

# Why What Happens AFTER e-Commerce Sales Matters Most of All

*3 Issues Online Retailers May Not Expect,  
And a Strategy Guide to Customer Satisfaction through Fulfillment Outsourcing*

## Executive Summary

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“Where’s my order?” “This isn’t what I bought!” “Why can’t someone answer my question?”

Growing e-commerce businesses often are so busy focusing on establishing their brand and making sales that they overlook one of the most crucial elements to the success of any business: customer satisfaction.

SMBs frequently underestimate (or lack the time and resources) to build infrastructure and processes that enable them to actually deliver on the promise of their brand to their new customers. As a result, they may lack the ability to adapt quickly to an unforeseen market condition or business need.

In today’s fast-paced digital world of social media outlets such as Twitter, Facebook, and Pinterest, an e-tailer may not even be aware of the “free” advertising or the astounding traction their brand might be getting until they are hit with an unexpected sales volume spike – and then find they can’t handle the resulting orders.

### *3 roadblocks to e-commerce customer satisfaction*

1. Distribution: Delay or failure to deliver an order
2. Fulfillment: Order mistakes
3. Customer care: Lack of timely response to a customer inquiry

Having great products is only the beginning.

Managing your inventory, delivering your products into your customer’s hands in a timely and professional manner, and providing your customers with the service they expect is as critical to your success as good products and marketing.

Would *you* buy another product from a company that mishandled your order? Or, recommend it to friend?

Order fulfillment and customer care companies in the United States, sometimes referred to as 3PL (third-party logistics) providers, can be a valuable resource to emerging online retailers. But how do you know what to look for when selecting an outsourcing partner? And, at what point do you need an outsourcing partner? If SMBs are to successfully grow their company and avoid the pitfalls that too many of these businesses face, this is a must-read white paper that discusses the top issues online retailers face and offers proven guidelines.