



# FEATURE ECOMMERCE



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## *Are you a Victim of your eCommerce Success?*

eCommerce is your shop window on the world. The ultimate liberator for businesses trying to crack international markets. Potential customers across the globe can find you with just a few clicks of a mouse or strokes of a keyboard.

### **Or is it a nightmare waiting to happen?**

Even the best businesses can find themselves falling victim to unexpected eCommerce success. The problem frequently arises as a result of non-unification with the rest of the business. This oversight often stems from eCommerce being seen as an additional revenue source, rather than a core business function. Companies decide to augment sales by adding an online channel but do not put much more thought into the project, as it is assumed that eCommerce would never amount to a significant proportion of sales.

In this scenario, as sales increase, problems start to mount. These issues usually manifest in the crucial area of order fulfilment. Manual systems which were adequate to deal with initial low sales volumes can become overwhelmed quite quickly. In these circumstances, orders coming in through the online system can end up being stacked in a holding pattern awaiting attention from already busy staff members.

### **Manual Reconciliation and Delayed Order Processing**

Even in cases where the manual systems are performing well in terms of delivering on customer expectations, there can still be problems relating to payment. The fact that the eCommerce sales channel has never been integrated with other systems in the business means there is a delay between payment, notifying the sales team and dispatching the order. These issues were probably just minor irritants when the flow of online orders remained at a trickle. However, with the growth in eCommerce

generally and the growing popularity of the channel over more traditional interactions, the extent of the problem has increased to the point where it is actually impairing the performance of many businesses.

From a purely administrative perspective, businesses run into problems with mounting numbers of orders in a queue to be dealt with by the accounts department. The business may not have any way of accounting for these additional sales using its current systems. Without integration between inventory and accounts, inefficiencies arise, resulting in lost orders and incorrect financial reporting.

### **Return Rates of 60%**

Another major problem for businesses which are successfully trading online is returns. In our experience, return rates can reach 60% for certain retail verticals and in some cases, the returned items must be sent back to a supplier for resolution. The absence of an integrated system can result in chaos.

Goods returns must be checked and repackaged before being returned to a supplier for replacement or refund. Faulty product must be requisitioned from supply chain and dispatched to the customer. With no means of overall control, the effectiveness of this key process is variable at best, resulting in loss of revenue and dissatisfied customers.

The answer to all these problems is surprisingly simple - unification. With TRC Solutions' range of eCommerce options, we improve customer experience, increase instore / online sales, streamline returns management, eliminate human error and vastly improve financial performance.

Why not discuss your existing or new eCommerce solution with an SAP Business One Retail Industry Specialist from TRC Solutions?

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