



Don't Let the Holiday Rush Trample Your **Ecommerce Sales**

Checklist for Evaluating Your System Readiness

Ecommerce sales are expected to increase by up to 15.5% during the holidays.¹ In addition to the traditional mega shopping days of Black Friday and Cyber Monday, expect online sales to exceed \$236 billion daily over the holiday season.²

Is your ecommerce business equipped to handle the holiday rush? Evaluate the holiday readiness of your ecommerce systems with this handy checklist.



Ecommerce System Checklist



Order



Inventory



Product



Communication



Order-to-Fulfillment

Are customers satisfied with how quickly their online orders are fulfilled?

Yes	No	Checklist
<input type="checkbox"/>	<input type="checkbox"/>	Are orders available in real-time within your ERP, 3PL, and/or other fulfillment systems?
<input type="checkbox"/>	<input type="checkbox"/>	If sales volume increased 2x, 3x, or 10x, would your existing processes push orders into your fulfillment systems quickly and accurately?
<input type="checkbox"/>	<input type="checkbox"/>	Are orders normally processed without requiring manual intervention by your customer service reps or other staff?
<input type="checkbox"/>	<input type="checkbox"/>	Is accurate order and fulfillment data available in the right systems, at the right time, without the need for manual data entry?
<input type="checkbox"/>	<input type="checkbox"/>	If you use an integration technology, can it scale to handle increased data load and automate processes end-to-end?

Problem

Slow, error-prone fulfillment leads to poor customer experience and lost sales — and inefficient use of talent and resources on low-value, manual activities.

Solution

As soon as an order is placed, it should be immediately available in your fulfillment systems. Load test your current system to see if orders can be fulfilled as expected.



Inventory Levels

Is product availability accurately reflected across all your sales channels – all the time?

Yes	No	Checklist
<input type="checkbox"/>	<input type="checkbox"/>	Is inventory correctly reflected across all your sales channels, including webstores, marketplaces, and brick-and-mortar stores?
<input type="checkbox"/>	<input type="checkbox"/>	As orders increase 2x, 3x, or 10x, will your sales channels accurately reflect products that are available or out of stock?
<input type="checkbox"/>	<input type="checkbox"/>	If orders are fulfilled from multiple locations, is product availability accurately reflected across all sales channels?
<input type="checkbox"/>	<input type="checkbox"/>	Are accurate inventory levels reflected in the right systems, at the right time, without the need for manual data entry?
<input type="checkbox"/>	<input type="checkbox"/>	If you use an integration technology, can it scale to handle increased data load and automate processes end-to-end?

Problem

Inaccurate product availability can result in lost or cancelled sales orders, tarnished business reputation, and lost customers.

Solution

Automate inventory tracking across all channels. As an order is fulfilled, storefronts and marketplaces should be automatically updated with accurate quantities.



Product Catalog

Are shoppers viewing up-to-date product information across all channels?

Yes	No	Checklist
<input type="checkbox"/>	<input type="checkbox"/>	Are customers finding consistent information for products that are sold across multiple channels?
<input type="checkbox"/>	<input type="checkbox"/>	As orders increase 2x, 3x, or 10x, can your current process maintain accurate and up-to-date product information across all your sites?
<input type="checkbox"/>	<input type="checkbox"/>	Are updates to product information — such as sizes, prices, images, and other details — automatically available across all your webstores and marketplaces?
<input type="checkbox"/>	<input type="checkbox"/>	Are product details updated across all your sales channels without the need for manual data entry?
<input type="checkbox"/>	<input type="checkbox"/>	If you use an integration technology, can it scale to handle increased data load and automate processes end-to-end?

Problem

87% of shoppers begin their product searches online.³ Without accurate product descriptions, shoppers will go elsewhere.

Solution

Automatically push changes and updates made to product catalogs within your ERP or PIM system across all your sales channels — including webstores and marketplaces.



Customer Communications

Are customers happy with status notifications and insights on their orders or returns?

Yes	No	Checklist
<input type="checkbox"/>	<input type="checkbox"/>	Are customers receiving real-time status of orders, including shipping confirmation and tracking information as soon as the information is available?
<input type="checkbox"/>	<input type="checkbox"/>	Do customers receive real-time status of cancelled orders, returned items, and/or refunds?
<input type="checkbox"/>	<input type="checkbox"/>	Is the average talk time for customer service calls on order or return status less than other types of calls?
<input type="checkbox"/>	<input type="checkbox"/>	Are order status, shipping information, and refund status reflected in the right systems, at the right time, without the need for manual data entry?
<input type="checkbox"/>	<input type="checkbox"/>	If you use an integration technology, can it scale to handle increased data load and automate processes end-to-end?

Problem

Without regular communications, customers can become anxious about their orders — leading to increased customer calls and cancelled orders.

Solution

Integrate your fulfillment systems and ecommerce system for automated, real-time notifications of order, delivery, and refund statuses to be easily communicated to customers.

Is your ecommerce business ready for the holidays?

The reality is that connecting your systems and automating processes are key to online selling success. With the seasonal spike in volume, it becomes even more critical to run your business with automated, seamless processes and data flows.

If you can't do that, then clunky, error-prone processes and the inability to scale will make business growth a challenge rather than a boon, and you'll be outpaced by the competition.



Partner with Celigo to maximize your holiday sales!

Contact us today to get started

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Sources:

¹ Lipsman, Andrew. "US Holiday 2021 Review and Holiday 2022 Preview." Insider Intelligence. Web. 02/23/22.

² Lipsman, Andrew. "US Holiday 2021 Review and Holiday 2022 Preview." Insider Intelligence. Web. 02/23/22.

³ Alaimo, Dan. "87% of Shoppers Now Begin Product Searches Online." Retail Dive. Web. 08/15/18.

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