WHY YOU NEED THE RIGHT TECHNOLOGY TO TRANSFORM YOUR AUTOMATED PARCELING ECOSYSTEM?

The future of e-commerce is dynamic, with exponential growth prospects. Though online retail has been steadily progressing in the last few years, 2020 saw a phenomenal surge in online shopping. The pandemic stifled day-to-day livelihood, locked down economies, and caused businesses to close. During those trying times, e-commerce was the only ray of hope to access food, clothing, medicines, and other essentials.

Leading research firm Statista confirms the growth potential by predicting that e-commerce will account for 17.5% of the global retail sales in 2021 and 22% by 2023.

DID YOU KNOW?

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

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INTRODUCING AUTOMATED PARCELING

Managing the exploding number of orders placed every day is no child's play. Online businesses need to revamp their warehouse and shipping processes to expedite orders with excellent quality. Deploying technology that automates warehouse processes such as dimensioning, sorting, parceling, storage, and shipping is the only way to achieve revenue goals, timely delivery, and customer satisfaction.

Parceling, in particular, is a significant process, as it is your silent salesman. It captivates the heart of your customer at the very first sight. Maintaining product quality by preventing breakage or damage, the parceling ecosystem needs to be handled with lots of care and attention. Enhancing decisions on optimal packaging material, size, weight, and texture, this process enables accurate price fixation and safe delivery.

Automating the parceling ecosystem, using the right technology plays a critical role in ensuring customer satisfaction, reducing cost, and increasing profitability. In this article, we delve deep into how technology can transform your automated parceling ecosystem.

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WAREHOUSE AUTOMATION ENHANCES E-COMMERCE

The thriving e-commerce industry, especially Direct to Consumers (DTC) firms, have enabled consumers to enjoy seamless omnichannel shopping experiences. But to keep up the growth momentum and acquire/ retain customers, e-tailers must deliver world-class shopping experiences with the best digital infrastructure.

Gone are the days when consumers waited for weeks for their order to arrive. Today online retail firms offer express shipping options such as one-day or same-day shipping, which delights the customer and makes them come back for more.

To tackle massive orders and ship them as quickly as possible, warehouses and shipping functions need to be equipped with the latest technology. Top online brands lead the way with automated parceling, shipping, and fulfillment. They offer humanized, quick and sustainable custom branded packaging and shipping for free.

Automating warehouse processes help reduce cost and add value to the following key e-commerce trends.

Personalization

The process of achieving sales by dynamically displaying content, product recommendations, and specific offers to consumers based on their browsing behavior, purchase history, and other personal data is called personalized e-commerce. Personalization drives sales and increases repeat purchases. According to Forrester, 77% of online shoppers have chosen or even paid more for a brand that provides a personalized experience.

Artificial Intelligence

Artificial Intelligence (AI) is the most innovative, transformative approach taken by e-commerce firms to manage multiple processes such as customer relationship, inventory control, dimensioning, packaging, and shipping. It enhances personalization across omnichannel and helps e-tailers with smart, customized, timely delivery.

Social Media

In today's age, social media rules over the purchase decisions of customers. Businesses leverage social media platforms to enhance customer acquisition and retention, sales, and profitability. E-tailers need to have a strong social media presence and infrastructure to customize and handle orders placed through these networks.

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RISE OF PARCELING

Gone are the days when customers did not bother about the packaging. Today the devil is in the details. Customers make an instant connection with the brand when the packaging is cozy, safe, and customized. The rising social shopping phenomenon and the popular unboxing videos have added pressure on retailers to become more vigilant, tech-savvy, and creative when it comes to parcels.

As dimensions such as volume and size determine space allocation, price fixation, and shipping cost, parceling is critical to the e-commerce business's profitability. Hence warehouses and distribution centers actively automate dimensioning and parceling to avoid incorrect pricing and associated costs. E-tailers can lose revenue and customer trust if the dimensions, pricing, and packaging are not optimal.

WHAT IS AUTOMATED PARCEL SORTATION?

Parceling is no cakewalk for warehouses. Parcel sortation involves a large workforce in any warehouse that faces issues in speed, accuracy, and sheer volume.

So, warehouses resort to automated parcel sortation by deploying AI-led technology for package processing. This helps warehouses multitask and automate manual jobs that are time-consuming and repetitive. Automated parcel sortation comprises dimensioning, documentation, reading and label application, quality control, and routing packages to the right loading area in the warehouse or fulfillment center. It eliminates redundancies and offers customized solutions in recording dimensional information (length, height, width, breadth, and volume of the package) while capturing the photograph and inspecting quality.

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BENEFITS OF THE AUTOMATED PARCEL SORTATION

Irrespective of the size, scale, and product, warehouses need automated parcel sortation. Deploying AI-enabled parcel sortation offers the following benefits to businesses.

Improves labor efficiency:

Technology-enabled parcel sortation saves much time, workforce, and effort. It automates manual tasks and helps warehouses reduce manual redundancies and errors. It optimizes working time, minimizes damage, and efficiently utilizes labor for jobs that demand human intelligence.

Saves time and cost:

Most businesses use automated parceling to augment order handling capability and speed. When the automated system measures and packages products instantly, it helps save on time and cost. According to leading industry research, over 67% of distribution centers utilize automated solutions to save cost and time.

Increases accuracy in price and cost:

Precision in tariff fixation and cost estimation is critical if you do not want to incur a loss in e-commerce. As automated parceling provides accurate measurements and material information, businesses can gain insight that enables precise pricing and costing. This helps reduce expendable shipping costs.

Improves tracking efficiency:

The ability to transparently track a product while on shipment enhances customer experience and satisfaction. The right automation technology helps increase tracking efficiency.

Increases scalability:

The automated parcel sortation system should be able to support you irrespective of the order or business size. It should have the capability to upgrade and scale up or down based on the demand.

In conclusion, automated parcel sortation accelerates productivity and adds more value to your business through faster, accurate, and trackable shipping.

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OVERCOMING THE HALLENGES

Holiday seasons, flat offers, and discounts increase order volumes immensely. Warehouses and distribution centers work overtime to speed up dimensioning, packaging, and delivery.

However, they face challenges in measuring irregular shaped products, choosing the right packaging material, eliminating product damage, and expediting product shipping. By automating the sortation process, warehouses and distribution centers can complete their job on time. But issues regarding software cost and automation integration with warehouse management system need to be handled with care.

AUTOMATION SOLUTIONS THAT TRANSFORM THE PARCELING ECOSYSTEM

As customer expectations, competition, and technology advancements grow, e-commerce businesses need to adopt technology and innovation to gain a competitive advantage. They must up their game by providing unique offers and discounts, quick same-day delivery, acute customization, and excellent packaging.

AI-led automation solutions help transform your warehouse's tedious, manpower-intensive parceling system into a quick, optimal, flexible, and accurate packaging ecosystem.

Let us look at some critical automation solutions that can transform your parceling ecosystem.

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AUTOMATED DIMENSIONING

Technology-led dimensioning and weighing help warehouses save money by optimizing functions such as picking, packing, storage, shipping, and distribution. Conventional measuring methods (using tape and ruler) are error-prone and result in inaccurate price fixation and improper space utilization.

Automated dimensioning systems can be integrated with conveyors, vertical lift systems, and autonomous vehicles to measure, document, and share data on the product's height, breadth, width, volume, and weight. Their high-speed printing capability enables quick scanning, weighing, and processing for carton labels. They help reduce human errors, increase pricing accuracy, and minimize costs.

The automated dimensioners improve parcel sortation efficiencies, as it helps determine the right material, size, and cost of the parcel. It assists the recommendation of the most advantageous storage, packaging, and shipping slot for the product without any hassle or errors. Warehouse staff need not waste effort and time in trying different box sizes and materials for packaging. Dimensioning optimizes air filling and dunnage by choosing the right sized package.

DRONES

Drones are the next big thing in the e-commerce industry. These brilliant flying devices are revolutionizing warehouses, fulfillment centers, and product delivery today. They are real saviors making contactless deliveries during the pandemic period.

Capable of conducting surveillance, inspection, quality control, and carrying products in the air, these Unmanned Aerial Vehicles (UAVs) use optical sensors to upgrade warehouse and logistics processes. They save hundreds of manhours by scanning and transporting products, up to 50 times faster than conventional methods.

Drones are also a safer alternative to manpower-intensive forklifts, man-cages, and scissor-lifts. They can swiftly locate items, scan RFID tags, gauge inventory levels, and transfer data directly to the Warehouse Management System from safe distances with ease. They can examine irregularities in rooftops and shelves, racks, pallet positions, walls, ceilings, and parcels before shipment.

In short, drones accelerate parcel automation, order delivery, and warehouse productivity.

DID YOU KNOW?
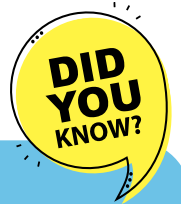
Logistic software Solution providers incorporate Automated dimensioning and edge AI into their solutions to improve warehouse productivity

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WEARABLES

Wearable technology is another innovative technology that accelerates warehouse processes and empowers employees. Ranging from smartwatches, glasses, and biometric clothing, the wearables offer great potential in the supply chain. They enable workers to access information, identify tasks, and make their jobs more comfortable and safer.

Leading research predicts that over 70% of warehouses will adopt wearables in the next few years to increase efficiency, reduce errors, and improve performance.

When connected to the internet or synced with relevant devices, these wearables improve communication and fetch reports on inventory, packaging, and delivery. With wearable technology, you can easily navigate through any product information in the warehouse. Some devices include smart glasses, hands-free scanners, wristband scanners, and voice control headsets to help scan, optimize, and simplify warehouse processes such as parceling and sorting. They lower manpower effort and cost and accelerate easy tracking and operational flexibility.

GET READY FOR THE FUTURE OF PARCELING

The future of parceling lies in digital transformation. The more you automate parcel sortation, the more your business will profit.

Want to deploy the right technology to automate parcel sortation?

Get in touch with us.

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CHECK OUT THE COMPUTER VISION ENABLED AUTOMATED DIMENSIONING SYSTEM FOR WAREHOUSES AND ORDER FULFILLMENT CENTERS

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+/- 10 mm for non-cuboidal shapes

Dimension:

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Polybags
Tubes
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