May 2015

Why Omnichannel Fulfillment is Crucial for E-Commerce

ProShip
BY NEOPOST
CONTENTS

Editorial.................................................................................................... 3
1. What is Omnichannel Fulfillment?............................................ 4
2. The Role of E-Commerce in the Fulfillment Business.......... 5
3. Challenges for Online Retailers.................................................. 9
4. How to Get Your Shipping Strategy Right........................... 10
5. The Role of Carriers........................................................................ 11
6. Key Success Factors for Omnichannel Fulfillment........... 12
7. E-Commerce Fulfillment for Beginners................................. 13
8. Omnichannel Initiatives: Getting Started......................... 15
9. Your Omnichannel Fulfillment Checklist.............................. 16
10. The Future of Omnichannel Fulfillment.............................. 17
The growth in global e-commerce is top-of-mind for all retailers today. Consumers are more demanding than ever before and expect to be able to order their goods from any device and receive them at a time and place that is convenient for them. International commerce is both a cultural and complex business, requiring technologically-robust systems capable of handling everything from making packages as small as possible, to choosing the right carrier, ensuring compliance and keeping track of orders.

Omnichannel fulfillment provides a seamless consumer experience, using the best source for inventory, regardless of where it is located, in order to meet a customer’s needs. Transitioning to omnichannel however, brings additional advantages and new challenges that require flexible solutions to meet the demands of a rapidly changing environment. Data plays an important role in the fulfillment process as does the software that manages the data.

The goal is to utilize software that will ensure the best shipping option for every package, each and every day.

Providers who offer packing solutions that automate parcel creation, while optimizing parcel volume, will have a major role as e-commerce continues to expand. Shipping software solutions that connect with a wide range of carriers will enable vendors to meet customer expectations across different geographies. And tracking solutions, electronic proof of delivery and the growth in parcel lockers will enable retailers to optimize their operations.

I believe fulfillment can make or break your business. Choosing the right provider is crucial and the systems you put in place need to be aligned with your business strategy. The future of omnichannel may be unpredictable, but one thing is certain: a better customer experience will be the key to success.”

Alain Férard, Chief Operating Officer, Neopost Shipping
1. What is Omnichannel Fulfillment?

Fulfillment is all about getting orders to customers. It includes warehousing, finding the items ordered, packing them, shipping them, handling inventory and managing returned goods.

Omnichannel fulfillment is much more. It is the ability for retailers to fulfill orders out of their distribution centers, warehouses, manufacturing sites or stores. It also enables consumers to buy items online and pick them up in a store. Omnichannel fulfillment offers a seamless consumer experience regardless of the device or channel people use for shopping or returning items. Over the past couple of years, retailers have done an excellent job of allowing their customers to purchase from anywhere. This could be from a PC, a tablet, a kiosk, a smartphone, in an outlet or in a store.

Now the focus is on enabling fulfillment from any part of the supply chain and the need to have systems in place to manage it. Therefore, in addition to customers being able to buy from anywhere, they now need to be able to be supplied from anywhere.

Different types of players are involved in the omnichannel business. This includes brick and mortar stores that have switched over to an e-commerce solution and are offering this in addition to the ability to walk into a store and make purchases. It involves new startups who only fulfill from their vendors. And it also involves importers who import products to two or more origins in one country. Therefore there is a large group of individuals taking part.

The market is currently witnessing a lot of change, particularly from brick and mortar retailers who are leveraging the vast capabilities they have within a country for faster fulfillment of customer orders. More and more of this type of service is also being provided by newer, smaller startups that may not even have a single brick and mortar store.

Faster fulfillment requires greater use of inventory, regardless of its geographical location. Omnichannel fulfillment gives buyers what they want, how they want it and where they want it. Maximizing the use of enterprise software applications can enable retailers to meet these needs.
2. The Role of E-Commerce in the Fulfillment Business

Retailers are now fulfilling directly to customers, getting packages to them as fast as possible. This is a growing business, with double-digit sales increases expected for the majority of large e-commerce retail fulfillment companies in the U.S. over the next few years.”

Nathan Rucker, Director of Strategic Accounts, ProShip, Inc., a Neopost company

Going back 20 years in the United States, the East Coast had a typical set of retailers, the West Coast had different retail choices and customers had another set of options in the Midwest. Now businesses that were regionalized in the past have national and international touchpoints, even though they haven’t moved their stores. By leveraging international shipping, retailers are now able to reach many more customers, including those who may not have had access to them in the past. Leveraging e-commerce reduces the cost of carrying items and enables retailers to be more competitive in a global market.

The growth in e-commerce has changed the fulfillment business. As Nathan Rucker, Director of Strategic Accounts at ProShip explains, “Retailers are now fulfilling directly to customers, getting packages to them as fast as possible. This is a growing business, with double-digit sales increases expected for the majority of large e-commerce retail fulfillment companies in the U.S. over the next few years.”

Fulfillment has traditionally focused on bulk movement, with the break-bulk (loading goods individually) process happening very close to the buyer, usually in a retail environment. Omnichannel has changed this. Traditionally, bulk merchandise was received and broken down into smaller quantities in a store. Now this is happening as far back in the supply chain as the manufacturer. This means that goods cannot only be delivered from a retailer or distributor, but also directly from the manufacturer.

E-commerce has been a growing trend over the past 10-12 years and has greatly changed the way packages are delivered. As Bala Ganesh, Director of Retail Marketing at UPS explains, “In the past, multiple packages were shipped at the same time and now it’s all about delivering a single package at one specific time. How you differentiate yourself by offering a better customer experience is most important.”
People are shopping in different ways today and it affects how they receive their packages. For the second year, UPS has partnered with comScore, a data analytics company, to explore global consumer shopping preferences. UPS is able to understand how logistics, shipping and post purchase services impact the customer experience - and help their customers better serve consumers and accelerate their growth.

**Shopper satisfaction levels** across the globe range between 71% and 83%, with the exception of Asia, which averages 50%. The higher levels of satisfaction are experienced by U.S. and U.K. shoppers. The consumers surveyed expressed lower satisfaction levels related to the post-purchase phase, particularly the delivery experience. This includes the re-routing of packages and choosing delivery dates and times.

**Customer preferences at check-out** vary but need to be analyzed in order to understand why people abandon their carts. Consumers in Canada are willing to trade speed for cost due to shipping prices, while those in Europe and Asia are less likely to do so. And 50% of online shoppers in Mexico and Asia rate faster shipping options as important at check-out versus 28% on average in other regions.
Omnichannel options are important, particularly as consumers around the world have different retailer access preferences. Online shoppers in Europe (79%), Asia (79%) and Mexico (77%) prefer to access retailers via a digital channel, for example a tablet, mobile or desktop device. Those in Belgium (61%) and The Netherlands (71%) are less likely than other European countries to prefer to access retailers via these channels.

A third of online shoppers in the U.S., Australia and Canada prefer to access their preferred retailer in store as opposed to online.

**Returns**
Returns play a crucial role in creating a positive online shopping experience across geographies, however consumer behavior varies by country. Over 50% of people surveyed say they would shop more with a brand and recommend a retailer to a friend if it had a hassle-free returns policy.

This survey provides actionable information for retailers across the globe and offers them the opportunity to better engage consumers at each phase of the online shopping experience.

**Pre-purchase**
The preferred method of accessing retailers, for all the consumers surveyed, is via digital channels, mainly personal computers. However with the growing use of smartphones and tablets, online shopping activity on mobile devices is increasing. As a result, retailers need to be capable of offering consumers the ability to use multiple devices to address their shipping needs.

**Purchase and Delivery**
Online shoppers around the world want to know their purchase and delivery options upfront, particularly when it comes to the total cost of their purchases. The main reason for cart abandonment in all regions surveyed, except for Asia, is that shipping costs increased the overall purchase price more than expected.

**Post-purchase**
As discussed earlier, one of the most critical aspects of the online shopping customer experience is returns. Retailers that offer a hassle-free process can increase customer satisfaction and ensure repeat business. While free shipping for returns is often noted as the most important part of a consumer’s best returns experience, other features including a “no questions asked” return policy, a pre-paid return label included with the purchase and an automatic credit/debit card refund are also cited.
Why Omnichannel Fulfillment is Crucial for E-Commerce

2. The Role of E-Commerce in the Fulfillment Business

The survey concludes that retailers can win online shoppers over by:

**Globally**
- Providing a seamless omnichannel experience
- Supplying information on delivery options and shipping costs upfront
- Giving tracking information and keeping online consumers informed on delivery status
- Ensuring people receive their deliveries when they expect them
- Offering a hassle-free returns experience via the consumer’s channel of choice

**Asia Pacific**
- Developing offers for the growing number of mobile and social shoppers
- Offering an omnichannel experience in Asia

**Europe**
- Ensuring delivery time expectations are met and offering flexibility for these dates and ease of check-out
- Making the post-purchase experience better, particularly when it comes to returns and flexible delivery options

**United States**
- Providing details on shipping and delivery options upfront
- Offering a clear and easy-to-understand returns process

This research clearly highlights the need for retailers to employ the right technology in order to ensure a multi-carrier service that offers speed, compliance and support, improving the overall customer experience across the globe.
Online retailers are facing various challenges in order to fulfill a global market. The main issues are the following:

**Inventory**
A major challenge facing retailers is that of inventory. Retailers need to have a true understanding of the inventory they have, so that when they say a product is available to sell to a customer it truly is available.

**Support**
In a growing global market, support is also important. Retailers need to be able to provide support 24/7 and understand the requirements and processes for shipping cross border.

**Speed**
In the past, shipping was handled in a handful of distribution centers. Now it has extended out to all stores in addition to distribution centers. This requires extremely high-performing technology to enable fast throughput. Nothing can ruin a sales experience as much as getting the order to the customer after it is needed.
Transportation software therefore needs to be fast enough to handle tens of thousands of shipping requests from many locations. If retailers can ship up until the very last second, they have an opportunity to create a value-based service that meets or exceeds their customers’ expectations.

**Compliance**
Another challenge retailers are facing is how to handle the different carriers available at the different stores. For example, if a retailer has stores in Paris, Los Angeles and Chicago, the carriers are going to be different in each of these locations. This means compliance is crucial. A number of retailers outsource global shipments to a freight forwarder or a third party logistics company. Other companies prefer to collaborate with software partners that offer the proper applications to produce international documentation such as commercial invoices or certificates of origin.
4. How to Get Your Shipping Strategy Right

A number of retailers have arrived late in this market and have a lot of catching up to do. They need to adopt a strategy that gets them as close to their customers as possible. They know that they need to go omnichannel. And if that means fulfilling out of their local stores, that’s a process they need to further pursue. The right shipping software gives retailers and fulfillment companies access to as many carriers as they need in order to help them get orders to customers in one day. Retailers can use a lower service level, such as shipping by ground instead of air, and still get goods to their customers in a day. The omnichannel experience is all about getting packages to customers as fast as possible and at the lowest cost.

There are many customer verticals involved in shipping. For example if the retailer is shipping a high-value item such as jewelry, it can absorb the delivery cost quite easily and even supply free express shipping. However if it is selling a commodity where the margin is in single-digit percentages, the ability to provide that free service is impacted. In building their shipping strategy, retailers need to look at product mix in order to determine the most appropriate and effective fulfillment service. By leveraging an omnichannel approach, retailers can ship directly from the manufacturer or distributor of the product, increasing their footprint in the country. Considerations include the geographical realities of the situation, the cost realities of the product and what customers are willing to spend. It is crucial to balance all of these elements to provide an appropriate value mix for customers; otherwise they will go to another supplier who can provide the right mix.

While low cost and fast delivery are crucial for e-tailers today, value-added offerings like control over delivery scheduling, alternate delivery locations, and easy returns is what sets them apart from the competition. The e-commerce companies that are winning are those that are getting goods to customers at the lowest price and in the shortest delivery time, with the best customer experience. The pure e-commerce players are taking omnichannel seriously. According to John Berg, Vice President of ProShip: “94% of shipments today are still being flowed through traditional retail stores. And only 6% or less are being converted through an omnichannel experience. Omnichannel fulfillment can deliver a better customer experience by making it faster and much better.”

One of the benefits of omnichannel fulfillment is shipping from the location with the lowest carrying cost. This means there is a need to focus on sourcing. Major brands like Apple do this by supplying customers with shipments that come straight from China. This is something new players in the market should take advantage of. However there are costs involved and as Justin Cramer, Director of Services at ProShip, points out, “You need to do the math to ensure it is worth it. This involves working with a set of carriers to see if they can help you to embrace shipping from your vendor. Otherwise you might be missing out on a solution set that’s available to you as a smaller, or newer, player.”

Another area to consider is how to split your shipments when customers order more than one item. If for example a consumer orders three items and gets one of them tomorrow, she will not be unhappy because she has received part of her shipment early. When the rest of the order arrives in the timeframe expected, she is still happy. And overall she is delighted because she got that one product first. The odds are that the retailer sourced the products from two different locations and this explains the different delivery times. Waiting to ship all products to a fulfillment house would delay the delivery and make the customer unhappy.
5. The Role of Carriers

Across the globe, there are a larger number of carriers than people realize. And carriers have a direct relationship with the cost of the shipment as well as the delivery time. By leveraging a mix of carriers, retailers can provide the best options and offer the most competitive shipping costs. Shipping software enables carrier selection based on time and transit, and also other intangibles such as service level. The biggest challenge carriers currently face is the ability to handle short-term peaks in volume during the holiday season. The right shipping software will provide flexibility and enable retailers to opt for different carriers.

Carriers also have many different types of customers. As Ashley Boggs, Marketing Manager at UPS explains, “The shipper and the receiver are both important customers for us. We aim to delight both constituencies and do this by streamlining both the shopping and shipping process.”

---

**Excellent service**
This is important for both buyers and shippers. The shipper may be a retailer, a dealer or a third party. Both shippers and buyers are looking for streamlined processes within the supply chain.

**Global reach**
With the growth of e-commerce, it is necessary to choose a reliable carrier with global reach, in terms of network logistics. Finding the best transportation partner is crucial for retailers seeking to serve different needs across different geographies.

**Customer experience**
Retailers need to ask themselves, “How good is the fulfillment experience for my customer?” when examining different carriers.

**Convenience**
Another element is convenience. The question to ask is, “How convenient is the fulfillment experience for myself as a retailer as well as for my customer?”

**Technology**
It is important to choose a carrier that invests in technology in order to enhance operations and customer service. This in turn enables retailers to differentiate their business from the competition.

There are always two parties involved, those who send packages and those who receive them. It is important to choose a carrier that is capable of making sure that both sides of this equation are optimized. A premium carrier will be able to offer convenient technology and impeccable tracking ability, providing a high-end customer experience.
6. Key Success Factors for Omnichannel Fulfillment

Carrier Compliance
If omnichannel fulfillment providers are not compliant, carriers will not work with them. Carriers are constantly updating zip codes, rating labels or other data and need to work with a provider who takes compliance seriously. If a carrier does not receive the right document in the right format, it may hold a shipment until there is time to call you back. At that point, the carrier is not moving your goods, which can result in fulfillment deadlines not being met. Part of compliance involves communicating with carriers and providing carrier-approved shipping labels or tracking numbers. If for example a retailer is shipping from a local store, the software will notify the carrier the shipment is ready and the carrier will then dispatch a pick up. At the end of the day, compliance is based on exchanging data in a seamless and streamlined way.

Flexibility of Software
The omnichannel experience is all about flexibility. For example, a retailer may wish to ship from stores today and build temporary shipping facilities for seasonal shipping in the near future. Or it may wish to transform a distribution center into an e-fulfillment base. That’s why the flexibility of the software is so critical.

Internal Business Policy
An omnichannel fulfillment provider needs to understand its customer’s internal business policy. This enables the provider to set up a system that handles every type of situation possible and make routine decisions based on customer needs. Shipping software needs to integrate easily into the order management, warehouse or ERP (Enterprise Resource Planning) solutions.
7. E-Commerce Fulfillment for Beginners

"The Beginner’s Guide to E-Commerce Shipping and Fulfillment" by Richard Lazazzera provides the following advice for e-commerce entrepreneurs who don’t give enough thought to shipping:

**Packaging and Marketing**
In the past, packaging was simply a matter of getting a product ordered online out to the customer. Today it has developed into delivering more than just a package but also a customer experience. The way retailers package and present their products can help them stand out from the competition.

**Packaging Options**
Keep in mind the need for safe transport of boxes or envelopes using padded or unpadded options. Using a fit-to-size box also makes the overall parcel process satisfactory for the customer and is a cost efficient method for the vendor.

**Keep it Small and Light**
By keeping packages as small and as light as possible, retailers can save on shipping costs and also keep packaging costs to a minimum.

**Shipping Options**
Different strategies are available when it comes to charging customers for shipping services:

- **Free shipping** implies the retailer has increased the price of its products in order to cover shipping costs and in this case the customer ends up paying. Another option is that the retailer pays the full shipping price from its profit margins. Or retailers can increase the prices of their products slightly to partially cover the shipping cost and in this case both the retailer and the customer pay something.

**Real-time carrier costs**
Certain e-commerce platforms have the capacity to integrate in real-time with various carriers to find shipping options and live pricing options. Customers can choose and pay for the service that meets their needs.

**Flat rate**
The least popular option is that of flat-rate shipping. This tends to work best when there is a standard set of items to ship of a similar size and weight. This option becomes complex when there are shipments of different sizes and weights.

All shipping carriers tend to calculate their rates based on:

- Size of Parcel
- Weight of Parcel
- Country of Departure
- Country of Arrival
- Tracking
- Insurance

Figuring out how to ship profitably is one of the most crucial aspects of a successful e-commerce business. This is why retailers need to talk with experienced professionals who can help to develop a shipping strategy and explain all the costs associated with omnichannel fulfillment.
Insurance and Tracking
Most carriers offer insurance and tracking options at a reasonable price, enabling the shipper to have recourse if one of its parcels goes missing or gets damaged.

Customs
Handling customs is one of the most complex aspects of the omnichannel fulfillment process. Retailers who ship outside their country are required to include all of the right customs documentation. This paperwork informs customs officers in the country of import what the parcel contains, what it is worth and whether it is a gift or a purchase, among other requirements.

Fulfillment Warehouses
Many vendors choose to work with a fulfillment warehouse that can automate and handle the shipping for them. This involves storing inventory at one of their warehouses. When an order comes in, this fulfillment partner is automatically forwarded the order to pick, pack and ship on the retailer’s behalf.
8. Omnichannel Initiatives: Getting Started

More and more online shoppers are demanding access to products across all channels. So what should retailers take into consideration in order to deliver a satisfactory omnichannel experience? Here are a few tips on how to get started:

1. **SHIP FROM STORE**

According to “Consumers Demand Omnichannel, So Where Do You Begin” by Heather Bonura, the first action to take is to ship from the retail store. Retailers implementing a ship from store strategy are experiencing online revenue growth. This approach transforms the store into a fulfillment center and exposes a larger inventory of products to its online customers.

2. **OFFER IN-STORE PICKUP**

The next strategy Ms. Bonura recommends is offering in-store pickup. However this means retailers have to be sure their inventory is accurate. Inaccurate inventory can ruin a brand image. In contrast, accurate inventory can significantly improve the customer’s shopping experience. In-store pickup orders need to be fulfilled in a timely way that involves training and setting up a process that enables customers to pick up their orders as soon as they arrive in the store.

Retailers need to prepare to meet the growing demands of consumers who want to be able to purchase when, how and where they choose. Although this may complicate matters for vendors, successful retailers using an omnichannel approach with the right technologies, support and processes can meet these challenges in a cost efficient manner.
9. Your Omnichannel Fulfillment Checklist

Andy Geldman’s article “22 Tips for E-Commerce Shipping and Fulfillment” contains a list of 22 tips from experts in e-commerce and shipping fulfillment. Here are just a few:

**Shop Around for Carriers**
Many businesses think it’s easier to select one carrier for everything, but this is not the case. It’s best to continually evaluate the right shipping mix in order to meet the needs of both the company and its customers.

**Give Buyers Every Option**
Many businesses only ship once a day. However, while some consumers may be happy with a three-day delivery, others may wish for same-day delivery or even free delivery. If retailers don’t want to miss out on sales opportunities, they must be able to offer these different options.

**Do it Like Amazon**
Amazon has set the bar high in terms of fulfillment within the e-commerce sector. Shipments are securely packed, quickly filled (often on the same day) and the online shopper receives a notification when the goods are on their way.

**Let the Professionals Handle Warehousing**
Outsourcing your e-commerce warehousing can do your business a lot of good. You will not make money moving boxes and producing labels. Third parties can do this much better than most retailers can, leaving retailers time to focus on running their business.

**Embrace Drop Shipping**
Drop shipping means that retailers do not keep goods in stock. Instead they transfer customer orders and shipment details to either their manufacturer or a wholesaler who then ships the goods directly to the consumer. If implemented correctly, drop shipping can significantly reduce distribution and fulfillment costs.

**Look for Efficiencies**
The more similar orders are, the more efficient retailers can become. For example, multiple orders can be picked at the same time in waves. The more orders received for a single type of product, the faster the picking and packing becomes. This can be useful during sales promotion periods.

**Keep Your Delivery Promises**
By keeping delivery promises, retailers can keep their customers. Retailers who get their parcels to their customers quickly and safely and offer as much status visibility as possible during the delivery journey create a very positive customer experience.

**Surprise Your Customer with Shipping Upgrades**
Retailers need to do more than just deliver to their customers, they need to delight them too. For example if customers are simply expecting to receive a delivery on time, the company can delight them by upgrading their parcel to a priority shipping status for no extra charge. This will often cost the business only a little more or in many cases it could end up costing less than a standard delivery.

Fulfillment can be a very complex and time-consuming process. By automating or outsourcing, retailers can ensure their deliveries will be handled by professionals who know how to keep customers more than happy.
Consumers are demanding more flexibility when it comes to online shopping and according to the comScore survey (UPS Pulse of the Online Shopper) released in March 2015:

- Mobile is a catalyst to omnichannel shopping and all retailers should address any technical limitations they may be facing.
- Online shoppers are seeking alternative delivery locations together with additional payment options.
- Free shipping is becoming an increasingly important requirement together with greater emphasis on free returns.

**Europe**

Online shoppers in Europe are embracing new technologies gradually. They make the lowest number of purchases on a smartphone (19%) compared to the other countries surveyed and only 40% use retailer mobile apps. They make more in-store purchases (54%) than they do online and 52% say they prefer to see the expected arrival date rather than the number of days it will take for their order to arrive.

**Asia**

Online shoppers in Asia are looking for different delivery options and 45% of respondents here say they would rather have their packages delivered to locations other than their home. 33% said they would like their orders shipped to a local retailer. Asian shoppers are keen technology users and 27% expect same-day delivery.

**Mexico**

Mexican shoppers reflect both the old and new environments. The highest number of in-store purchases are made here and people cite fraud-related delivery issues as their main concern. Yet they do use mobile technology - 43% use their smartphones to research products before visiting a store but only 35% have returned an online purchase, the least of any market.

**U.S.**

Americans make more purchases on tablets than any other market and are open to new trends on social media and in-store technologies. Free shipping continues to drive purchasing as 58% of consumers reported adding items to their cart in order to take advantage of this incentive. In addition, 83% are willing to wait an additional 2 days for free shipping and 68% confirmed that free return shipping is needed in order for them to complete a sale.

There is no doubt that fulfillment will continue to grow and the industry will see continued improvements in all levels of omnichannel software. The process is constantly being refined, as everyone is trying to apply it everywhere. The industry is filled with examples of how to gain the most value from it and provide the greatest level of service and build customer loyalty. Omnichannel is continuously changing, whether the customer is ordering from anywhere or being fulfilled from anywhere. Parcel lockers are a great example of this and they are very simple to use. They enable online shoppers - most of whom are working and on the move - to make the most of their time by having their parcels delivered to the self-service pick-up point of their choice, which can be accessed during extended time slots. Recipients are sent a unique pick-up code by e-mail or text message when their parcel is available. They then simply need to go to the parcel locker, enter the code on the terminal screen and the door opens automatically. This system also allows shoppers to return purchases made online, easily and in less than a minute.

Omnichannel is an ideal opportunity for brands to get closer to their customers. Looking ahead, it is highly likely that retailers will start to build fulfillment centers within their stores. This will change the way in which retailers operate. And as for consumers, they’ll be much happier, as they’ll get their packages much cheaper and faster.
Sources

- UPS Pulse of the Online Shopper: September 2013 Global Study - conducted by comScore
- Consumers Demand Omnichannel, So Where Do You Begin – Heather Bonura
- The Beginner’s Guide to E-Commerce Shipping and Fulfillment – Richard Lazazzera
- 22 Tips for E-Commerce Shipping and Fulfillment – Andy Geldman
- UPS Pulse of the Online Shopper: March 2015 Global Study - conducted by comScore

Contributors

John Berg, Vice President, ProShip • Nathan Rucker, Director of Strategic Accounts, ProShip • Justin Cramer, Director of Services, ProShip • Bala Ganesh, Director of Retail Marketing, UPS • Ashley Boggs, Marketing Manager Corporate Retail Segment, UPS •

A Neopost, ProShip and UPS collaboration
Why Omnichannel Fulfillment is Crucial for E-Commerce

800-353-7774 | proshipsoftware.com