


# 7 Ways to Improve Your Fulfillment Process


Tips and tricks to get orders out the door, save money and keep consumers happy while maintaining your brand.



**1**

### Prioritize Orders

Be the champion of a first-time buyer by prioritizing their order. A successful order will set a good first impression. Alternatively, plan ahead for your ongoing subscription services, so that you can fulfill and ship these orders at a lower priority and still deliver on time.



**2**

### Pick Flexible Partners

COVID-19 has taught us all that business (and life) can change quickly. Choose partners that can help you scale up or down depending on growth — or lack thereof. Also, a partner that classifies as an essential business can ensure your organization operates unimpeded.



**3**

### Forecast

It's safe to assume everyone likes to minimize delays and shortages. Provide daily forecasts for your orders and units to ensure you have the labor you'll need to pick, pack and ship orders on time, thus creating happy consumers.

Create a fulfillment experience that helps to **deliver what your consumers deserve.**

### Communicate

Appearing on Shark Tank or launching a sitewide sale? Share news on all promotions, big or small, with your fulfillment center to guarantee your inventory is ready for fast and efficient fulfillment. Communication is the key to ensure your orders get out the door on time during promotional launches.

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### Don't Default to Shipping Air

Logistics change – Don't get left behind or stuck paying an unnecessary bill. Look at multiple shipping options and shop various service level capabilities such as a combined fulfillment and delivery hub, which can save you up to one day of transit time and cost, making ground shipping a viable option. Also, evaluate orders to ensure that your box sizes address your most popular orders so that you're not overpaying to ship.



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### Go Green = Cost-Efficient

Swap out poly bags and boxes for eco-friendly paper shipping bags. While custom sizes or branded bags have upfront costs, they can save money in the long term. An added perk is that consumers will be happy to eliminate the process of breaking down boxes from their post-purchase experience.



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### Use Multiple Nodes

Did you know you can reduce shipping time, your carbon footprint and lower costs by fulfilling inventory closer to consumers? Choose a fulfillment provider that can support your inventory from multiple locations.



For more information, visit us online: [pitneybowes.com](https://www.pitneybowes.com)