

SHOPPING FOR FULFILLMENT ?

Here are the top 5 things
to consider.



Rakuten

SUPER LOGISTICS

1. LOCATION

The number one rule of business: “Location, location, location” has little to do with where you run your online business from and everything to do with where you SHIP your orders from. Remember that the longer a package must travel to get to your customers, the more expensive it will be for you to get it there. By evaluating where the bulk of your customers are located, you can get a better understanding of the most economical locations to ship from.

2. VOLUME

Consider the volume of shipments you are sending out to customers during the typical month, as well as the spikes you can expect during peak seasons of your business. When evaluating a shipping partner, evaluate what processes are in place to handle an influx of orders and how they will support you. An experienced fulfillment provider will effortlessly accommodate unexpected spikes in volume, while a less established provider may create unnecessary delays for your customers if unable to quickly adapt to volume spikes.

3. CARRIERS

There are two major components involved when working with a fulfillment partner—the fulfillment itself (often referred to the pick and pack) and the shipping. When evaluating the shipping component its important to understand which shipping carriers the fulfillment partner works with and what relationships they have built with these carriers to negotiate lower shipping rates for their eCommerce clients. Determine what national and regional carriers you will have access to as well as what potential discounts can be expected when working with a fulfillment partner

4. SERVICE

Understand the service levels and guarantees you can expect when selecting a new fulfillment partner. Determine what the typical turnaround time is for order processing and what you can expect. An established provider will guarantee order processing within a certain time frame. The only thing a customer hates more than a delayed package is a WRONG package. Not all fulfillment providers can guarantee 100% order accuracy. Find out what processes are in place to prevent inaccuracies in fulfillment and what guarantees (if any) they have to bring you peace of mind.

4. VALUE

Aside from the standard pick and pack, what added value can a fulfillment partner offer you? Find out what tools are available with your new fulfillment partnership. In some cases, it may be technology or additional value add services, while in others it could be stellar client support that you can't get anywhere else. A great fulfillment partner will provide the right tools to support your business as well as exclusive service offerings to lower shipping costs, increase customer satisfaction, and give you a competitive advantage over leading eCommerce brands in your industry.

Comparing multiple fulfillment providers? Let us show you how we can beat the competition, with exceptional fulfillment services and superior savings on shipping costs.

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