



How to organise a logistics department efficiently?

Logistics checklist to avoid errors in e-commerce shipments:

Area/Action	Detailed items
<p>Selecting a Good Carrier</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Check that the carrier covers all key shipping areas (local, national, international). <input type="checkbox"/> Verify the reputation of the carrier, its punctuality and its ability to respond to incidents. <input type="checkbox"/> Evaluate whether it offers additional services such as DDP/DAP, real-time tracking, pick-up at points, etc. <input type="checkbox"/> Confirm that it allows easy integration with your e-commerce platform. <input type="checkbox"/> Consider sustainable policies and environmental commitment. <input type="checkbox"/> Validate its scalability: can it grow with you? <input type="checkbox"/> Compare rates and conditions with other suppliers.
<p>Selecting a Good Shipping Materials Supplier</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Request samples before purchasing large-scale materials. <input type="checkbox"/> Check that the materials protect the product correctly during transport (kraft paper, double cardboard, bubble, etc.). <input type="checkbox"/> Ensure that packaging dimensions match products and reduce unnecessary volume. <input type="checkbox"/> Avoid fragile materials, thin plastics or single-layer cardboard. <input type="checkbox"/> Verify that packaging materials are sustainable or recyclable.

Area/Action	Detailed items
<p>Establish logistics KPIs</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Define metrics such as: average preparation times, transit times, % of returns, % of on-time deliveries. <input type="checkbox"/> Measure the error rate in orders: incorrect, mislabeled, or damaged products. <input type="checkbox"/> Evaluate customer satisfaction with the logistics service (logistics NPS). <input type="checkbox"/> Review logistics costs per order and compare with profit margins. <input type="checkbox"/> Establish a periodic system of evaluation and analysis of these KPIs.
<p>Design and standardise logistics processes</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Create documented workflows (SOPs) for each phase: order receiving, picking, packing, shipping, and returns. <input type="checkbox"/> Define those responsible by stage of the process. <input type="checkbox"/> Identify critical points where errors tend to occur and establish preventive protocols. <input type="checkbox"/> Use visual tools such as flowcharts or illustrated manuals to train staff. <input type="checkbox"/> Ensure consistency in processes between shifts and employees.
<p>Optimise storage</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Organise the warehouse taking into account the rotation of products (high/medium/low). <input type="checkbox"/> Clearly label locations and products with barcodes or QR codes. <input type="checkbox"/> Use shelves adapted to the size and type of product. <input type="checkbox"/> Separate storage, preparation and returns areas. <input type="checkbox"/> Implement a digital system to visualise the status of the stock in real time. <input type="checkbox"/> Review the layout of the warehouse seasonally according to demand.

Area/Action	Detailed items
<p>Train staff</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Provide continuous training on operational processes and changes in the system. <input type="checkbox"/> Simulate real cases of incidents to practice effective responses. <input type="checkbox"/> Train in the use of digital tools such as scanners, tablets or management software. <input type="checkbox"/> Teach safety measures inside the warehouse (prevention of falls, use of machinery). <input type="checkbox"/> Promote a culture of quality and continuous improvement among the team.
<p>Automate repetitive tasks</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Use digital picking to reduce human error and speed up picking. <input type="checkbox"/> Implement barcode scanners to validate products and locations. <input type="checkbox"/> Automate the printing of labels and shipping documents. <input type="checkbox"/> Integrate systems such as Intersoft or Metapack to manage shipment generation and tracking. <input type="checkbox"/> Automate confirmation, follow-up and after-sales incident emails.
<p>Evaluate and continuously improve</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Establish periodic process review meetings with the team. <input type="checkbox"/> Analyse KPI data to detect bottlenecks or frequent errors. <input type="checkbox"/> Collect feedback from staff and customers on the shipping and returns process. <input type="checkbox"/> Implement concrete improvements and review their effectiveness after a trial period. <input type="checkbox"/> Adapt processes to changes in the market or increase in order volume.