

# Can Your Fulfillment Partner Do This?





# 10 Questions to Ask Your Current 3PL



We're not going to beat around the bush here — selecting the right fulfillment partner is a make-or-break decision for your company. Done correctly, fulfillment is the key to long-term client satisfaction as it acts as an invisible connecting hand between you and your clients. Unfit fulfillment partners, on the other hand, can ruin current relationships, prevent future relationships, and destroy your aspirations for long-term growth.

All too often, businesses rush into a fulfillment partnership before realizing they made a mistake. Order errors, outdated technology, and poor customer support from the wrong fulfillment partner are certain to negatively impact your business. If your current warehousing and fulfillment solutions are not meeting your demands, you're in the right place.

At Smart Warehousing, we take a different approach to fulfillment. In fact, we don't really believe in the term 3PL in the first place — there should be nothing “third-party” about your fulfillment. Instead, we act as a true extension of your team. Your goals are our goals; your problems are our problems.

Ask your current fulfillment partner these 10 questions to assess their ability to properly serve you.

# 1. What are your Omnichannel Fulfillment Capabilities?

A growing number of businesses need omnichannel fulfillment capabilities — B2B, retail, and e-commerce fulfillment. But it's not enough just to be able to fulfill these different channels. When your partner can fulfill various channels from the same location, you save money and improve efficiency.

# 2. What is Your National Footprint?

Modern consumers expect to receive their orders within two days, and that will likely be replaced with one-day expectations in the near future. Smart Warehousing's national footprint — 34 warehouses and counting — allows for two-day shipping across 99% of the U.S. and puts us in everyone's backyard.

# 3. Do You Own Your Warehouses?

Warehouse ownership means your fulfillment partner has complete autonomy over people, process, and delivery. At Smart, we like to call this “Our People. Our Promise.” Meaning, all of your fulfillment is completed in-house without the need for outsourcing talent or leasing warehouse space — that's our promise.

### 4. How Long Have You Been in the Fulfillment Industry?

Smart Warehousing has been fulfilling orders long before the e-commerce boom. Established in 2001, we have 20 years of fulfillment experience — more than most of our industry competitors. We know how to work with multiple fulfillment channels and deliver the results that keep your customers happy.

### 5. What is Your Technology Capable of?

Technology and automation are the names of the game when it comes to modern fulfillment. If your fulfillment partner is still relying on manual processes or outdated technology, your needs will not be met. Modern fulfillment technology should be a system of record for inventory and allow for real-time data reporting, automated tracking, and near-universal integration, putting control and visibility into the hands of the customer.



### 6. Can You Fulfill Frozen Orders?

There's a reason frozen order fulfillment is so rare. It takes space, people, and resources to store and fulfill frozen food orders. Smart Warehousing has 1 million square feet of frozen fulfillment storage in Kansas City with pop-up frozen fulfillment capability across the U.S., positioning us to fulfill frozen, ambient, and everything in between.

### 7. Can You Fulfill Custom Orders?

Fulfillment partners must be able to fulfill custom orders to meet your customers' unique needs. Consumers rarely place identical orders, and the ability to provide custom kitting is becoming more and more necessary for companies that offer a variety of packages.

### 8. What Is Your Lot Control Process?

Too many fulfillment companies operate solely on a first-in, first-out basis even if that does not benefit their customers. Smart Warehousing, on the other hand, also fulfills lot control orders based on the expiration date or serial number. Our first-expired, first-out methodology gives you the best chance to fulfill all product orders without waste, while serialization lets you trace costs and customers by tracking unique items from start to finish.



### 9. How Does Your Customer Service Make My Life Easier?

Your fulfillment partner must have the people and processes in place to provide exceptional customer service, no questions asked. If you struggle to reach your current 3PL when you need them most, your customers are the ones who suffer. Smart Warehousing's dedicated customer service team is there to ensure your needs — and your customers' needs — are met. Your dedicated account manager is always one phone call, chat, or e-mail away.

### 10. Why Are You Different From All My Other Options?

You need a true partner that can empower you to meet your consumers' demands. Whether you have custom needs like kitting, lot control, and serialization or you need national two-day shipping, Smart Warehousing has you covered. With a true omnichannel fulfillment strategy for both ambient and frozen goods of any size, Smart Warehousing delivers. Our truly unique approach to logistics that marries the best of technology, people, and software will make the difference in scaling your business or getting left behind.





# Partnering with Smart Warehousing

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Smart Warehousing is at the forefront of the evolving fulfillment landscape. In order to truly satisfy your customers and build the lasting relationships that lead to long-term revenue growth, you need more than a 3PL. At Smart, we have the technology and people in place to take your current operations to the next level.

From e-commerce to retail, big-and-bulky to customized solutions, our processes are tailored to your needs. [Request a quote from us](#) today, or [visit our blog to learn more](#) about all of our fulfillment capabilities.