

How to **Beat the Clock** on Same-Day Shipping and Delight Your Customers

Customer Experience is the **#1** goal for manufacturing and distribution leaders.



49%

say their top goal is customer experience and perfect orders

While customer experience remains a top priority, meeting expectations for speedy and accurate delivery remains a challenge, especially for PO-backed sales orders received by email.

45%

of B2B buyers prefer ordering by email (DSG)

Email remains the top channel for B2B orders, with 45% of buyers saying they prefer to order by email. Once they hit send, the countdown to delight or disappointment begins.



2-Day Delay

Manually processing emailed orders adds 9 hours to order fulfillment

Most companies have a daily cutoff time to ship orders around 3 or 4pm. If you miss that window, you risk delaying order fulfillment by 2 days.



1/3 More Late

Manually processed orders are 1/3 more likely to arrive late

By increasing digital orders with automation, manufacturers and distributors can improve their on-time performance and free up valuable time for their CSRs.



Get your free copy of Conexiom's exclusive order fulfillment benchmark report today!

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Sources:

Revealing the Secrets to Best-in-Class Performance in B2B Order Fulfillment (Conexiom, 2024, n=898), unless otherwise noted.