

# THE E-COMMERCE SUPPLY CHAIN: THREE KEY INSIGHTS

How are e-commerce supply chains evolving? We surveyed **900 decision-makers** in B2B and B2C businesses across the globe.

## WHAT DID WE FIND?

### 1 In terms of offerings and execution, B2B has now caught up with B2C

“The need for accurate information about product availability, shipping and inventory counts will become the single-most strategic element for driving bottom-line success and establishing customer loyalty.”



...but **70% of B2C** and **60% of B2B** companies have still not fully implemented their e-commerce strategy.

### 2 Customer expectation is the key challenge

“Same day is king. I need instantaneous satisfaction. That’s the [customer] expectation.”

Customers base purchasing decisions on how well companies meet their demands. So customer experience is **‘extremely important’**.



### 3 No single e-commerce distribution method is dominant

“You need sophisticated and automated solutions and the flexibility to handle volatility. Finding the right balance is the biggest challenge and opportunity that exists.”

E-commerce fulfillment is complex and most companies use **2+ distribution methods** while **47%** outsource at least some e-commerce fulfillment to a 3PL. **Why?**

Supply chain expertise

Optimization (operational, cost and/or service)

Fulfillment services tailored to meet varying customer service requirements

Technology innovation and analytics

Flexibility in distribution network

Effective peak/scalability capacity

E-commerce requires **highly adaptable, agile, responsive and cost-effective** supply chains.

What differentiates winners from losers? Providing **outstanding service** while **driving profits**.

#### FOR FURTHER INFORMATION

Contact our supply chain experts [here](#) >

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