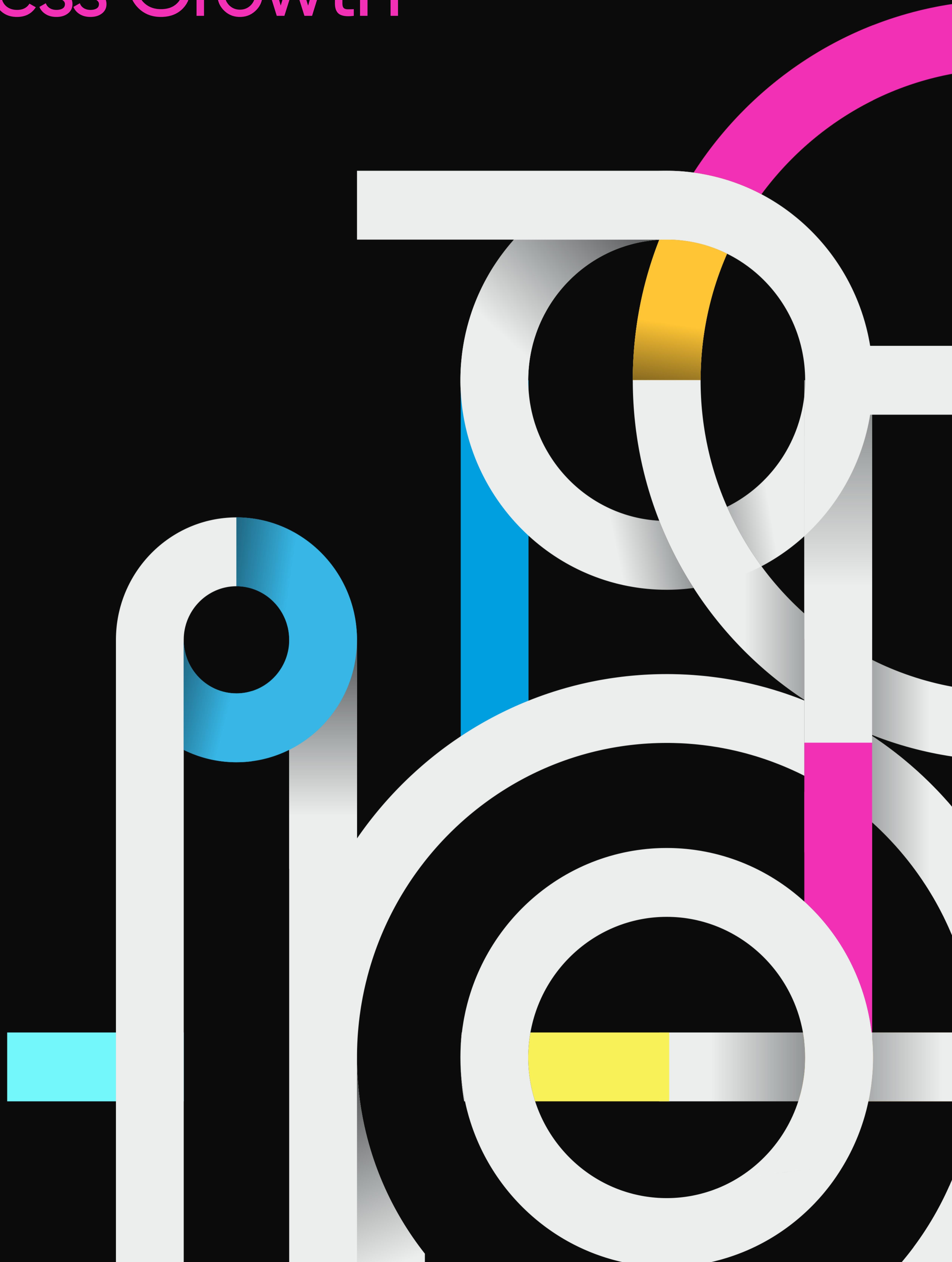


**OPLOG** 

# E-commerce Guide to Business Growth





## Improve Your E-Commerce Site

The growing evolution of e-commerce websites in Turkey and the world has turned into a global phenomenon. Setting up an online store or an e-commerce website has become a must for those who want to grow their business building models today.

Like the times we live in can be regarded as the golden age of technology, there are no errors in saying that our lives have intertwined with the virtual world. That is why having an e-commerce website has spread across from large international companies to small businesses.

It has made a name for himself from the smallest business to the world in today's world.

## Reduce Cart Abandonment

One of the most effective ways to optimize your e-commerce site sales is to reduce customers who leave your website while in the shopping cart section.

To measure this, when consumers leave the online store, use the latest technology that can track their activity on your website. This type of software can anticipate the consumer is about to leave the store, and by sending special offers to customers via pop-ups, it tries to persuade them not to leave your e-commerce site.

The majority of large e-commerce sites try to embrace the sense of urgency in the offers section. The message that contains urgency is created through pop-ups or countdowns to influence the customer's buying behavior. Therefore, notifications you have sent via pop-ups or countdowns can help you optimize your abandonment rates.



## **Create a Corporate Blog**

You can increase your e-commerce website sales by creating a blog. Blogs allow customers to spend more time with you, and as they spend more time with you, your conversions will also see a rise.

Use your blog for advertising your new products or engaging consumers by talking about the latest trends in your industry. This way, you can invite your e-commerce customers on your journey while educating them on specific topics.

It would be best to write a well-structured and truly readable blog with carefully selected keywords because it will enable you to rank higher in many search keywords.

Blogging provides an excellent opportunity for optimizing website sales on your e-commerce website.

## **Send Email**

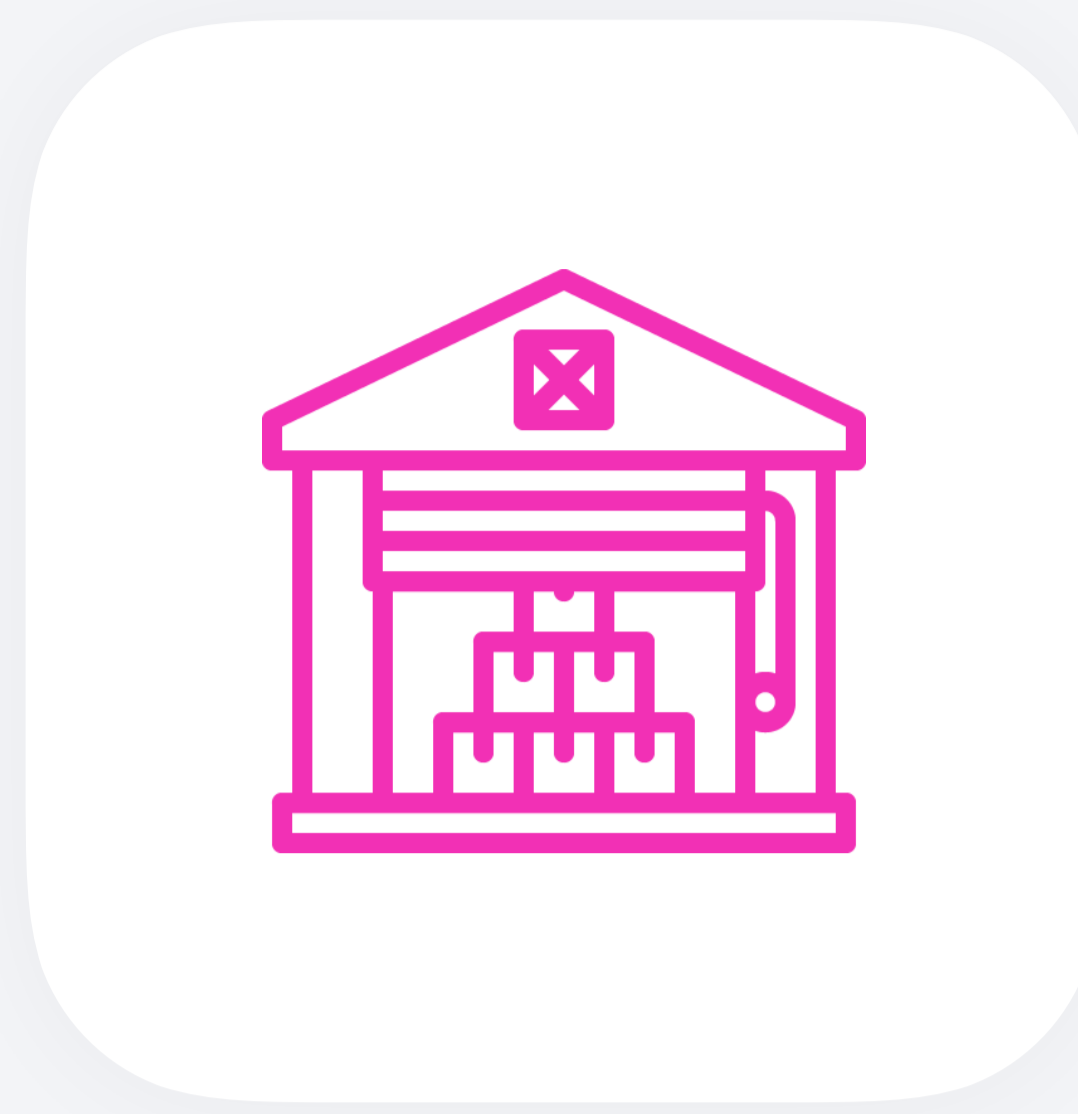
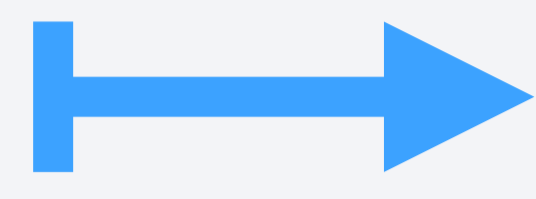
Don't forget to send reminder emails to sell more products on your e-commerce site! These reminder emails should target online shopping consumers who add products to their carts and then leave them there.

If you send emails to customers reminding them of the products they have added to their cart, you will increase the likelihood of their return to complete the transaction. Many consumers get distracted during online shopping and can easily forget the products they want to buy.

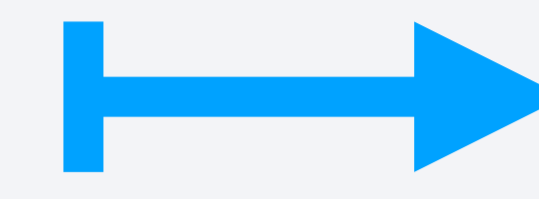
You should send reminder emails to your customers who forget your products in their cart because it can bring a serious advantage in increasing your sales.



Integrate your e-commerce store into **OPLOG** with one click



Send us your e-commerce products and take your place without losing time in the warehouse of **OPLOG**.



Follow all your e-commerce after order operations in one platform

## Get A Fulfillment Service

Companies need some systems in the field of e-commerce. The main reason for this system's necessity is to alleviate the excess workload on the seller. Sometimes, it can become almost impossible to reach all the products and orders for companies, and those are the times where their need for a system like fulfillment occurs.

The word fulfillment can be described as the process of all the stages from taking an order to reaching the customer's hands. That is why fulfillment covers all the e-commerce stages, and it allows this whole operation to be constructed from one system.

Operating an e-commerce system that works efficiently can be quite complex and raises the need for fulfillment services. A fulfillment system supports your company's e-commerce software, design, and technical hardware. In this way, fulfillment allows you to gain economic benefit and offers an excellent opportunity to save time for your business.

Contact an OPLOG consultant now; by thoroughly reviewing your warehouse design and cost of savings, we will be identifying the areas that can increase your productivity

[Get A Quote](#)



## What are the Stages of Fulfillment Service?

A complete fulfillment service in an e-commerce system consists of 4 stages. These stages are;

- **Warehouse management,**
- **Logistics management,**
- **Order management and**
- **It can be listed as customer relations.**

The fulfillment system, which provides a wide range of services, does not cover studies such as the preparation of catalogs and product information. Also, companies must follow the necessary steps for the system to be efficient.

However, implementing each step in the system may not be needed according to the terms of the service. To wrap up, you have the option to choose accordingly with the services you want to use because it is about the product you are going to sell.

The progress of the fulfillment service stages is as follows;

### 1. Fulfillment Warehouse Management

Warehouse management refers to the practice of storing the products in a particular place from the beginning of the sales process until the products are ordered. In addition, this phase requires the maintenance of space usage, stock control, and transport equipment to be performed in the most efficient way.

In this process, all warehouse management transactions were met by fulfillment service, thereby making your products to reach your customers in the fastest way. At the same time, it provides positive feedback to your company in the form of customer satisfaction.

## 2. Fulfillment Order Management

The order management phase includes all processes such as receiving requests and orders, pricing factors, keeping records, controlling stocks, making stock allocations, conveying production or purchasing needs to the necessary places, tracking orders, keeping delivery and collection under control.

Thanks to Oplog, which serves as a fulfillment center, you do not have to deal with all these transactions related to e-commerce. At the same time, you can gain substantial profit conversions as a seller from the effort, time, and cost spent on order management.

OPLOG, the industry leader in order fulfillment, preserves the collection of your orders and returns flawlessly and uninterrupted. OPLOG also gearshifts the shipping and inventory to deliver an integrated e-commerce logistics experience.



## 3. Packing and Shipping of Fulfillment Product

With fulfillment service, when the products are received from the warehouse, they are arranged accordingly with a specific packaging system and sent to customers by the company. In this way, the seller does not deal with extra costs.



## 4. Customer Support

Customer support provides help when customers have trouble with a product or service. For instance, the support service team is the one who is responsible for answering questions of customers, informing customers in case of possible return, providing real-time order tracking reporting, and so forth.

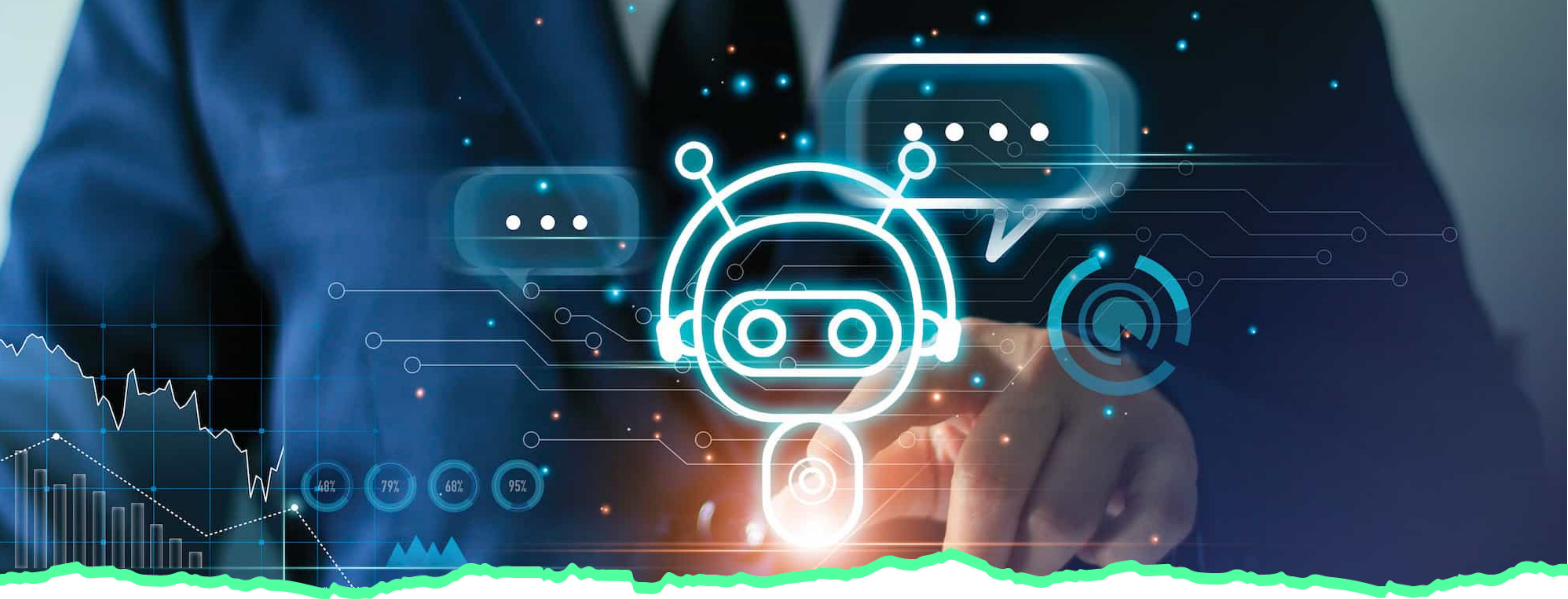
OPLOG offers tech-enabled fulfillment service with end-to-end track and trace services, including unified inventory control, an integral buying and returning experience, and transparent e-logistics technology.

Boost your sales and maximize product distribution by consulting an OPLOG fulfillment expert.

[Request a Quote](#)

## Benefits of AI (Artificial Intelligence)

Recent trend AI can help create a strong bond between your e-commerce business and your customers. There are many ways AI maximize your sales e-commerce sales.



## ChatBot

It would be an excellent start to mention chatbots when underlying artificial intelligence in e-commerce. A chatbot is a computer program or software to stimulate online chat conversation.

On the other hand, an e-commerce chatbot can be defined as an AI-powered Intelligent Virtual Assistant solution that online retailers create to engage customers. There are many benefits of using chatbots for your e-commerce business.

The connection between your customers and artificial intelligence can be quickly built without the need for physical labor by e-commerce chatbots.

Chatbots help your customers find the right product and services by providing opportunities such as checking the availability of products, comparing them with other products, and making it easier to make payments. In addition, chatbots offer a common ground to connect your customers to customer support in cases such as complaints or queries.

## Sales Forecast

Deep learning, statistical programming, and predictive analysis of data sets are possible with artificial intelligence algorithms. E-commerce businesses frequently use these methods to capture customers' behaviors.

Predictive sales analytics can help to manage a warehouse and administration. It aims to guarantee that stocks of a company are complete for specific products in high demand.



## Recommendation Algorithm

E-commerce businesses use a recommendation algorithm to determine customers' preferences. The source is coming from recent searches of potential customers, and artificial intelligence algorithms in search engines are programmed to record the product's details.

According to the result of the recommendation algorithm, the search engine provides appropriate recommendations for the browser. It lists these recommendations in its dashboard to find products based on customers' preferences.

## To keep Customers Satisfied

### Focusing on Complaints

It is essential to pay attention to complaints from your e-commerce customers and acknowledge that these complaints improve your product or service.

### Listen to Customers

Pay attention to customers' complaints and recommendations to solve and improve your product or service. One of your business strategies should be boosting interaction between customers and your e-commerce business.

### Apology to a Customer

One of the ways to deal with an angry customer is to be honest and apologize. Once your e-commerce business except for the mistake and show it to a customer, it is possible to change customer behavior positively.

## Showing empathy

Customer loyalty closely links to creating a satisfying experience for your customers. So, showing empathy is one of the ways to have long-term customer loyalty.

An excellent customer experience comes from delighting customers with rewards and solutions. Therefore, once you have identified how a customer feels due to product and service, you first need to show the customer that you are trying to solve the current problem as soon as possible. Also, you should make a customer feel listened to and appreciated with empathy.



## Use Positive Language

Underline the positive in every situation. It is essential to emphasize what your e-commerce business can provide for your customers. Always be willing to reverse adverse reactions from customers and use positive language throughout the conversation. If this is hard to change response, you can be honest and explain the situation to customers by using positive language.

## Partner with OPLOG that Offers the Right 3PL Fulfillment Solutions for Your Ecommerce Business

Picking, packing, and shipping are time-consuming for your e-commerce business. Partnering with a fulfillment service could be the solution to solve your logistics obstacles, which would allow you to focus on customer service and grow your business.

Partnering with 3PL like OPLOG could provide you unlimited benefits, including decreasing operational costs, increasing customer satisfaction, and improving operational efficiency.

OPLOG provides end-to-end track and trace services, including unified inventory control, returning experience, and transparent e-logistics technology.

All systems are easily integrated into a solid warehouse and transport network to maximize efficiency and deliver unbeatable customer satisfaction. OPLOG also ensures an outstanding customer service experience and value-added service.

OPLOG delivers highly efficient order fulfillment with streamlined inbound, outbound, and aftermarket logistics support.

Partnering with OPLOG, you can take care of all your sales channels quickly with one logistics partner, one inventory, and one e-logistics system.

[Request a Quote](#)