

a guide to eFulfilment technology

Daniel Allin, Chief Product & Innovation Officer for **diamondlogistics**, who works closely with retailers FatStick Boards and Books that Matter, offers some advice on the eFulfilment tech which is expanding eCommerce capability.

Choosing the right fulfilment technology is vital to the success of any eCommerce business. Whilst the product may be selling and the website is doing its job in terms of attracting and engaging with buyers, all of this hard work can easily be undone if the post sales operation falls down.

“A smooth post sales process is essential in retaining repeat buyers.”

If it's broken, it can quite quickly lead to buyer frustration due to late delivery or in extreme cases, picking errors leading to the wrong goods arriving at the destination.

Good technology is also paramount when it comes to scale. Whether you are picking, packing and despatching yourself or outsourcing to a fulfilment partner, process is key.

Here are five simple things you need to look out for.

#1. Integration

In this modern age of technology, manually keying in order data into your warehouse management system should be avoided at all cost. For scale, you need a seamless flow of order information from your sales channel to your WMS. You are far more likely to achieve this if you use one of the more commonly used eCommerce sales channels.



marketplace

Whether you sell via major players or your own bespoke marketplace, we can integrate flexible fulfilment with your operation.



integration

#2. Live inventory with stock sync

The live transfer of stock and order data will give you a huge advantage.

“Knowing what you have to sell and how quickly you can fulfil will lead to happy consumers.”

If you get this bit wrong, you'll end up over promising and under-delivering, which will only alienate consumers.



#3. Knowing where stock is within your Fulfilment Centre

A good warehouse management system will not only show you where your stock is within your warehouse, but it should optimise your space efficiency. Transparency is crucial to effective and efficient storage.

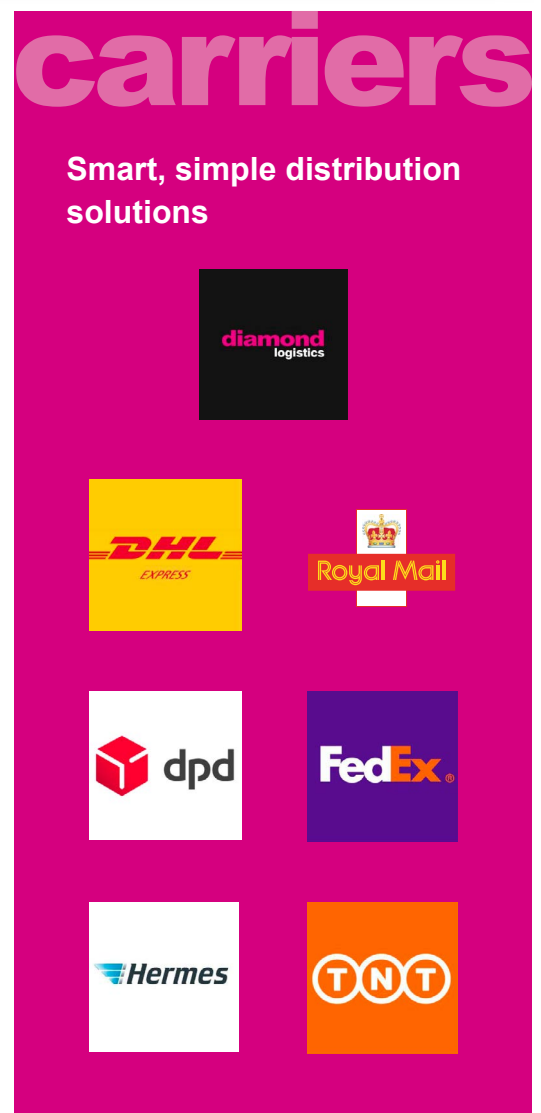
#4. An efficient pick and pack operation

If you want to scale up your sales, you'd better be prepared for it operationally. To ensure you can keep on growing without adding infinite bodies to your operation, your tech needs to do the heavy lifting. Optimised algorithms will help create efficiency when it comes to picking from the right locations in your warehouse, reducing walking distance and scanning barcodes to ensure the correct products are picked.

#5. The delivery

From the consumers perspective, the warehouse operation is an unseen, virtual operation that might as well happen on the moon. The delivery on the other hand is the physical transaction with the consumer – this bit really matters!

“Choose the best possible delivery partner, or better still, have multiple based upon value of order, size, weight, geographical location. Make sure your client is wowed and it will create repeat business.”



wowed