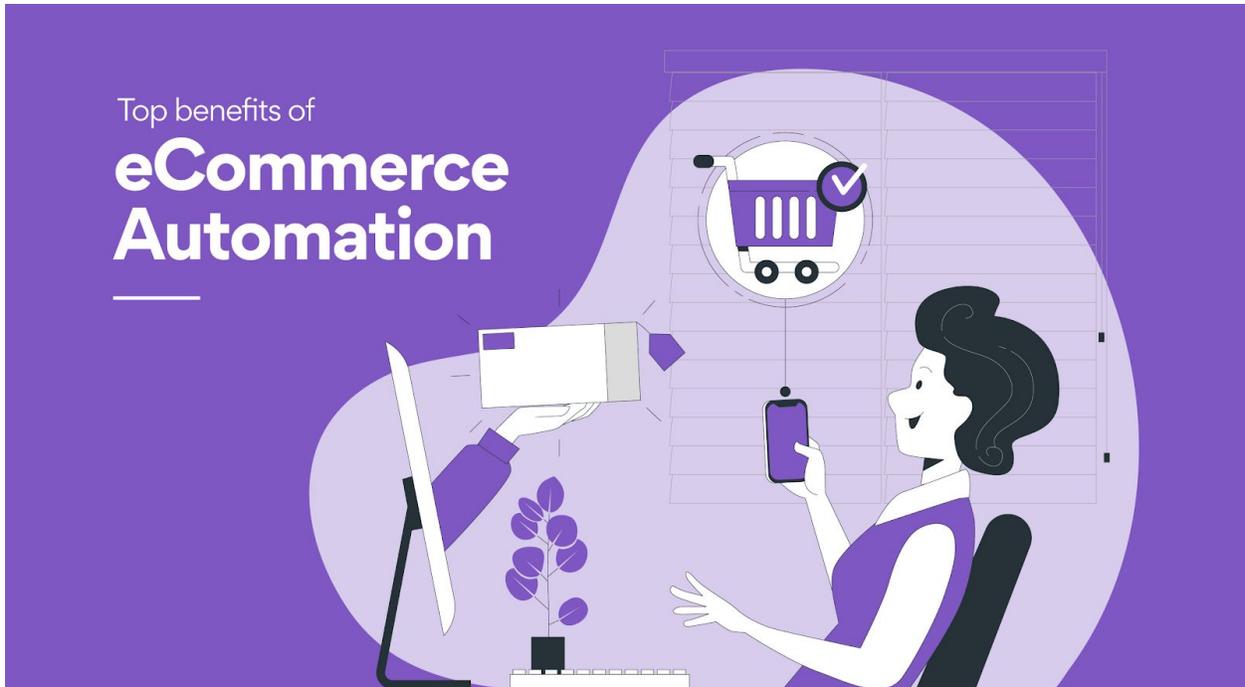


Top Benefits of E-Commerce Automation



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Introduction

Running an e-commerce business requires you to manage many things, i.e., from marketing to communication and from fulfillment to shipping. Sometimes it becomes complex to manage all the things at one time, which irritates any e-commerce business owner. Here comes **e-commerce automation**, which aims to solve all your complexities without any hassle. Earlier, e-commerce automation was restricted to huge businesses with huge budgets. With the launch of powerful, budget-friendly, and easily accessible automation software, almost every brand is looking forward to adopting it.

“In 2019, 70% of marketers were regularly using one type of marketing tool for growing and managing their e-store”.

What is E-Commerce Automation



[Source](#)

E-Commerce Automation can be defined as - software created for converting tasks, campaigns, and processes in your business for automation that execute intelligently when required. The best part about e-commerce automation is that it is beneficial for reducing repetitive tasks and almost removing human efforts that employees are tired of doing independently.

Retailers are adopting e-commerce automation for simplifying diverse aspects of their business that ranges from inventory management, order fulfillment, dropshipping, and customer support to marketing automation, customer retention, landing page automation, and data collection. Business processes can be repetitive for managing all the functions in automatic ways, making things work more smoothly, and enhancing your services' quality.

Top Benefits of E-Commerce Automation

- It saves a lot of time



[Source](#)

Automating all types of repetitive tasks can help you in saving a lot of your precious time. Just think about all the ordinary tasks like customer emails, data entry, social media, and more such that you were doing over and over again. The more you will automate tasks, the more it will happen without human interference. Using e-commerce automation, you can schedule sales promotions for going live at the scheduled time, automate the release of new products with announcements, remove discontinued products, apply discounts, adjust pricing, track purchases, and provide different demands, etc. E-commerce automation can manage many things in better ways that will save you from making and correcting errors.

- Helps to boost productivity

E-commerce automation makes business processes much more flexible for boosting productivity. It helps to free up the team's time for creativity, customer retention, creating a robust peer to peer relationships, understanding new fulfillment processes, new product iteration, working out deals with suppliers, and more. Automating essential tasks in your business is an important step that should be well-structured and sync across all your essential apps, trading partners, and systems. This is yet another factor that you must keep in mind for boosting productivity.

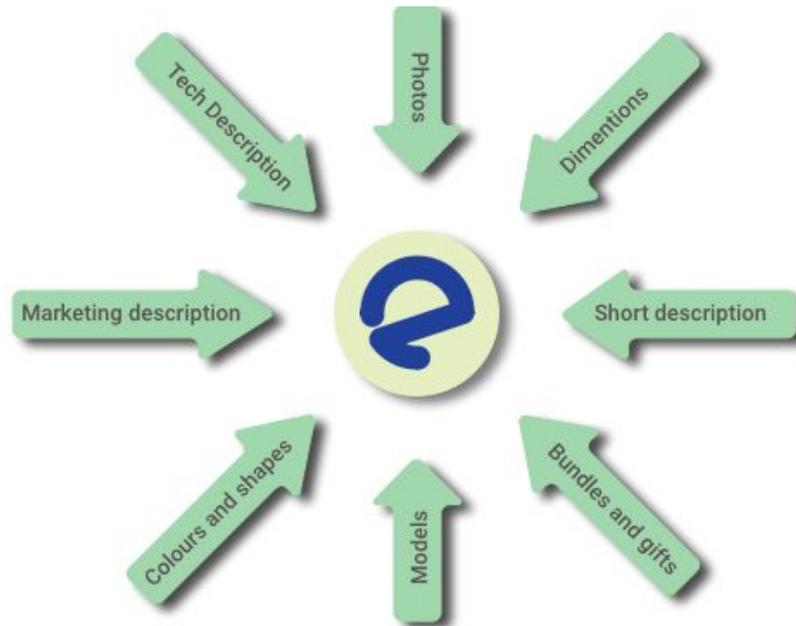
- No need for manual data entry



[Source](#)

With automation, there remains no need to get involved in manual data entries in your businesses. Automation helps reduce the workforce's efforts, and no separate team involvement is required for data entry. When you are automating things, you are freeing your employees to focus on more critical work than data entries. Automation not only eliminates manual labor but also saves your lot of time. You will not need a dedicated team spending their whole day doing data entry.

- Improving product information



[Source](#)

Just like inventory and order data, automation assists you in updating the information of your product. By doing this, online shoppers will get the correct product information and can trust your displayed list. Automation helps describe the products and make full surety that they are purchasing the product as per their choice.

- Working on complicated business processes

Automation assists you in reducing manual efforts and saves time. It will help different businesses consider intricate business processes, such as managing returns, multi-location fulfillment, display on-hand inventory, and more. It will enable you to elongate your capabilities of enhancing customer service and function better as a business. Apart from your existing processes, automation permits merchants to consider more complicated business processes. To extend your capabilities, you can enhance your customer experience and operate in the best possible manner as a business.

Best E-Commerce Automation Tools

- Orderhive

Orderhive is an e-commerce automation tool that helps to track and manage your inventory in real-time on various platforms. The tool saves your time and helps in growing your business. You can easily automate tasks in your operations and on your app apps.

- Contalog

Contalog is a powerful tool that helps in managing inventory and order management. It has the full capability to keep an eye on stock levels and communicate with your sales channels. By monitoring these aspects, you can always know about your inventory.

- ZenDesk

ZenDesk is one such automation tool that comes along with a lot of customizable options for each platform. The tool offers solutions for both internal and in your customer outreach.

- Mailchimp

Mailchimp is just not limited to sending e-newsletters, but it can do a lot more when it comes to automation. You can create many emails for targeting markets based on any number of triggering points that cover communication on your website or connecting to your customer service or sales team.

- Keap

Keap is a complete e-commerce tool that aims to help service-based small businesses that are succeeding with automation. It offers templates that e-commerce companies can use to create automated email blasts, lost lead actions, and reminders to grow your sales and build customer loyalty.

- HubSpot

HubSpot comes in the list of most powerful automation tools that we have discussed above. The tool is useful for upscaling your business. A paid version for HubSpot that

may be costly for many also offers many features free of cost. HubSpot's tools cover Sales Hub, Marketing Hub, Service Hub, and Content Management System Hub. It's free features permit you to set up customer service ticketing, email templates, creating smart content, and generating new leads.

Wrap Up

Automation is the new buzzing trend! Different industries are adopting automation to make their business efficient, convenient, and cost-effective. In this blog, we had mentioned the benefits of e-commerce automation. Reading the blog, you will be able to get some useful information on e-commerce automation and tools. I hope this will work for you!