

# A Beginner's Guide to eCommerce Shipping

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In the wake of social media and smart phone apps, it's easier than ever for customers to find their favorite product online and have it delivered to their doorstep.

Indeed, this is what helps the eCommerce industry thrive as it relies on digital interactions to build a network of loyal customers around the world.



Now, as an online business, you may feel that once a user places an order and checks out that you've succeeded in raising your conversion rate. But in reality, your job isn't successful unless your customers receive the right product on time.

As it turns out, it's simply not enough to build a snazzy website and reel in prospective buyers. You must put a LOT of thought and consideration into your shipping strategy to make sure it's profitable in the long run.

This means investing in turn-of-the-century shipping solutions to always stay ahead of the competition and maintain a standard of excellence in terms of trust and reliability.

### Shipping Software for Flexible Workflows

Since you are in the online business trade, it makes sense to invest in tech-savvy solutions for complicated shipping issues. After all, what good is all that technology when you can't apply it to resolve your most pressing problems?



Depending on how many packages your organization delivers each day, you'll most likely find that shipping automation is not a choice, but a necessity.

At the end of the day, you're looking for ways to constantly streamline your shipping process by keeping track of orders, creating and printing shipping labels, updating information and order status, tracking shipments and managing order fulfillment.

When you're a popular organization with thousands of orders to ship on a regular basis, lack of efficiency can have a disastrous domino effect on your shipping operations.

This is where shipping software comes in to guide your shipping and fulfillment strategy with tailor-made solutions for common as well as unforeseeable problems.

### Cut Shipping Costs & Boost Efficiency

If you're interested in maintaining customer loyalty, it goes without saying that shipping speed and costs play a crucial role. Shipping software helps you organize data, integrate cloud systems, configure business rules and factor in important factors like consumer buying decisions when mapping out your strategy.

Not only does this help cut down on overall costs but improves efficiency with advanced inventory management and import/export options.

Check out our highly sought after eCommerce shipment software for SAP Hybris, IBM WebSphere Commerce, Omni-Channel Logistics and other marketplaces.

For more information, Request a Free Demo!

