E-Commerce Logistics & Fulfillment: Delivering the Goods

Deborah L. Bayles

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Payment processing, order fulfillment, product delivery, and other back-end logistics represent the messiest parts of e-Commerce -- but they are also the most crucial challenges in building customer satisfaction and customer loyalty. In this book, one of the world's leading e-Business logistics experts covers every element of back-end logistics, delivering unprecedented insight for decision-making -- and practical techniques that work. Discover world-class solutions for "end-to-end logistics": providing order visibility and service continuity from the buy button to the final destination. Learn today's best practices for order processing and customization, payment processing, handling taxation, shipping, tracking, handling customer inquiries, accounting and inventory control, as well as the unique "reverse logistics" associated with product returns. E-Commerce Logistics and E-Fulfillment includes a complete chapter on global logistics; another on implementing back-end databases; and another on testing, implementation, and rollout. It also presents detailed, real-world case studies from the author's extensive consulting experience.

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