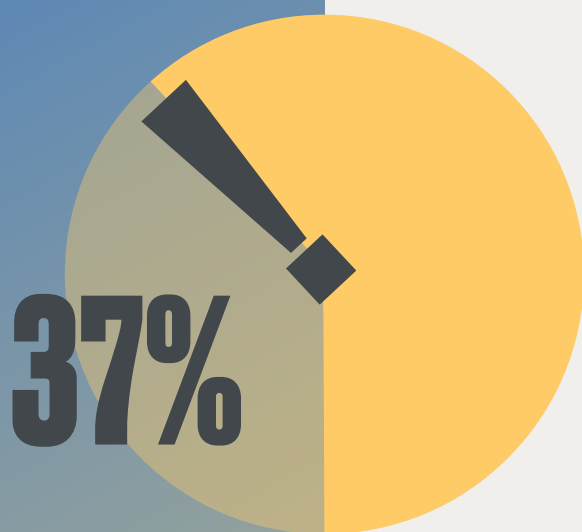


# Ecommerce

## Automation 101: Fulfillment

Speed up fulfillment with workflow automation

Fulfillment is at the heart of your customer's experience and in today's climate, customers expect orders to arrive accurately and quickly. Adding to this pressure, is the fact that ecommerce brands incur [logistics costs of up to 15%](#) of their total business, whereas traditional retail stores are [below 5%](#). Further to this reality, as a business scales, so does the complexity of their logistics operations, making it critical for brands to find ways to streamline the fulfillment process and ensure customers have a positive experience.



We know the level of care that you put into checking your orders to ensure accuracy. We also know that this effort can be a very time-consuming and error-prone manual process. In fact, on average, manually checking orders can add up to a full day delay to getting orders out the door, greatly increasing the time it takes to arrive at your customer's doorstep. Based on data from [Shopify's Future of Commerce Report from 2021](#), 37% of online shoppers are frustrated when shipping takes too long. In addition, [67% of US customers](#) expect either same-, next-, or two-day delivery.

[Ecommerce automation](#) can streamline tedious, repetitive tasks so you can get back to focusing on how to grow your business. With Shopify Flow, you can satisfy customer expectations by setting up custom workflows to fully automate the order review and fulfillment process.

For example, you could build automations that automatically:

- Move orders that are ready to ship to the fulfillment stage
- Hold orders that require more attention before shipment
- Tag orders by their shipping method
- Prepare draft shipping labels
- Send follow-up messages for orders that didn't ship on time

Regardless of the situation, ecommerce automation can help speed-up, and simplify fulfillment operations.

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“The biggest limitation of Flow is your imagination, and the things I’ve been able to automate have been game-changers for our operations.”

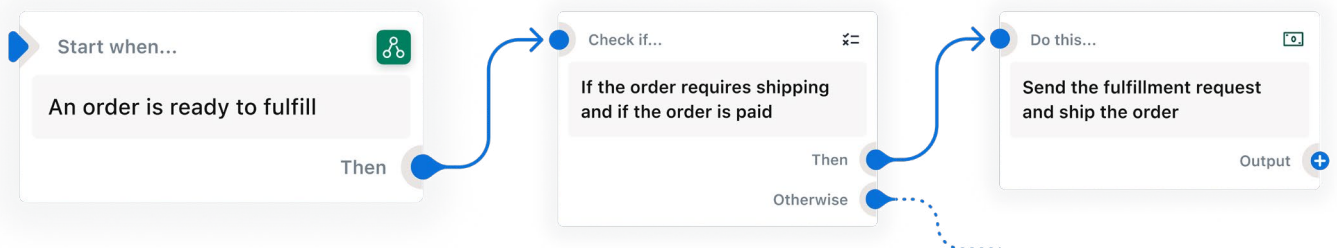
Jacob Lambert | Landyachtz Skateboards

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Shopify Flow was built to help brands create the custom workflows that they need to automate tasks, processes, and campaigns within their store and across their apps.

Flow is based on a simple, no-code “[trigger, condition, and action](#)” format. Basically, a “trigger” is an event that Flow looks out for and which sets an automation in motion. A “condition” is the rule that determines if an action should occur, and the “action” is the task that is completed if the condition is met.



Here’s what that might look like for a workflow that automatically assesses fulfillment requests:

- **Trigger:** An order is ready to fulfill.
- **Condition:** If the order requires shipping and if the order is paid.
- **Action:** Send the fulfillment request and ship the order.



## Prepare draft shipping labels

If you are taking advantage of all the great benefits of [Shopify Shipping](#), with Shopify Flow you can set up workflows to automatically prepare draft shipping labels based on where the order is being fulfilled from (currently limited to the U.S., Canada and Australia) and by the buyer's shipping method, product and weight.



## Send a message if an order isn't shipped on-time

Several unforeseen hiccups can occur during an order's lifecycle – keep a tab on things by automatically tracking and notifying your fulfillment center about orders that haven't shipped within 2 days or the specific timeframe that you have established. This template helps ensure your orders are fulfilled on time based on your service level agreement.



## Request or hold fulfillments based on specific criteria

Whether you are self-shipping or outsourcing your fulfillment process, you can set up preset conditions to automatically hold fulfillments based on risk level (i.e. order value, payment status, location of delivery, etc.) and automatically send notifications to a third party to request fulfillment of orders that are ready to ship.



## Tag orders by their shipping method

Quickly identify and sort orders based on their shipping method. Using this workflow, orders are automatically tagged so you can ensure that fulfillment is prioritized based on customers that have requested expedited vs. standard shipping methods.

Whatever your business needs—**build it.**

**1B+**

Automated decisions  
each month

**150+**

Custom use cases  
solved every week

**34K+**

Unique jobs completed  
by Flow

With more people turning to online shopping, reliable and fast fulfillment has become an important factor that will differentiate your business from competitors. Shopify Flow helps you streamline and reduce the manual work that comes with managing the end-to-end fulfillment process, giving your business the speed and agility to meet customer delivery expectations.

Although we highlighted four fulfillment use cases in this playbook, there are many more pre-built workflows available in the Shopify Flow template library. Additionally, remember that Flow templates can always be tailored to meet your needs—meaning you can always adjust things like wait times, condition variables or tags to meet your needs.

