders that mix items from both deal types. Expertvoice EDI processing will default to allocating those orders to Retail in the EDI PO but continue to break out the invoicing at the line item level. Previously, you would have seen two separate PO's.

Combined EDI with Program ID Dependencies (PID)

What do I need to do?

- We have determined that your Order Management Software is referencing the REF*PID segment in the 850 PO to validate discounts or inventory allocation. ExpertVoice will coordinate with your EDI contact to run some tests to make sure your system can handle the updated PO format.

What will change?

- Experts who are eligible for more than one deal type (Retail and Pro or plus a promo store) will now be able to place orders that mix items from both deal types. This 850 PO update consists of combining multiple PO's and removing the existing REF*PID segment and adding TW*PID to the PO1 segment as shown below:
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Example Expertvoice 850 PO

```
ST*850*100000674~
BEG*00*NE*7359013G17323351**20231211~
CUR*BY*USD~
REF*PO*7359013G17323351~
REF*PID*BR0FORM 13204~
REF*EM*
REF*NM*
REF*PH*
DTM*010*20231211~
DTM*001*20231216~
TD5**2*UPSN*****SG~
N1*ST*
N3*
N4*ATCO*NJ*08004-1416*US~
PO1*1*4*EA*30.74*PE*UP*895015001568*SK*PR02790*VN*PR02790~
CTT*1*4~
AMT*F7*8.15~
AMT*TF*1.84~
AMT*CG*18.44~
AMT*5*132.95~
AMT*1*122.96~
SE*22*100000674~
```



Proposed update to the ExpertVoice EDI 850

Current format of PO1 line:

PO1*1*1*EA*159.99*PE*UP*753759254124*SK*010-02376-
00*VN*010-02376-00~

Proposed format with the PID:

PO1*1*1*EA*159.99*PE*UP*753759254124*SK*010-02376-
00*VN*010-02376-00*TW*BROFORM 16722~

