Order management

Mastering your e-commerce operations

Our comprehensive *Mastering your e-commerce operations* e-book provides everything you need to know to optimize your workflow. **Chapter one is all about order management** – how you keep track of and process your online orders. This at-a-glance tip sheet shows how the right technology can save you time and elevate the customer experience.

MANAGING YOUR INVENTORY

**Well-informed customers are satisfied customers. As you grow, keep in mind your available options:**

- Make sure that when a shopper clicks the buy button, the item is in stock.
- Work toward providing more details like when an item is low on stock or on backorder.
- Consider a dedicated inventory management solution, which can sync information from your sales channels and incoming supply, and even issue purchase orders when inventory dips.

MAXIMIZING YOUR POS

When you have both physical and digital channels, a modern POS offers multiple benefits:

- It provides a seamless integration between your online and in-store channels.
- You can see inventory across your physical stores and online.
- A purchase in-store or online will be reflected in your overall inventory, which means a purchase made via either channel will show one less in your inventory.
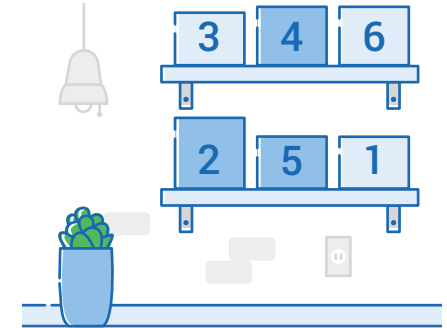
SORTING YOUR ORDERS

Choose the system that works for your business – there is no right way. Common methods include:

- First in/First out (FIFO) – the simplest way to sort your orders.
- Speed of delivery – prioritizing based on shipping options like next-day delivery.
- Customer service requests – prioritizing exchanges to keep customers satisfied.
- Product deliverability – waiting for all items to be in stock and shipping all at once.
- Shipping from multiple sites – not the best option since it requires multiple shipments, which increases costs, so use only when necessary.

Head to **canadapost.ca/ecommoperations** to download our e-book, *Mastering your e-commerce operations: How to optimize every stage of your workflow – and satisfy customers.*