

Shipping & Fulfillment Checklist

Display this checklist in your office, staff room or warehouse and tick off each item as you address them to ensure a successful operation this peak season.



- 1. Balanced KPIs and Metrics:** Develop KPIs covering speed, cost, quality, and customer experience for comprehensive operational insights.
- 2. Real-Time Customer Updates:** Keep customers informed about orders, delays, and changes to prevent frustration and negative feedback.
- 3. Transparent Returns:** Make return processes clear and efficient, preparing for increased returns during peak seasons.
- 4. Issue Anticipation:** Identify potential issues in advance and have plans to address supply chain, staffing, and technical challenges.
- 5. Visibility is Key:** Maintain clear visibility of order status, shipping routes, and warehouse inventory flow to prevent bottlenecks.
- 6. Achievable Expectations:** Set realistic performance metrics and expectations for your team, suppliers, and partners.
- 7. Maximize Tech Partners:** Explore all features from technology partners to enhance operations and grow faster.
- 8. Direct Customer Communication:** Connect directly with customers for a positive, lasting impression and increased brand loyalty.
- 9. Diversify Shipping Partners:** Use multiple shipping partners for continuity during carrier issues or unexpected events.
- 10. Motivate Warehouse Staff:** Create a positive work environment with gamification and rewards to keep staff motivated.

Checklist Completed

Date