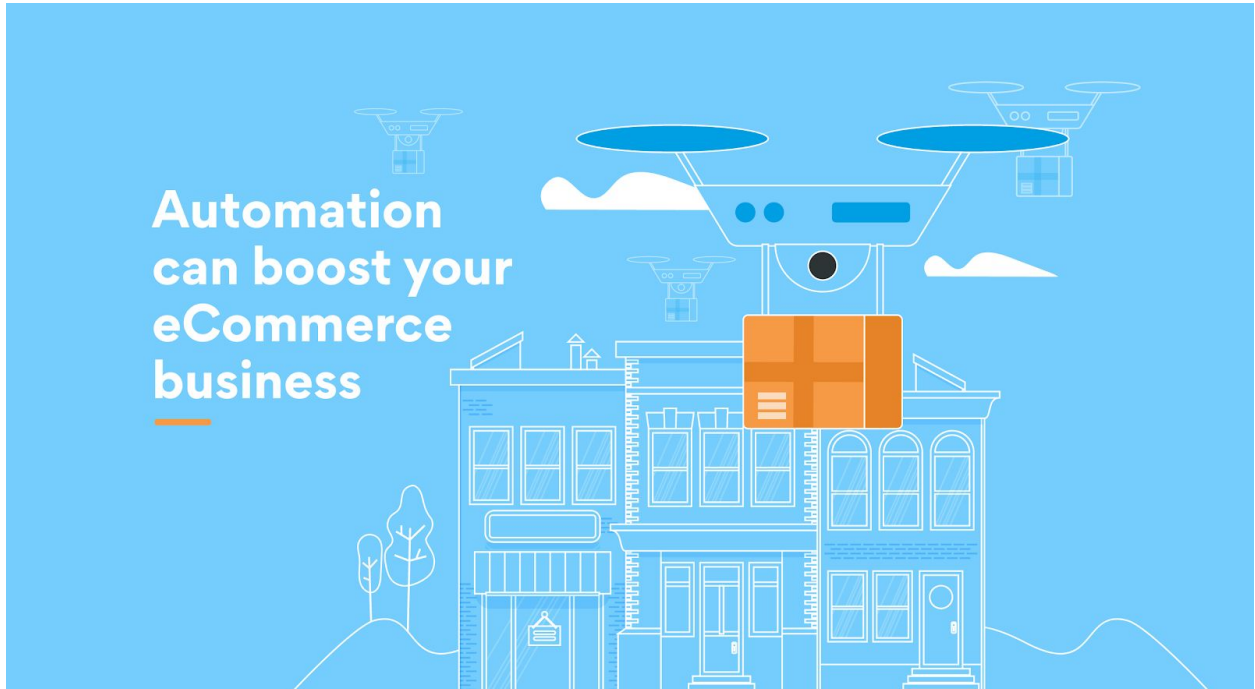
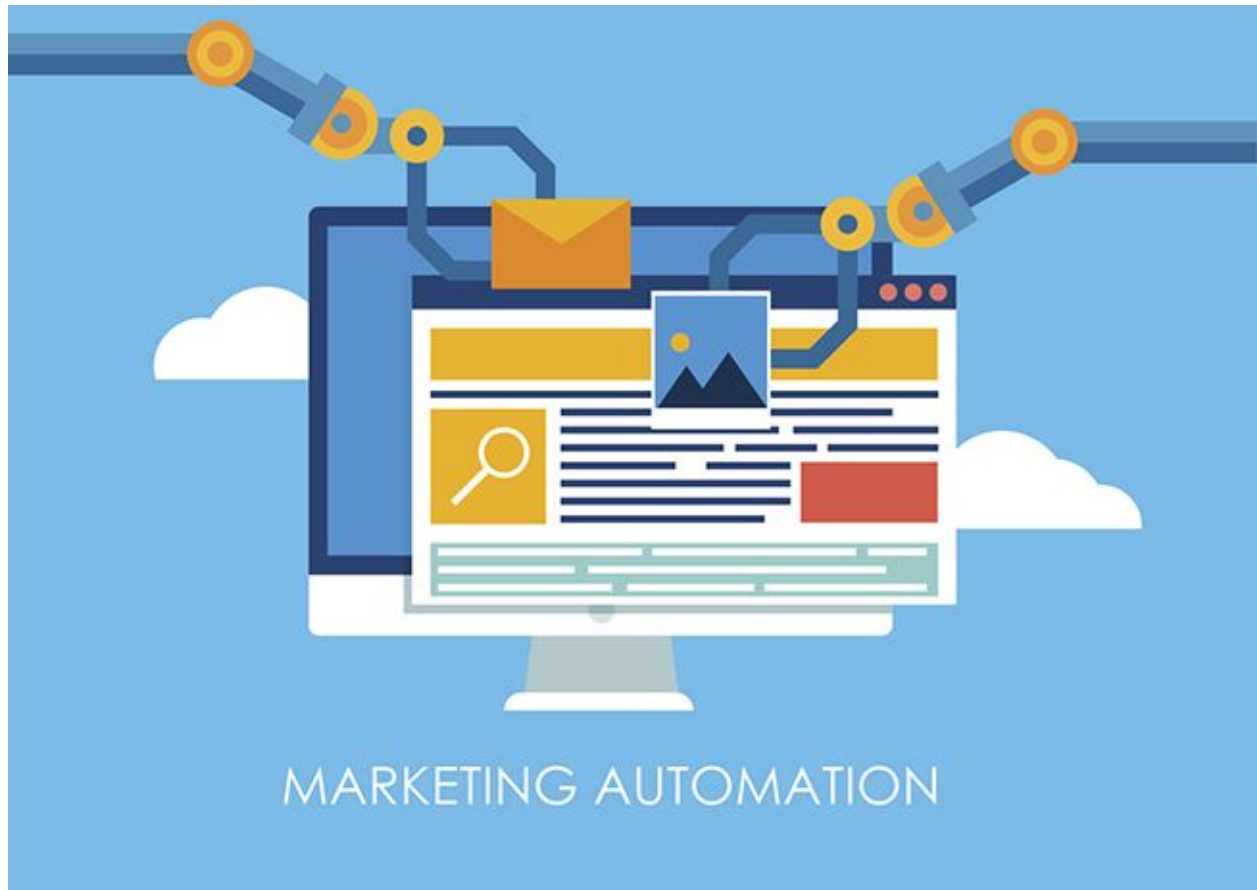


10 ways how automation can boost your eCommerce profits



Introduction



[Source](#)

Running an e-commerce business is a challenging task. For that, one must need to follow a process for accepting all the orders of your customers. The same thing is applicable to order processing, shipping, and delivery. You need to coordinate your fulfillment process with inventory managers, manufacturers, couriers, and more. Now, with the help of automation, you can streamline all such kinds of business operations.

What is e-commerce automation



[Source](#)

E-commerce automation can be defined as utilizing tools or software apps to fulfill a function or a task relevant to your e-store. No need to execute all the orders manually and list down your customers' orders, as automation can do all these on your behalf. Also, you can set-up a system where you can automatically forward orders to your team. There will be one person for managing the picking, packing, locating, and shipping of all of the orders. The other way to automate tasks is by installing chatbots on the e-commerce website that can ask any potential customer about their order.

10 ways how automation can boost your e-commerce profits

1. Inventory management



[Source](#)

It is a critical task to manage your inventory, and it becomes more complicated when you perform international shipping and your warehouses are located at different places. In such a case, you can use the automation tool for monitoring your inventory in real-time and forwarding customer orders to a relevant warehouse with the required stock. There remains no need to list down and sort orders and deliver them manually to the international storage facility, as you can easily automate this whole process. An inventory management tool will allow you to achieve customer satisfaction successfully.

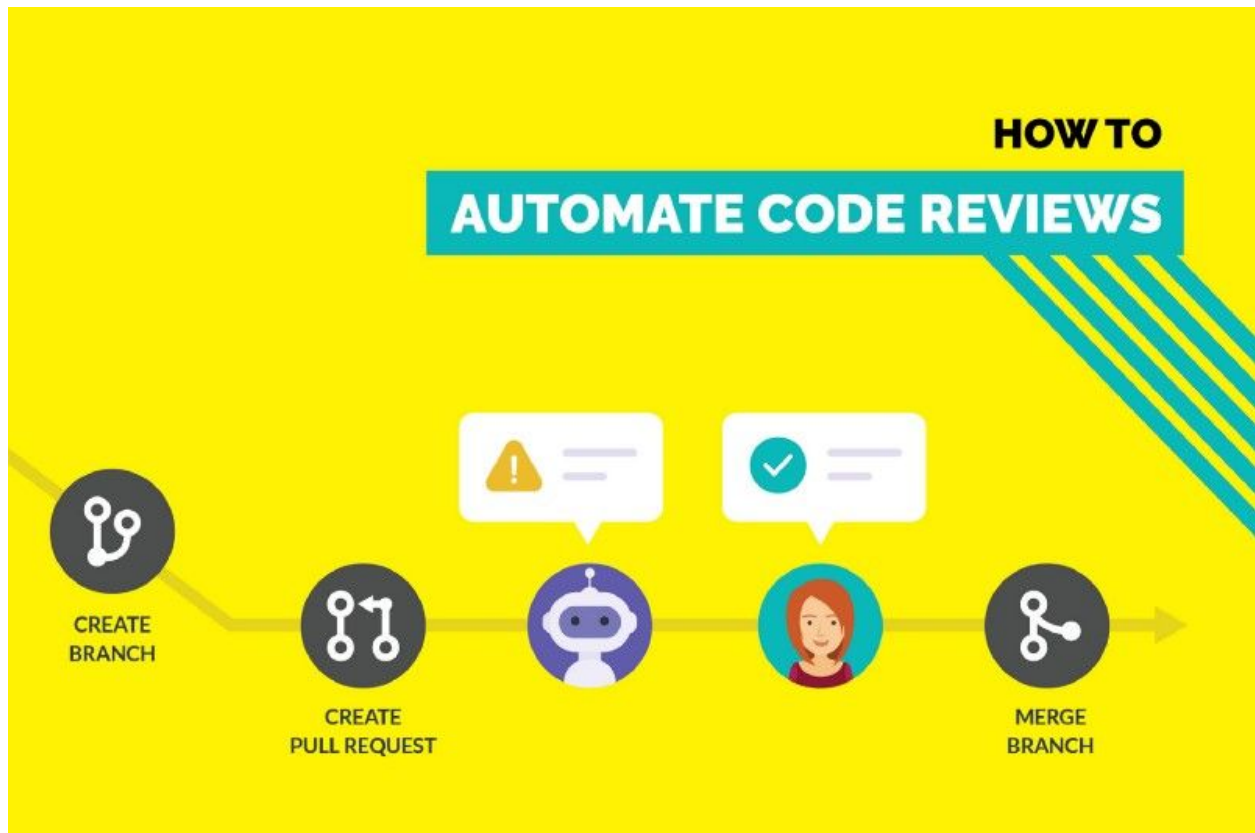
2. Reduce cart abandonment



[Source](#)

For any e-business, cart abandonment is a big problem. But with the help of e-commerce automation, you can fix this problem by knowing when customers are thinking of leaving your store without adding products to the cart. You can send push notifications and emails to your customers to remind them about adding products to the cart. You can not convert all your abandoned carts into sales, but it can enhance your sales numbers.

3. Automating reviews



[Source](#)

Customer reviews are useful marketing tools that have extra power for convincing than the average marketing campaign. You can automate the whole review process by setting up automatic email request reviews, which are part of the post-purchase process, and can integrate them into the product pages.

4. Tracking VIP customers



[Source](#)

Track your all VIP customers who opt for coordinating to a massive amount of overall revenue so that you need to keep this segment of customers happy and involved with great offers that are personalized to your valuable customers. It is a significant factor for every business persuasion that evaluates the category you buy the most from it. It is also helpful for identifying the best selling products and services from your business.

5. Pricing of the product



[Source](#)

The automation tool is beneficial for automatically updating the price of your products. Such tools are useful for identifying your competitors' product prices and that too all in one dashboard. In this manner, you can quickly and easily make an informed decision on whether you want to take down your items. Many such tools also allow you to update your product's price depending on how many things your customers are interested in buying. Suppose you are offering a discount for bulk orders. It covers automatically computing the checkout price with the price of items, including tax and shipping fees both.

6. Automating picking and packing



Source

Earlier, people were using the printing out orders method and doing everything like packing and labeling the products manually and then calling the courier to ship it to your customers. Neto Pick and Pack's services permit the whole staff to pull an order altogether by viewing it on the mobile device and scanning the right item for printing the correct shipping label, invoice, and receipt. This type of solution will work in various locations. It will help you assign users to zones, and then the order is fulfilled and passes from one zone to another. It is the best way to increase accuracy and efficiency.

7. AI for automating customer services



[Source](#)

Artificial Intelligence (AI) is used for automating all the interactions of your business with your potential customers. Explaining it with an example, we can say that you can use live chats on your websites. It will help manage your customer service efficiently and enhance customer experience because they can simply get the answers when they need them.

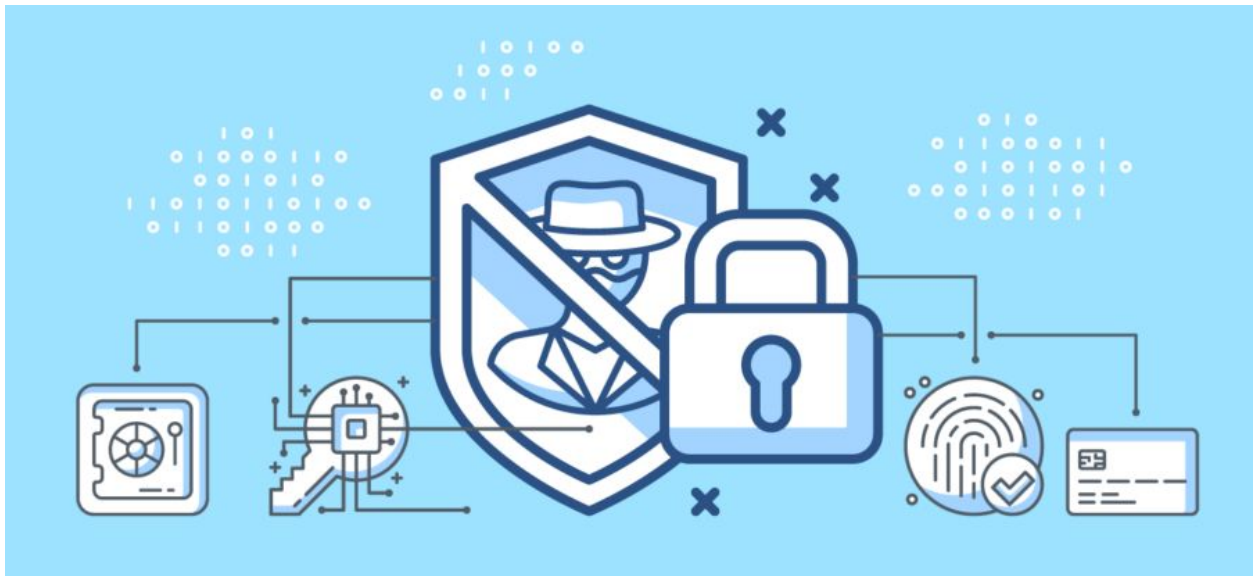
8. Marketing automation



[Source](#)

Marketing automation is becoming an essential part of the online business marketing strategy. Many different tools help automate emails and social media and provide you with a simple omnichannel marketing strategy to achieve 90% higher customer retention and 250% higher purchase rate.

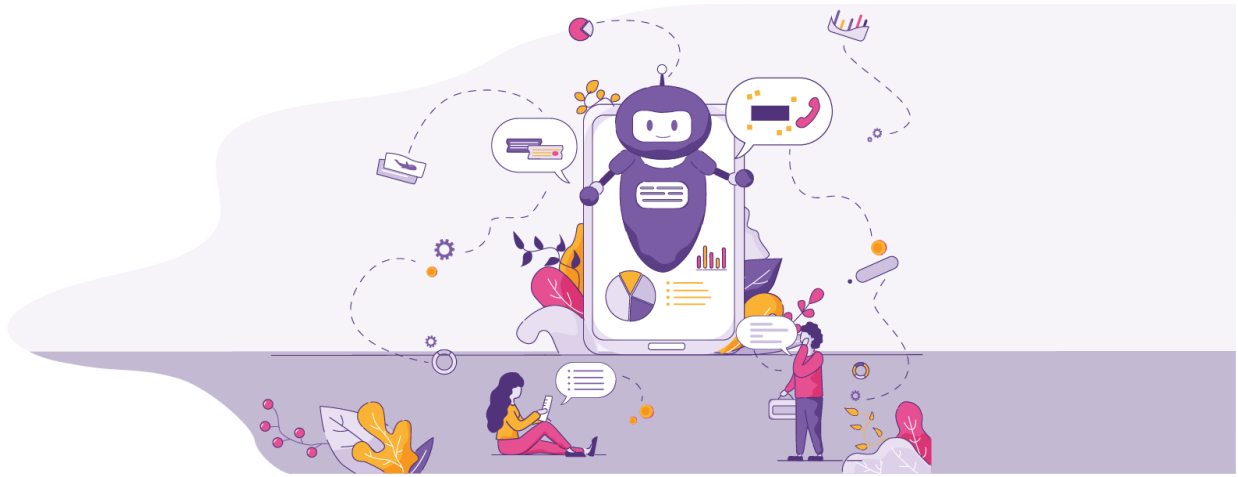
9. Preventing fraud



[Source](#)

Using software and applications like Orderhive, Shopify Plus, etc., you can use Flow to prevent frauds from happening to your e-store. It is estimated that around 50% of small businesses face fraud at any point in time. With the help of an automation tool, you can identify high-risk orders via an IP address check or address verification. From this tool, you can review and flag down whether any order is a fraud or not.

10. Personalization



[Source](#)

Personalization is an important aspect when it comes to running an e-commerce business. The best way to manage personalization is to segment all the customers based on the buyer's journey, the type of products they are buying, purchase history, and more. For this task, an e-commerce automation tool like CRM comes into the picture. Using the site search solution, you can leverage personalization. All the providers provide this option when it is turned on, and Autocomplete offers relevant keyword and product suggestions based on user searches.

Conclusion

Automation makes your business workflow cost-effective, convenient, and efficient. E-commerce automation runs your small business with few resources so that it will be able to compete with huge companies. Marketing automation strategies help in boosting leads, increasing ROI, and maintaining high customer satisfaction rates. E-commerce automation permits you to make the whole process flexible.