

A cardboard shipping box is positioned on a conveyor belt in a warehouse. The box is brown and has a white shipping label with a QR code and two barcodes. The background is blurred, showing the industrial environment of a shipping facility.

5 Key Factors that will  
**SAFEGUARD  
YOUR BRAND**  
when using Drop Shipping

## INTRODUCTION

With the ever-increasing popularity of omni-channel retail, drop shipping (also known as direct despatch or virtual inventory) is being used by more retailers that want to get more products, to more customers, more quickly.

The main benefits of drop shipping are now well-known: orders are fulfilled more quickly; there are fewer opportunities for things to go wrong; upfront investment in stock, warehouses, transportation and distribution is reduced; and response to demand for stock can be quicker.

This all sounds fantastic, but what pitfalls do companies need to look out for so that they can maximise the opportunities that drop-shipping technologies offer while also protecting their brand?



1

## STOCK CONTROL

### ENSURE BOTH YOU AND YOUR CUSTOMERS GET THE REAL PICTURE

Accurate stock control is important to you and to your customers. Knowing how much of a particular item you have in stock is key, but it is also vital to know what your drop-shipping partners have in stock if you are to protect your brand.

Many complaints will arise from inaccurate stock information that results in unfulfilled orders, and this will affect the perception of your brand. You must therefore ensure that you are able to accurately communicate stock levels to your customers and update them in real time.

A good drop-shipping solution should give you full visibility of stock at all your suppliers and update stock levels automatically.

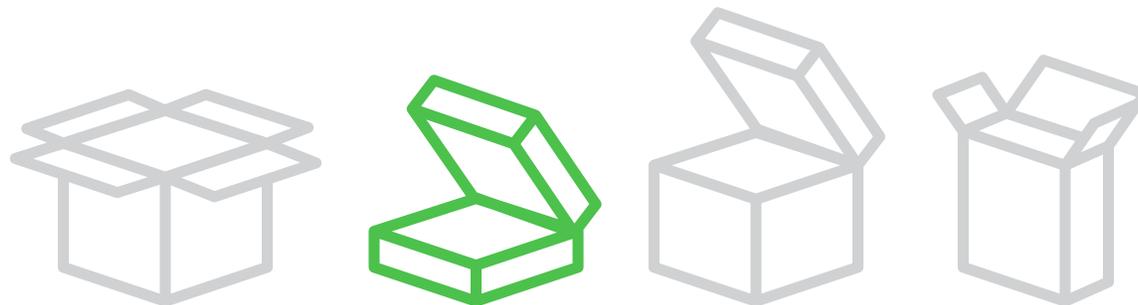
## 2

## HUMAN ERROR DON'T LET ORDERS BECOME A GAME OF CHINESE WHISPERS

In a game of Chinese Whispers, the more people who are involved, the greater the chance that the message will get distorted. With orders it is the same. Fewer steps mean fewer opportunities for things to go wrong, i.e. incorrect orders, orders being mixed up or sent to the wrong supplier, packages lost or ending up at the wrong store, or orders being sent to the wrong location.

A good drop-shipping solution will automate processes, so that orders go direct to the suppliers without the need for extra human intervention.





# 3

## PACKAGING PROVIDING THE SAME BRAND EXPERIENCE

A lot of care and attention is often paid to how an item is packaged and presented to the customer — from the box an item comes in, to how it is wrapped and even the branded invoice or order documentation. These factors all have a significant impact on the perception of your brand and how the customer will feel about their new purchase.

The effort that you make to present your brand in the best possible way should be replicated as much as possible by your drop-shipping partners. Your customer has ordered the product from you and the package should reflect this. Boxes, wrapping and invoicing should all be unified — maintaining the same buyer experience and sustaining confidence in your brand.

## 4

## TRACKING PROCESSES

### FROM ORDER PLACEMENT THROUGH TO DESPATCH AND DELIVERY

Placing an order with you is simple — even passing that order to your drop-shipping partner is relatively straightforward. What happens next can often perplex and confuse the customer.

You have in place a despatch notification and tracking process that your customers will be used to, but is no good if the customer can't see what is happening with their order when it is being fulfilled by your supplier directly. The customer must experience the same level of service as they would from you, including despatch lead times. Drop-shipping technology ensures a unified approach — keeping the customer in the loop with the progress of their order.



## 5

## EMOTIONAL-RESPONSE MANAGEMENT

Customers are quick to respond to what they consider to be poor service and are voting with their feet (or clicks) quicker than ever before. Research has found that nearly a third of customers will stop shopping with a retailer after just one incorrect order.\*

Companies that are fighting to remain competitive cannot afford to ignore emotional response. Your customer service team must also have full visibility of the supply chain, so that they can respond to any issues arising with ease. Maintaining a consistent supplier process using a proven drop-shipping solution will ensure that customers are well served, and in the timely manner they are expecting.

\*Voxware survey, November 2012



## ABOUT BLUJAY SOLUTIONS

BluJay Solutions delivers supply chain software and services to the world's most progressive retailers, distributors, freight forwarders, manufacturers, and logistics service providers. Transforming supply chain logistics with the BluJay Global Trade Network, we enable customers to unlock the power of more than 40,000 universally connected partners. With BluJay, companies can achieve greater trade velocity, transform their supply chain economics for disruptive advantage, and see beyond the horizon to optimize their future in the global economy.

