CREATE THE PERFECT E-COMMERCE EXPERIENCE WITH AUTOMATED DIMENSIONING TECHNOLOGY

Increased internet and smartphone penetration have triggered the growth of the e-commerce industry. Modern retailers are frequently under pressure to attract customers by giving them the perfect online experience and getting them to stick with their brands. One of the easiest yet most complex ways of achieving this would be to ensure a consistent, quick, and smooth shipping journey. It's why e-commerce companies, from start-ups to heavyweights, are focused on enhancing and expanding their warehouses and logistics networks.

This article hopes to equip you to understand better how to create a memorable e-commerce experience with automated dimensioning solutions.
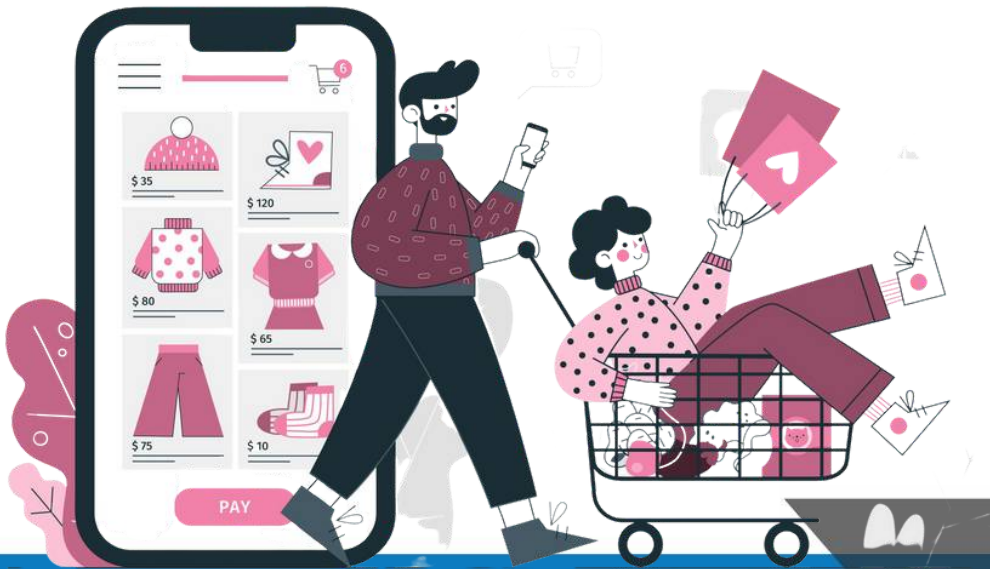
Table of contents

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INTRODUCTION

The COVID-19 outbreak has brought tremendous changes in the retail market, transforming – not just the purchasing experience but also customer psychology regarding their shipping expectations. Understanding the new frame of mind is crucial to promote and sell products through digital channels.

And it starts with fully equipping the warehouse to stock more products without compromising operational efficiency or increasing shipping budgets.

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WHAT IS E-COMMERCE WAREHOUSING?

eCommerce warehousing is the process of stocking up products (items) and feeding information about them into the website. These stored products are then tracked, which helps to get insights on their journeys before they land on customers' doorsteps.

Today, with pandemic-influenced retail issues, warehouses should upgrade or reinvent their existing technologies. They need to get their hands on deep-dive insights on in-stock status, location of the products, estimation of delivery based on the quantity and distance, and invoice data.

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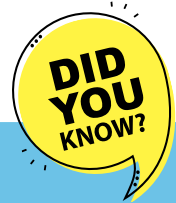
Using Camera enabled Automated dimensioning solutions, you can use bolt-on AI applications for broken box detection or package optimization without additional investment?

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BENEFITS OF E-COMMERCE WAREHOUSING

In this digital era, online shopping has seen an unprecedented surge. Significantly, over the last five years, the warehouse and logistics industry has benefited greatly from the e-commerce sector's growth. Let's look at some of the notable advantages of the e-commerce warehouse management system.

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Quick shipping:

Almost 90% of customers now expect their products to be promptly shipped and delivered, requiring warehouses to ensure quick conveyance. Faster deliveries significantly improve customer satisfaction, loyalty, and retention by increasing their confidence level towards the brand. With the e-commerce warehouse management system, the goods can quickly be shipped to the nearby warehousing centers that deliver the products to the customer's doorstep in a day or two.

Better inventory management:

The unique value proposition of an automated warehousing system allows for storage scalability in one location. With advanced inventory management, the stored goods can be easily monitored, thereby avoiding damage while triggering accelerated dispatching.

Time-saving:

Time is of the essence in the world of e-commerce warehousing. You can effortlessly save time by speeding up the product delivery cycle. Ultimately, you can effectively increase productivity and boost your market margins.

Faster order fulfillment and order tracking:

Faster order fulfillment may sometimes be an expensive task. After all, customers want their orders to be fulfilled promptly and seamlessly when they shop on the internet. Once the products are processed for shipment, the tracking process begins. Automated e-commerce warehousing capabilities empower customers with the order tracking facility, which allows them to interact with logistics providers - from the moment they place an order to its arrival at their home.

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BENEFITS OF E-COMMERCE CUSTOMER EXPERIENCE

Improving the online shopping experience is like solving an intricate puzzle. As the competition continues, impressing customers with exciting offers and attention is only half the battle. The other, and sometimes more important, half is to overcome shipping delays or disruptions and offer rapid delivery times.

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Customer satisfaction and retention:

Engaging customers with relevant information about their orders play a crucial role in strengthening customer retention. Customers are likely to repeat their orders when they go through a quick and convenient shipping journey.

Increased lifetime-value:

With retention comes more lifetime value. When your shipping process is smooth, your customers will return to your online store to buy more. In the long run, they may become a brand advocate and encourage others to pay attention to your brand.

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IMPACT OF E-COMMERCE ON THE WAREHOUSE INDUSTRY

At present, e-commerce's growth has transformed warehouse and distribution centers into a collaborative yet complex ones. It has given more reasons for retailers to concentrate on improving their warehouse efficiency.

Let's look at a few considerations that can help you get off to a great start.

Choosing the right warehouse location:

In the e-commerce industry, selecting the right warehouse location can be complicated. The warehouses are constructed with high-order statistics enrolled in a zonal position. If the warehouses are too distant from the customer's location, shipping costs and the time is taken for order delivery may vary.

Understanding the purchase pattern:

Analyzing the seasonal product demands is an essential criterion for selecting an efficient warehouse. But without any insights on purchase patterns, it may lead to overstocking of products – which represents one of the worst-case scenarios for e-commerce warehouses. Hence, it would be best if you had deep-dive insights into your e-commerce business's purchase framework.

Ensuring full-time operation:

The operational patterns of e-commerce are relentless, which means no such thing as holidays. The 24/7 mindset is beneficial for customers since they can place their order anytime - anyplace. Large warehouses receive enormous orders because of this working pattern - pushing warehouse owners to maintain delivery speed. Unless you have a full-time service protocol, it would be challenging to achieve your sales targets.
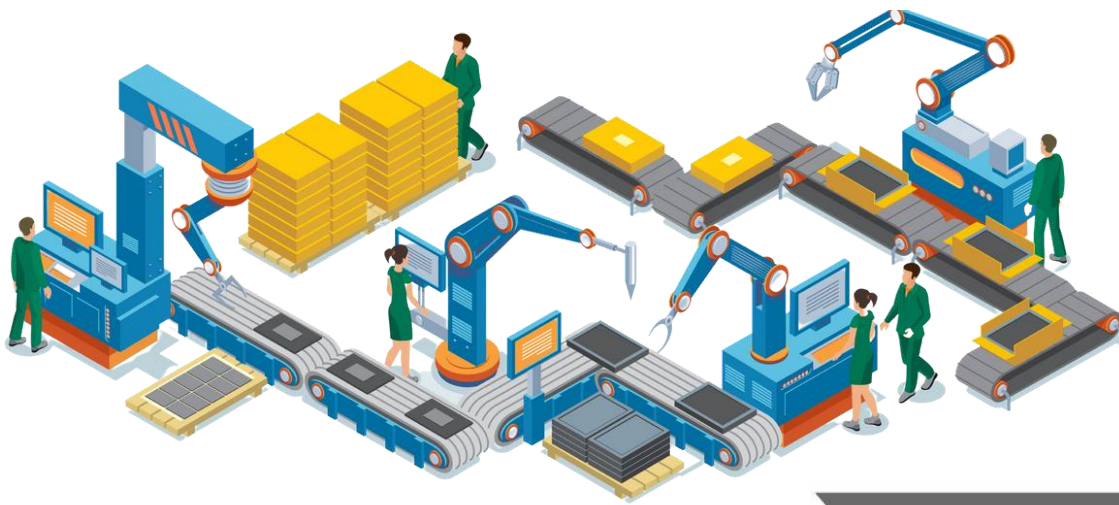
Adopting automation technologies:

Warehouses often deal with different processes; some processes are repeatable such as picking up and receiving the packages. With robotics and automation capabilities, you can keep your operations up and running on a 24/7 basis, along with increased productivity and streamlined deliveries. The adoption of automation technologies can also go a long way to reduce human errors.

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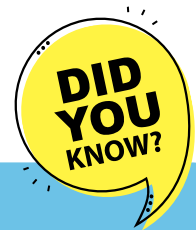
Automated dimensioning solutions built on Stereo-camera tech are faster and more accurate than other types of dimensioning systems

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ADVANTAGES OF ADOPTING WAREHOUSING AUTOMATION TECHNOLOGIES

Increased speed:

Adopting automation technologies can help warehouses to accelerate their online order fulfillment process. It also streamlines and speeds up the inventory management processes.

Reduced costs:

Cost-cutting will always be on the priority list of e-commerce businesses, as well as warehouse owners. Automating the warehouse can quickly reduce the workload pressure – and do more business. Another significant advantage is that adopting automated warehousing solutions can eliminate all the costs incurred due to unforeseen mishaps at the premises.

Enhanced inventory management:

Effectively maintaining a track of inventory is of paramount importance. By adopting an automated dimensioning system, warehouses can automate their inventory management processes by managing the inhouse stock reports, spot-checking product information, improving in-stock availability, and preventing overstocking in the warehouse.

Space optimization:

Warehouse automation helps maximize space availability. It's why warehouse owners are increasingly looking to deploy robots and drones to perform several tasks, such as determining the pallet's size to allocate the space to store products, lifting heavy-sized packages, and relocating products from one to another.

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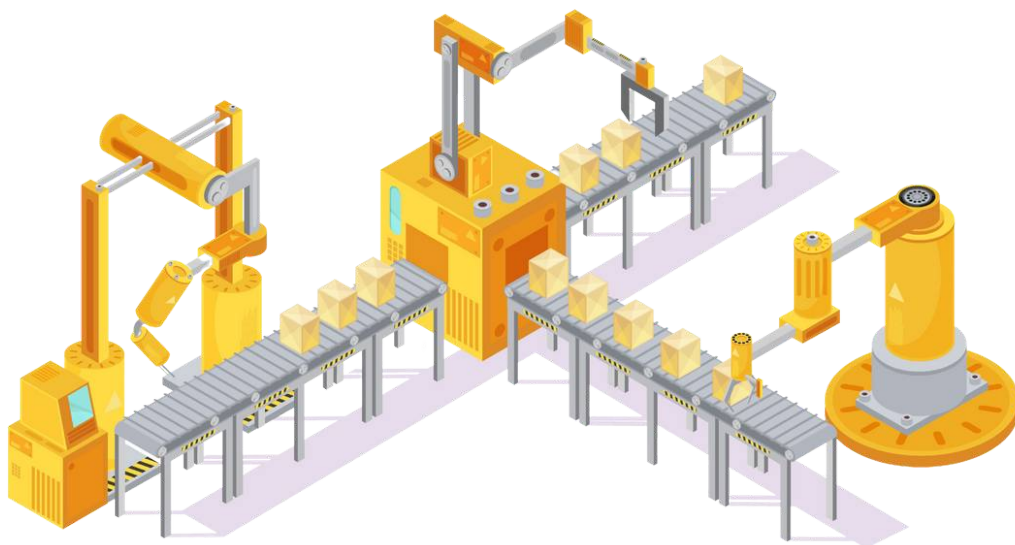
WHY E-COMMERCE NEEDS AUTOMATED DIMENSIONING SOLUTIONS

The evolution of online shopping has increased exponentially in the last decade. Today, online shopping has become a routine for millions of people. eCommerce companies must focus on automated warehouses for two significant reasons: quick order fulfillment and better-quality controls. Plus, growing warehousing costs are forcing many shippers to seek additional space requirements to store more products. By reducing the dimensional weight (DIM) and boxes' sizes, you can eliminate space issues and unnecessary shipping charges.

The DIM weight is determined by calculating the cubic package's size and dividing it by the dimensional factor. Given the speed and accuracy, warehouses would be better served using automated dimensioning solutions to estimate the package size data.

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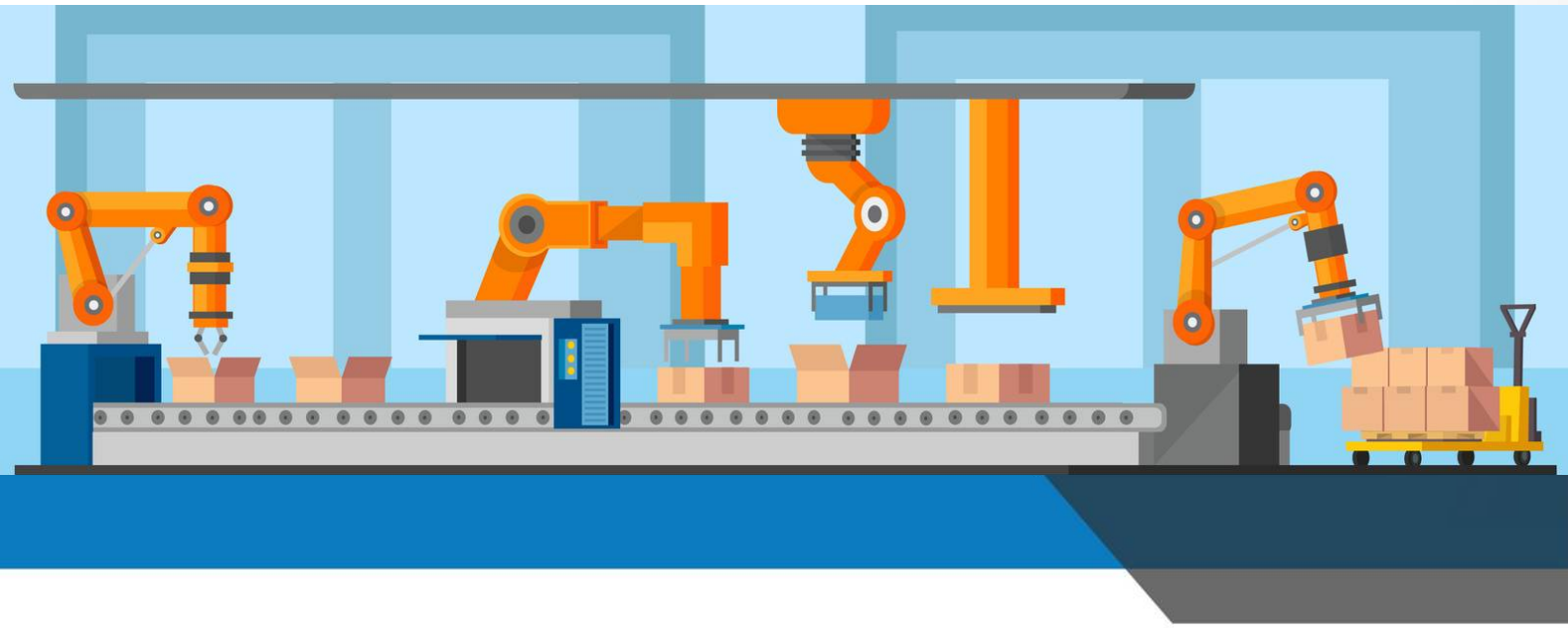
Instantly measures the length, height, and width of any object and manage all your dimensioning needs with an AI-driven solution

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WHAT IS AN AUTOMATED DIMENSIONING SOLUTION?

The automated dimensioning solution is more than the latest buzzword in warehousing technology. These solutions are powerful catalysts that enable measurable growth in business.

An effective automated dimensioning solution can measure the dimensions such as length, breadth, width, and height of the packages in the quickest possible timeframe. They can also be integrated with warehouse equipment to conduct specific actions like measuring weight, scanning barcodes, detecting damage, and more.

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These automated dimensioners are classified into two – large freight and package dimensioners.

The large freight dimensioners are otherwise called pallet dimensioners. They are used to measure crates and pallets. These dimensioners can be synced with external devices such as barcode scanners and weighing scales to track and estimate the pallets' precise weight and relevant data. And these data are further utilized to determine the space requirements during the shipping phase.

The package dimensioners are used for measuring small-size packages of varied shapes such as cubes, cuboids, polybags, and any other irregular shape packages. These types of dimensioner are otherwise called parcel dimensioners. The parcel dimensioners can be synced with the conveyor to calculate the dimensional data, capture the product's image, and identify any defects in less than a second.

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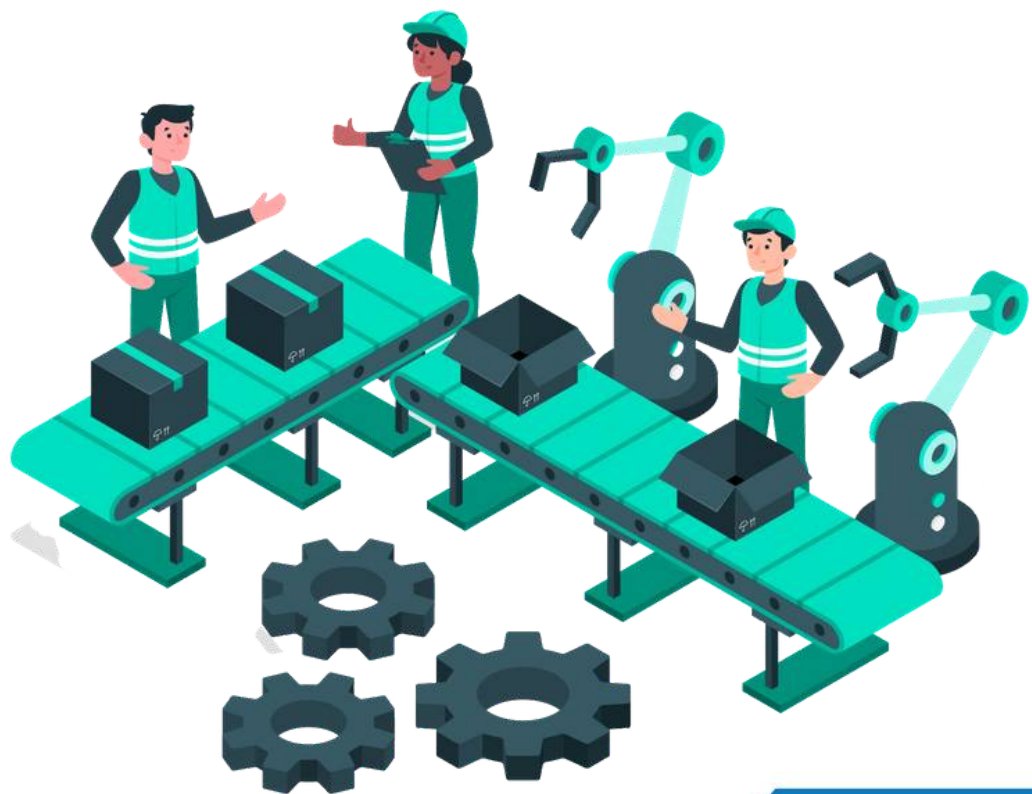
THREE REASONS WHY E-COMMERCE COMPANIES CHOOSE AUTOMATED DIMENSIONING SOLUTIONS
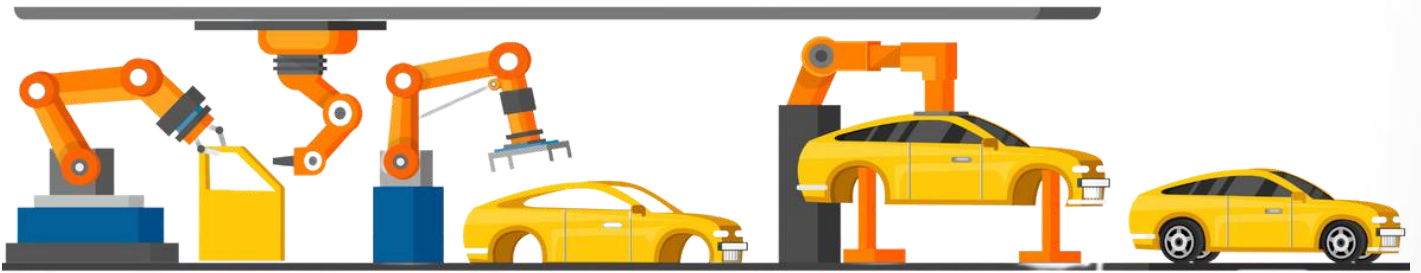
Increased accuracy and efficiency:

Accuracy in the warehouse is the lifeline of successful shipping journeys. Without accurate dimensional measurements, there is no chance of reducing shipping charges. But with the right automated dimensioning system, the dimensional data of length, height, width, and breadth can be determined in less than a second. These dimensioners can be integrated with other devices to estimate packages' accurate weight, paving the way for increased accuracy and efficiency.

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Effective cost-saving and reduced blunders:

Cost-saving is the fundamental concern for any warehouse. Warehouse automation can reduce the need for manual labor, and that saves average labor expenses. On the other hand, the traditional warehouses continue to measure packages using the tape and a ruler method, which is time-consuming and prone to measurement blunders. With automated dimensioning systems, warehouses can instantly eliminate such errors and save shipping costs.

Efficient anomaly inspection:

Identifying the defective items before they reach the customer's doorstep is a make or break moment for e-commerce businesses. By using an automated dimension system, the warehouse can capture the product's image – with the ability to identify defective items in less than a second. The saved images are then stored in a database as a reference for further accelerate future dimensioning requirements.
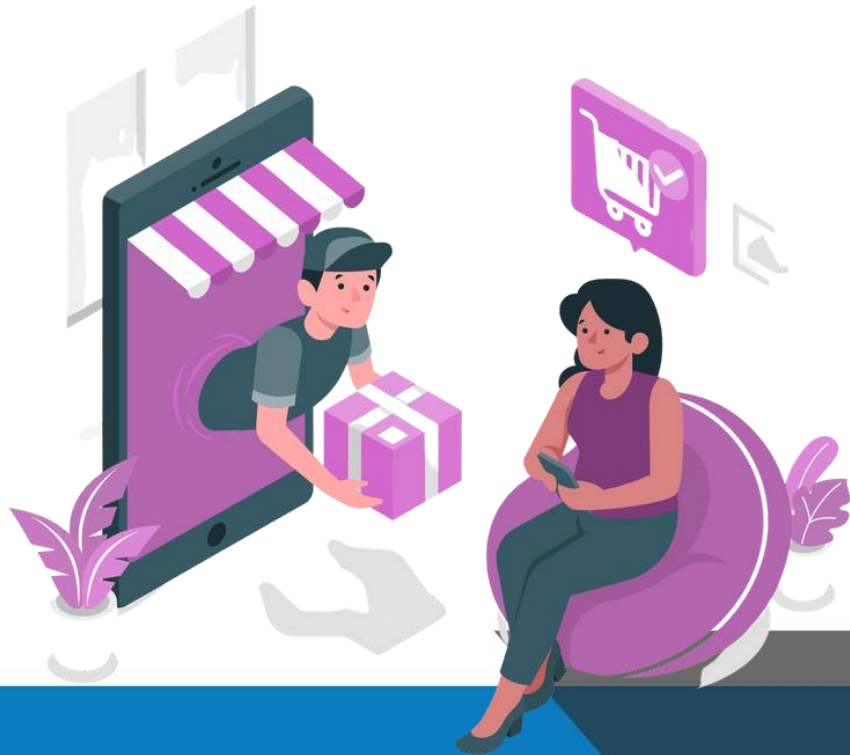
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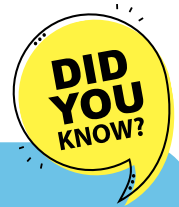
Logistic software Solution providers incorporate Automated dimensioning and edge AI into their solutions to improve warehouse productivity

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CONCLUSION:

eCommerce has undoubtedly transformed the shopping experiences of customers. But at the heart of the business lies the warehouse. If you genuinely understand customers' mindset, you may already know the immediate need for accelerated and seamless shipping journeys to trigger memorable customer experiences. Future-thinking e-commerce brands are looking to reimagine their warehouse technologies by using automation dimensioning capabilities. At the end of the day, convenience and speed are all the firepower they need to give their customers the benefit of quick delivery.