



## The Stress-Free Way to Ship Orders

In today's global and interconnected world, shipping is more important than it ever has been. If a business in the UK is using raw materials imported from China and Indonesia to make goods that will be sold in America, Europe and beyond, then thousands of miles might be involved before a finished product is delivered to the customer. In some instances, transport costs play just as big a role in determining the cost of running a business than any other cost!

In order to keep costs to a minimum, the modern, global business make use of sophisticated technology in order to keep their costs to a minimum. These technologies ensure that goods are moved from one place to another in the most efficient manner possible – and thereby ensures that the companies that use them are far more effective than they otherwise would be. Let's briefly examine how this might be the case with the use of order processing software.

## Information

Modern logistics is dependent on quality of information. At every stage of an items journey, it's important that all of the parties involved have the best possible knowledge of where it is, where it's going and how long it will take to get there. Since it's possible to buy things from anywhere in the world at the click of a mouse, it follows that this information is constantly evolving. Keeping track of these changes without the aid of computers would render modern shipping methods impossible.

Up-to-date information allows you to provide your customers with an accurate picture of when their order might be fulfilled and delivered. Since stress is often the result of uncertainty, it follows that customer satisfaction increases in response to quality information.

Having better information naturally means that you'll be able to make better promises to your customers, which in turn means that you'll be able to make your promises far more ambitious in the knowledge that they'll be fulfilled. That order really will be at your customer's doorstep within just two working days! Moreover, when changes in the time scale do occur, you'll be able to set up an automated email that will notify the customer immediately – which means fewer angry phone calls.

## Accuracy

It's a fact of life that you don't always get what you ask for. But thanks to modern order-processing software, this fact is becoming less and less applicable to the modern retailer. Whether orders are being picked in bulk, or they're highly tailored and bespoke, it's the software that decides which items should be picked and shipped. Human workers simply proceed to the area indicated by the ordering system, pick up the item and remove it for shipping – thereby cutting time that would normally be spent standing around and pondering which item it is that needs to be shipped.

This removal of human involvement in the process reduces the likelihood of error, which in turn reduces the cost to your company in terms of returns – to say nothing of the cost to your reputation. And, naturally, it means that you'll be able to save on labour costs – freeing up your workforce to pursue the creative, analytic and decision-making work to which the human brain is far more suited.

## Integration

We've already discussed the advantages of being able to share information with your suppliers and customers in a manner that's automated, accurate and reliable. But we should also consider the advantages of eliminating inefficiency within the business.

A sufficiently large business will consist of several departments, each specialising in their respective roles. In concert, these departments make the business run. But if they're each running according to their own slightly-different systems, then miscommunication and damaging inefficiency is sure to result. Far better, then, to have a system which integrates shipping, stock control, and electronic point of sale.

## In Conclusion

In the modern age, shipping companies are engaged in a ceaseless arms race with one another, constantly employing ever more efficient means of cutting waste and boosting efficiency. This is undoubtedly wonderful news for the end consumer, and for human prosperity in general, but it does mean that businesses need to be proactive in their pursuit of improvement – since those who do not run the risk of getting left behind. In a world where enormous companies like Amazon are able to ship orders in a matter of mere moments, and have them arrive the very next day (or even sooner), it's vital that retailers have the necessary means to ship goods as efficiently as possible.

So what are the benefits to connecting your online store to Amazon and eBay?

- *Automatic communication with Ebay and Amazon's API.*
- *The listing will be automatically updated throughout pick, pack and despatch.*
- *EBay and Amazon are both humongous marketing platforms that are very well known and visited by millions of buyers. It is a great place to show off your products and receive new customers.*
- *One of the main advantages of selling on marketplaces such as eBay and Amazon is the enormous scale, Amazon draws nearly 85 million unique visitors per month. That is a lot of people, so that can translate into higher sales volume for you. According to an executive from Amazon, the average seller reports a 50% increase in sales when they join the Amazon Marketplace.*
- *It is simple and safe to sell on Amazon or Ebay. Listing products is safe and there are a lot of people looking at the websites.*
- *Sometimes the listing fees on eBay can be expensive, so when you use your online store you will reduce your eBay costs so that you can make special offers for your customers to draw them over to your store.*
- *When people visit eBay or Amazon they are not necessarily searching for your store, but they might just discover your product- which they might not have found otherwise. Once you have got your customer in the door you have a chance to win their repeat business by offering them an excellent product and superb customer service.*

Most of all, one of the biggest benefits is that you can use a multi-channel retailing software that will multiply your chances for success and reduce your costs – which will improve your return on investment. This can be a huge benefit for you and can take your business to the next level. **To find out more about Amazon and eBay integration for your ecommerce website, please feel free to ask us any questions that you might have or try a free demo!**