

Augusto Beato Tells Entrepreneurs to Strike a Balance Between Efficient Deliveries and Costs

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Since customer loyalty hinges in part on how efficiently packages are delivered, Portland SEO's Augusto Beato tells e-commerce firms to find the right balance between efficient deliveries and minimizing shipping costs

"As logistics costs put a big strain on earning, the strategic management of fulfillment operations is primordial in reducing shipping costs," Beato asserted.

This requires setting up an effective logistics analytics in e-commerce operations and a better grip on logistics.

Beato, who is the CEO of Portland SEO and Ice Break Shipping, reminded e-commerce startups that logistics and fulfillment are the lifeblood of e-commerce and could make or break their business.

He noted that a Metapack study revealed that 38 percent of e-commerce customers surveyed would never return to an e-commerce store if they experience poor delivery.

Beato also pointed out that Amazon plans to become its own logistics company, sending 47.6 percent of its shipments in the United States.

"While small e-commerce businesses are not expected to replicate investments made by giant firms, the growing emphasis given by Amazon to logistics shows how important this segment is," said Beato.

To learn more on how to maximize fulfillment operations, reach out to Portland SEO via this link.

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