

Why Outsource Your Fulfillment?

Outsourced eCommerce Fulfillment Can Improve Order Accuracy and Customer Service

Outsourcing order fulfillment continues to be a significant industry trend. In today's competitive marketplace, more and more companies are choosing to focus on their core business of selling products.



To do this, as well as increase customer service levels and drive down costs, these companies have decided to outsource order fulfillment. As the fulfillment industry continues to grow, distinct market segments have developed in order to provide more specialized service to a specific group of customers. Catalog fulfillment, product sample fulfillment, literature fulfillment and pharmaceutical fulfillment are examples of specialized services being offered to particular niches.

One of the largest and fastest growing fulfillment segments is e-commerce fulfillment. Spurred by the growth in business-to-consumer (B2C) and business-to-business (B2B) web-sites, outsourced e-commerce fulfillment allows large scale and economical web-based ordering without sacrificing order accuracy or customer service.

A truly effective e-commerce site is more than just a catalog and shopping cart that allow customers to choose products and purchase them using a credit card. Among other features, e-commerce sites should have the ability to seamlessly integrate with an inventory or warehouse system to perform fulfillment functions. Together, all these systems link into a process whose purpose is to accurately and efficiently process orders and provide the highest possible level of customer service.

Full-service e-Commerce fulfillment brings all the pieces of your logistic puzzle together. You can choose how much, or how little of your process to outsource. An e-commerce fulfillment provider, like TAGG Logistics, can allow you to focus solely on running your website and sourcing and selling your product.

