



Ten SENIC steps to... Efficient Fulfilment

Poor or inefficient order fulfilment accounts for a high percentage of customer complaints. Key for every company is to have a smooth running process that allows for flexibility when needed.

Make sure order **turnaround times** are clearly understood by sales. Check out if your system can give "**estimated delivery dates**" at the time of order processing so this is clear to the customer upfront.

Make a decision that your business is either based on standard orders only or that you allow for specials.

If allowing specials, ensure there is good communication across the company so orders can be processed correctly.

In evolving businesses this is often the biggest challenge. While they were in their entrepreneurial stage almost everything was non standard, but in the growth phase can you still deliver this level of customisation given increased sales, with the same size organisation?

The easiest orders to fulfil are those that are input correctly to the system. Train your staff properly in order management and ensure they know how to work with your system correctly.

It's advisable to have a number of automatic checks in your system and an **automated approval process** for non-standard items

Work closely with other departments to ensure your system is as accurate as possible and is updated regularly. There's nothing worse than taking an order for something obsolete "because the system allows it" and then having to tell the customer this.

Create a daily report on orders that have missed their schedule fulfilment times and communicate this clearly to customer service/sales. It's vital at this stage that customers are informed. A good business system should do this automatically, linking directly with the customer and sales rep through email.

Choose transporters who can provide feeds back to your system on order shipment numbers, delivery status etc

Provide your customers with the mechanism to "**self order**". By using the internet/intranet tools, customers can self-select products/services thereby minimising order errors and get real-time/automatic feedback on any potential issues.

Genesys Business Solutions helps evolving companies to stabilise and grow.

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"Everyone has benefited with GP from Genesys. From telesales and purchasing, to admin staff and the fulfilment people in the warehouse, they are all aware of our entire business process, and how their actions and decisions affect other departments. Everything just runs a whole lot smoother"



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