

SHOP AROUND FOR CARRIERS



Many businesses think it's easier to select one carrier for everything. But this is not the case. It's best to continuously evaluate the right shipping mix in order to meet your and your customers different needs

LET THE PROFESSIONALS HANDLE WAREHOUSING

Outsourcing your ecommerce warehousing can do your business a lot of good. You will not make money moving boxes and producing labels. Third parties can do this much better than you can, leaving you time to get on with running your business.



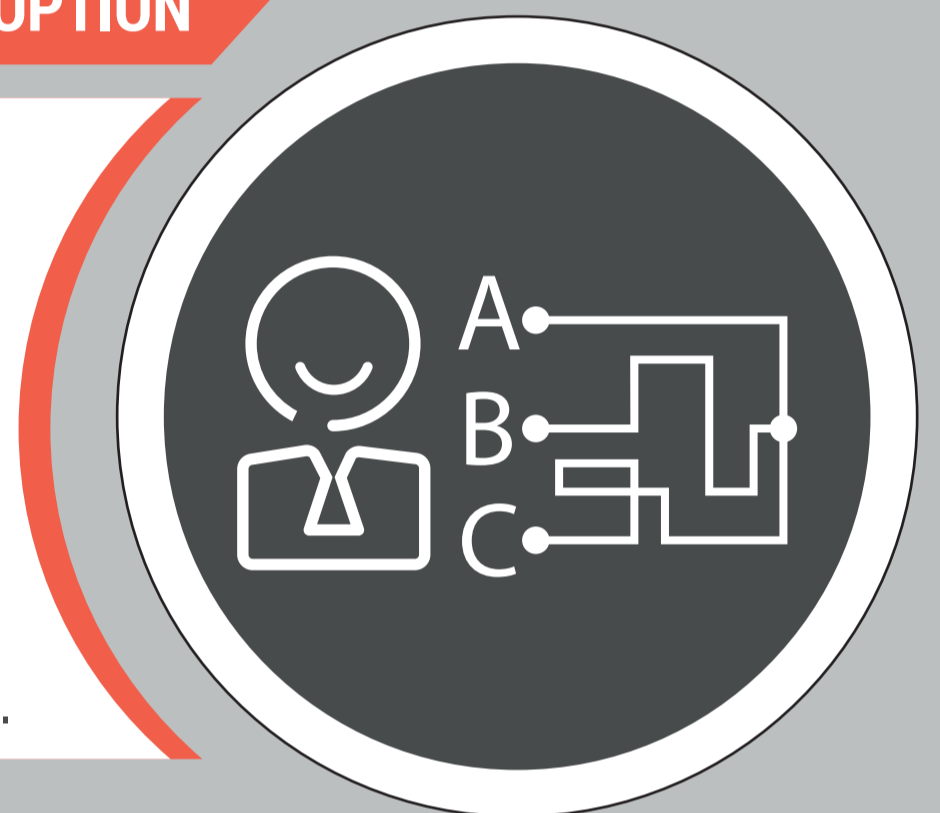
EMBRACE DROP SHIPPING



Drop shipping means that retailers do not keep goods in stock. Instead they transfer customer orders and shipment details to either their manufacturer or a wholesaler who then ships the goods directly to the consumer. If implemented correctly drop shipping can reduce distribution and fulfillment costs significantly.

GIVE BUYERS EVERY OPTION

Many businesses only ship once a day. However as some consumers may be happy with a three-day delivery, others may wish for same day delivery or even free delivery. This means you need to be able to offer these different options if you don't want to miss out on sales opportunities.



DO IT LIKE AMAZON



Amazon has set the bar high in terms of ways to fulfill within the ecommerce sector. Shipments are securely packed, quickly filled (often on the same day) and the online shopper receives a notification when the goods are on their way.

LOOK FOR EFFICIENCIES

The more similar your orders are the more efficient you can become. For example multiple orders can be picked at the same time in waves. Therefore the more orders you receive for a single type of product, the faster the picking and packing becomes. This can be useful during sales promotion periods.



KEEP YOUR DELIVERY PROMISES



By keeping your promises, you can keep your customers. If you get your parcels to your customers quickly and safely and offer as much status visibility as possible during the delivery journey you will create a very positive customer experience.

SURPRISE YOUR CUSTOMER

You need to do more than just deliver to your customers. You need to delight them too. For example if customers are simply expecting to receive a delivery on time you can delight them by upgrading their parcel to a priority shipping status for no extra charge. This will often cost you only a little more or in many cases it could end up costing you less than a standard delivery.

