The eCommerce Journey

From retailers to customers' doorsteps

The eCommerce journey begins long before an item enters an online basket. It begins with a retailer listing its goods on a marketplace or website, and a customer finding the product they want to buy. This starts the chain of events that gets that purchase into the customer's hands. But how does that product go from being available online to reaching the customer's home or selected pick-up point? What systems and processes happen in the background? What is the typical journey a product makes in eCommerce?

INTERSOFT

SALES CHANNELS

Sales channels are where consumers go to buy a product. In the eCommerce space, retailers sell their products through various sales channels, as well as their own website if they have one.

SALES CHANNEL MANAGEMENT

THE ECOMMERCE SHOPPER

It's now easier than ever to shop online. Consumers use their desktop or mobile devices to make purchases and use various shipping and delivery options to receive their purchases. As an important part of the online retail ecosystem, the entire process of shipping products begins here.

DIGITAL SALES CHANNEL

DELIVERY CHOICE

Once the consumer has purchased a product, they will be given a choice on how they'd like that product to be delivered. Retailers can offer a range of services and delivery choices for them through the carriers they use. These delivery options can include deliver to home, in-store pick-up, and lockers.

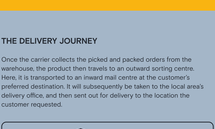
CONVENIENT DELIVERY OPTIONS

WHERE	HOW	SECURITY
Home or Work	Same day	Signature
Collect in Store	Next day	Insurance
Post Office	Timed delivery	Proof of delivery
Newsagent	Standard delivery	Proof of ID and age
Lockers	Paid for or Free	
	Guaranteed	

FROM PICKING TO DISPATCHING AN ORDER

The process then moves on to the warehouse. **Warehouse Management Systems** (WMS) and **Order Management Systems** (OMS) may be used here to streamline operations. They help inform those in the warehouse where the goods are stored, the most efficient processes and routes for picking orders, and when to replenish stock. During this process, labels are generated that meet the rules and requirements for shipping the product. The labels could include customs documents for international shipping and hazmat labels for hazardous goods.

WAREHOUSE MANAGEMENT SYSTEMS



CARRIER MANAGEMENT

CUSTOMER COMMUNICATIONS

- Upload tracking number ✓
- Keep updated on progress ✓
- Manage returns and replacements ✓

Dispatch - Carrier Collects

Create manifest paperwork and electronic files supporting shipments (including electronic customs documents)

THE DELIVERY JOURNEY

Once the carrier collects the picked and packed orders from the warehouse, the product then travels to an outward sorting centre. Here, it is transported to an inward mail centre at the customer's preferred destination. It will subsequently be taken to the local area's delivery office, and then sent out for delivery to the location the customer requested.

TRACKED PROOF OF DELIVERY

Many carriers offer customers the option to track where their product is throughout the delivery journey. Tracked products may show location details, delivery driver details and estimated arrival times, depending on the service chosen for delivery.

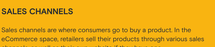
HAPPY! NOT HAPPY!

SUCCESSFUL PURCHASE | RETURNS PROCESS

RETURNS PROCESS

If, for any reason, the customer wants to send back the product, they can initiate a return. Retailers offer many options to make the returns process flexible and easy. The retailer works with the carriers directly or via the carrier management system to offer and facilitate flexible return collections and drop off options. Returns portals are a great way to improve this experience for the consumer.

RETURNS OPTIONS



Collect from home	Label on collection	Collect from home	Post Office/ Parcelshop, where label is printed
Post Office/ Parcelshop		Post Office/ Parcelshop	
Post it		Post it	
In-store		In-store	

GOODS RETURNED TO RETAILER

When a customer returns a product, the retailer can track the product on its journey back, letting both the customer and retailer know when it will be back in the warehouse. This allows the retailer to prepare a refund and, with the money back in their banks, the consumer can go back to buying. If the product is in a good condition to resell, the item is returned to inventory. If the item is not in a sellable condition, the retailer may recycle it.

CONSUMER SHOPPING EXPERIENCE BEGINS AGAIN

The eCommerce journey involves several processes and systems that work together seamlessly to get a product from the retailer to the customer's doorstep. From the retailer's initial sale to the delivery journey and returns process, every step is critical to ensure a positive customer experience.

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