

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

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





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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.



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



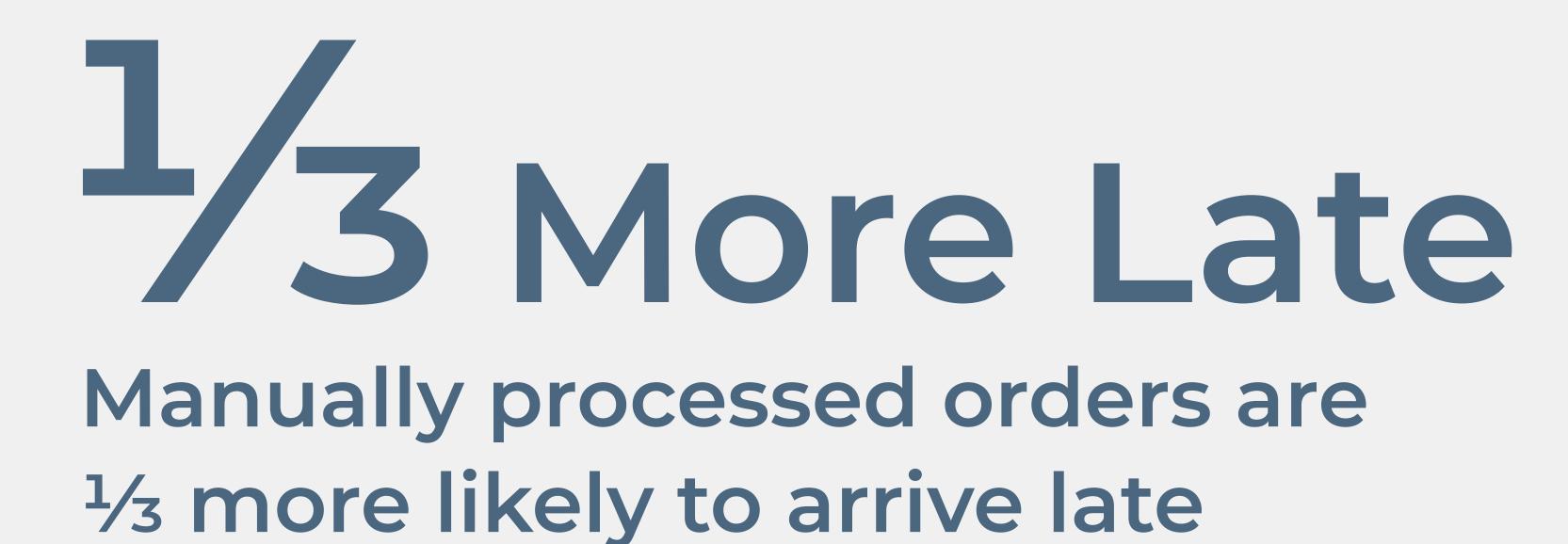
to delight or disappointment begins.



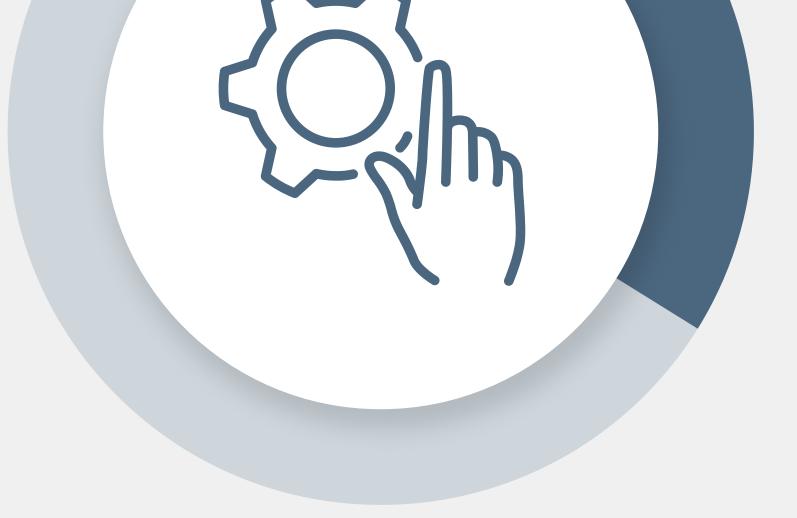
# Z-Day Delay

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.



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!

**GET THE REPORT** 

### Sources:

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



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