

eCommerce Company's Order Processing Automation

Streamlining for Efficiency and Accuracy

24/7/365

Orders management

90%

Of all orders are completed automatically

3-4 or even more

Simultaneous orders completion

CRM

Automated integration for all leads, orders, and payments

Introduction

eCommerce company hires us for business automation and ROI boosting.

Challenge

The client's business is experiencing dynamic growth. However, a primary challenge lies in its focus on low-cost products, making it difficult to scale the business solely through the addition of new e-commerce managers and expanding the support team. Each new team member significantly impacts the business revenue. In this scenario, the most viable path for growth is to enhance the team with our specialized e-commerce solutions.

Solution

We conducted a thorough review of their support and sales managers' communication processes and achieved automation at every step. Rather than repeating the same questions, we have implemented bots to streamline these interactions effectively.

So we automated this process by bots:

- 1. Product Selection and Cart Addition:** Customers pick products and add them to their shopping cart.
- 2. Total Cost Calculation:** The system automatically calculates the total cost of the items in the cart.
- 3. Checkout Process:** Customers proceed to checkout, providing all necessary information for order delivery.
- 4. Payment Processing:** The payment process is facilitated, ensuring a smooth transaction experience.
- 5. Payment Status Management:** The system handles and updates various payment statuses.
- 6. CRM Integration for Leads, orders, and payments:** all client activity is seamlessly sent to the CRM system.
- 7. Order Tracking in CRM:** Every order, along with its status, is tracked and recorded in the CRM.
- 8. Payment Notifications:** Managers receive instant notifications about payment attempts and successful transactions.
- 9. Automated Delivery Coordination:** Upon successful payment, a bot automatically forwards delivery details to the logistics company handling the delivery service.
- 10. Order Tracking Communication:** Both clients and managers automatically receive order tracking numbers for real-time updates.
- 11. Order Fulfillment and Tracking:** Each order is assigned a unique ID. Managers are responsible for matching the right product with its corresponding order based on the description and then recording the tracking number provided in the previous step.

Results

For Business Owners:

- ✓ **Automated Order Completion:** 90% of orders are efficiently processed through an automated bot system, streamlining the flow from start to finish.
- ✓ **24/7 Order Handling Capability:** The client's business is equipped to handle orders around the clock at every step of the order management process.
- ✓ **Efficient FAQ Handling:** The bot addresses the most frequently asked questions, seamlessly guiding customers into the automated order management flow.
- ✓ **Human Intervention for Exceptional Cases:** Approximately 10% of orders are processed manually, typically for customers who prefer not to interact with the bot. These cases are comparatively fewer.
- ✓ **Multi-Order Processing:** The system is capable of handling 3-4 orders simultaneously, effectively eliminating the 'one order per manager' bottleneck.
- ✓ **Reduced Errors and Lower Skill Requirements:** Automation leads to fewer errors in order management, and consequently, reduces the need for high-level qualifications in managers handling these processes.

For Managers:

- ✓ **Significantly Reduced Manual Workload:** The system is designed to minimize manual intervention, allowing managers to focus on more critical tasks.
- ✓ **Targeted Manual Involvement:** Managers are only required to manually intervene in the final stages of order completion or to resolve payment issues, streamlining their workload.
- ✓ **Efficient Information Access:** Necessary information for sending orders is directly sent to managers via personal notifications, eliminating the need to sift through client communications.



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✓ **Minimized Order Errors:** Each order is assigned a unique ID, significantly reducing the likelihood of content errors and streamlining order tracking.

✓ **Accurate Address Handling:** Client addresses are directly sourced from the initial input, reducing errors in address transcription. Managers need only to verify the information, not manually enter it, enhancing accuracy and efficiency.

Need a hand?

We got you covered

<https://integrabiz.team> - business process automation & Tools integration

<https://leadgenerationmax.com> - ads optimization and lead-generation campaign scaling