



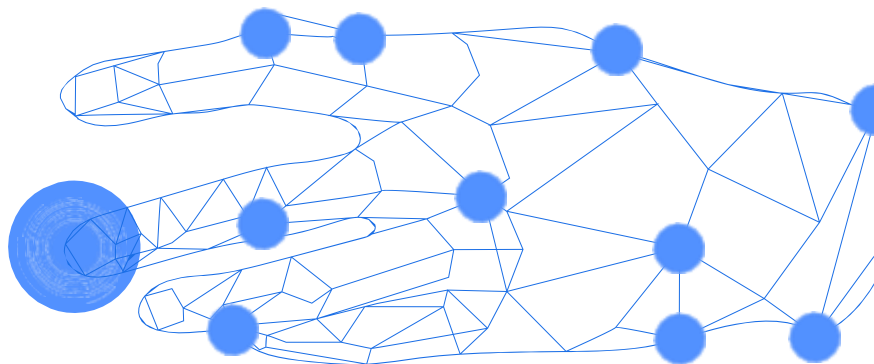
SAPPER.

Workflow Automation Ideas for your E- commerce Business

Whitepaper

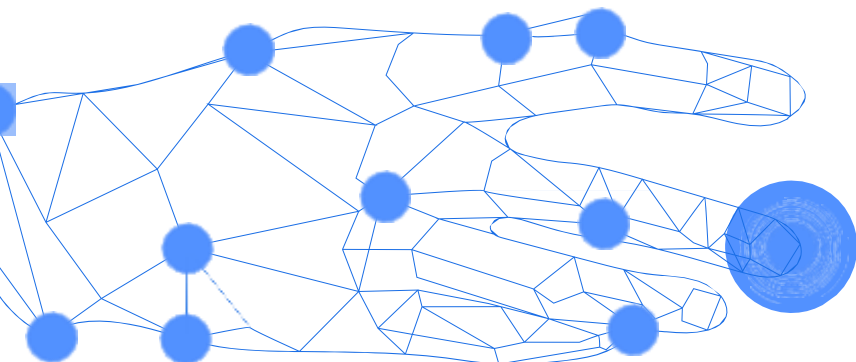
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Abstract

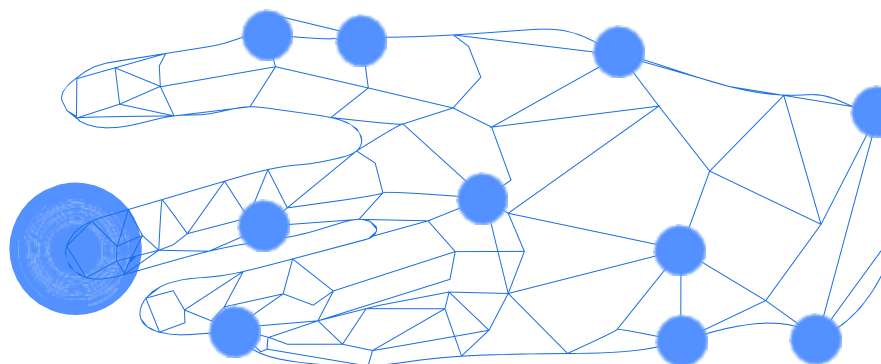
The eCommerce industry is booming. The pandemic has accelerated the adoption of eCommerce among the masses. This consumer behavior is unlikely to reverse. The eCommerce industry should adapt to this changing consumer behavior. In a growing sector, consumer experience is essential for business. And the best way to stay ahead is to create workflow automation. In this whitepaper, you'll learn what workflow automation can do for you.



What is Workflow Automation

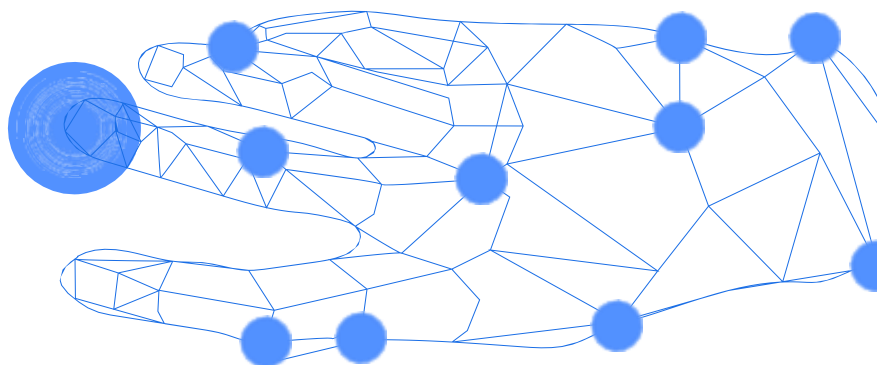
Workflow automation is a way to streamline your business processes. The central premise is to recognize the repetitive tasks and automate it using bots.

With eCommerce, there are processes in every department which are done manually. There are applications that you use but they have their own limitations. With workflow automation, you can integrate different applications and make them work collaboratively.



The Current eCommerce Scenario

With people adopting eCommerce as a part of their lifestyle, businesses need to adopt some technologies to fulfil this growing demand. Automation can solve major problems when it comes to user experience. Implementing automation will set your brand apart and competitors will be left behind copying you and not the other way around.

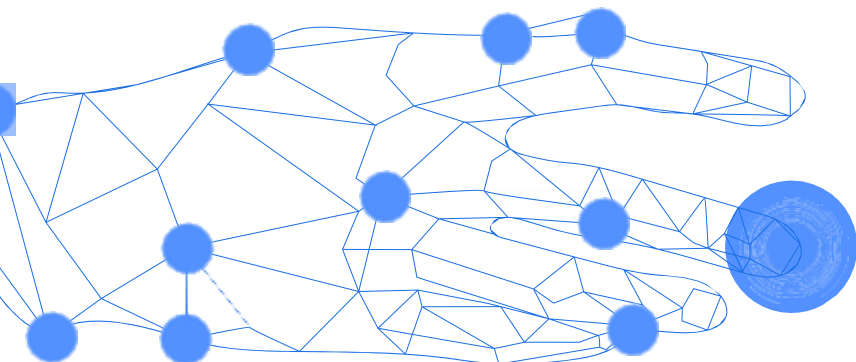


E-Commerce Tasks for Workflow Automation

Online retailers have tons of options when it comes to eCommerce automation. We are going to note down the 7 most essential tasks you need to automate.

1: Customer Experience and Support

Customer Experience is a differentiator for many companies. You can better serve your customer by integrating applications that are at the front end of your customer. Apps like CRM, email list and on-premise customer support could be synced. This will give your Customer reps a better chance of serving your customers right. Integrating your Sales and customer support systems could help your Sales rep understand the pain points of your customers.



2:Marketing

Nurturing leads is important for brand loyalty and long term revenue. With manual processes, you can lose out important leads and miss out on customers. With automation, you can easily segment the audience right from your CRM and automate the email offers. You can also sync your advertising platforms to your CRMs to collect the data accurately.

3: Purchase Order Automation

Demand and sales are always fluctuating. Raising and approving PO's becomes difficult with constant fluctuations. With automation, you can automatically raise a request through your applications as per the demand. You can create rules as to which supplier gets the request first. You don't have to comb between different applications.

4: Vendor and Supplier Onboarding

Vendor onboarding requires a lot of information to be exchanged between the two. There are different tools involved with each vendor and supplier. With automation, you can make sure you collect the information accurately. With API's you can have a single interface to share and receive all the information. API's help you integrate your system with any third-party tools your vendors and suppliers are using. It's a lot easier, quicker and accurate than a manual process.

5: Order Management

Order management is through which you can track your customer orders and shipment details. It is a process which overlaps customer service, inventory management, and delivery management. You cannot afford to have a disconnect between these applications. Automation integration allows you to connect different applications and help you track all the processes that go through in the backend with one single interface. You can also connect your marketing CRM's to let them know about the abandoned shopping carts and help them in retargeting.

6: Inventory Management

Inventory management is vital for online stores. Automating inventory management will help you allocate proper stock to proper order. You can set rules as to when to restock your inventory below a particular number after which an automated PO will be generated. Connecting inventory apps with Customer service apps will help your representatives get an accurate picture of the situation.

7: Sales Automation

Contacting and connecting with a lead takes lots of effort. You can automate these kinds of repetitive tasks and saves a lot of time and resources. Crucial follow-ups, customized offers, are essential part of the sales process. Automation can help you eradicate manual inefficiency and gives sales reps time to focus on client relationship building. Automatically extract and include lead information to your CRM's through communication applications.

Why use Workflow Automation

- Automation helps you cut out inefficiency.
- Manage crucial details like customer information, shipping details and inventory accurately
- Helps your employees stay productive by focusing on the tasks that matter
- Nurture relationships
- Boosts Sales
- Take control with timely notifications and instant access to data.



Summary

As an eCommerce business, you have plenty of competition, it's your job to make customer journey easy. This can only be done if you are competent with technology. Automate repetitive and mundane tasks.

To ensure you beat your rivals, you need to stay ahead and can't afford to ignore automation. The ideas mentioned above gives you an idea of how to open up the full potential of your eCommerce business.



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SAPPER.

Sapper deals with intelligent integration and automation tasks and helps various departments of an organization to perform efficiently. We help you automate different tasks involved in a process and increase efficiency.

Our aim is to make the Human resource department superior in their performance.

For more information, you can visit us at

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