Consumer Experience in the Digital Environment

Business Operations Functions and e-Commerce Unit 17

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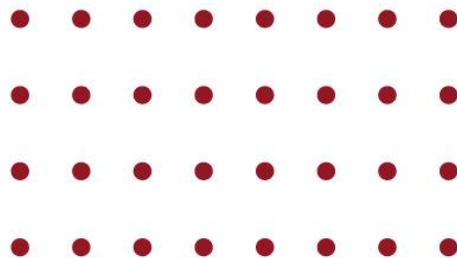
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e-Commerce in Business Operations

Marketing

The Internet provides businesses with a variety of channels for product promotion.

Businesses can create a website to promote their brand, show off their entire product line, offer product literature, or even distribute online press releases.

Businesses may use web advertising to either offer their own products directly to interested customers or refer them to a licensed retailer.

Sales

Online shops may stock a wider range of goods than conventional storefronts since they are not constrained by physical space.

This is also advantageous to customers as there is now a broader selection of products available.

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Distribution

Instead of needing to create, store, and ship a physical product, publishers of books, software, music, movies, apparels, and images, etc., can distribute their items digitally.

e-Commerce provides online tracking for shipping goods, automated inventory management systems, and supply chain management solutions even for things that need to be shipped.

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Financial Transactions

Customers can deposit, withdraw, and transfer funds at ATMs, which are classic examples of early e-Commerce applications.

Electronic funds transfer and electronic credit card payment processing are further e-Commerce applications that have an impact on the majority of enterprises.

Service and Support

Companies can at the most fundamental level post electronic versions of their product on their corporate website.

They can also create a forum for their users to troubleshoot issues and archive frequently asked help questions and solutions on their website.

They can give clients access to a free online chat tool where they to speak with sales or customer service representatives.

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Aspects of Business Operations

Any company's specific business processes frequently fit into one of three groups:

1. Processes
2. Personnel resources
3. Equipment or technology

1. Processes

The foundation of corporate operations are the procedures.

These are the tasks that are essential to a company's survival. For any business, getting the processes right is crucial.

That is what enables companies to keep up your production and, profitability.

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2. Personnel Resources

The operations of a business also include HR to cover its essential procedures.

Businesses must make sure they have the right personnel on hand to carry out their fundamental tasks. That might entail hiring people on a full-time basis.

In the era of the Internet, it might also entail dealing with freelancers and digital nomads.

3. Equipment or Technology

- Businesses require a team of employees as well as equipment or tools.

- These are the fundamental fixes for maintaining maximum operational efficiency.

- That can include a sizeable amount of equipment and infrastructure for a manufacturing company.

- Software for workforce management could be used in a call centre to schedule and arrange personnel more effectively.

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Operations Management for e-Commerce Businesses

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Building Teams

A great idea or service is nothing without the right personnel to carry it out.

The individuals hired have to be seasoned experts with knowledge of ideation and the market who are also able to lead the product and business forward.

Your e-Commerce firm will advance if you team up with others who share your goals and work together to achieve them.

It takes more than just employing top talent to create a cohesive team since all employees must share in the organization's vision.

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Returns and Refund Management

Customers who have purchased products online can return them using the returns management practice.

It involves picking up the merchandise from the consumer, inspecting the exchanged or returned item, and restocking the shelves.

The inventory is organized and customers are involved in the returns management system.

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Managing Customer Support

To fulfil the needs of your e-Commerce company, it is important to develop a methodical and well-thought-out customer service management approach.

Implement a system where customer interactions with support staff have a positive impact on customer happiness, obtaining new business through referrals from existing customers, and getting new opportunities through WOM marketing.

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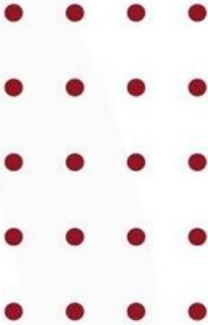
Order Fulfilment

The order fulfilment process begins once the customer has made a transaction.

Fulfilment for e-Commerce includes picking and packing orders, storing products in fulfilment centers and logistical support.

Two important aspects of a customer's shopping experience: the product delivery time and shipping costs = determine whether they will ever use your brand again.

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Inventory Management and Logistics

- Inventory management is the process of ordering and warehousing products.

- It includes all aspects from the raw material to finished goods.

- e-Commerce businesses can choose between drop-shipping or tying up with merchant partners.

- Inventory management dictates the logistics.

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Shopping Carts and Online Payments

- Electronic payments consist of debit or credit payments done electronically, with the value moving from one bank account to another bank account.

- Electronic Credit Transfer (ECT) or Electronic Funds Transfer (EFT): When a consumer tells their bank to send a payment electronically to another bank account.

- Direct debits, also referred to as debit payments, occur when a customer notifies their bank to authorize the charge to their bank account.

- Online payments is used to fulfil order placed in the shopping carts.

Vendor Management and Affiliate Networks

- Vendor management is the process of working with vendors to make sure that your customers receive exceptional service.

- It includes bringing on new vendors, educating them on how to utilize your platform, and interacting with merchants to increase revenue for both you and your vendors.

- Strategies for cost management, risk reduction, and improved vendor performance are part of vendor management.

Thank You