5 WAYS TO INCREASE SALES WITH A GREAT WMS API

Here are the essentials; more details are below.
5 - Track More than Just Your Shipments
4 - Turn First-Time Customers into Life-Long Customers
3 - Never Miss a Special Occasion
2 - What the Airlines and Vegas Already Know
1 - Sell What You Have (and Not What You Don't)

5 - Track More than Just Your Shipments

You will see great returns by creating a user-friendly atmosphere that makes it easy for your customers to keep returning to you.

If you treat your customer to on-demand updates on their order by using a realtime API, this ensures that you - and the customer you just gained - can track orders and goods as they are picked, packed, and shipped without the hassle of manual intervention.

A superior API will show you EVERYTHING in one place, providing the tools and ability to turn your customers into raving fans.



it costs 7 times more to get a new customer than it does to keep them.

4 - Turn First-Time Customers into Life-Long Customers

With a great API, you are equipped to make every customer feel like they're your only customer. Utilize your API to automate custom packaging, gift messages, additional services, and shipping.

With a good API, this can be all be automated, so why would you not take advantage?



89% say they return to brands that share their values and personalize their experience.

3 - Never Miss a Special Occasion

Want some additional examples of how you can utilize a strong API, to treat your customers like royalty without extra hassle on your part? You can use the API to sync your CRM data into your WMS and auto-generate birthday or anniversary orders for the top ten percent of your customers - sending them a special gift from you and a hand-written card.



2 - What the Airlines and Vegas Already Know

Every customer is special, but let's be real; some are more special than others. Airline companies and Vegas know this and have built entirely separate channels and operations for their top customers. You should too.

Inform your operations of your top client's status by utilizing a great API. Then you can automatically process those client orders down expedite lines or introduce custom data, inserts, or behaviors for those clients. This ensures that you never drop the ball on an A-list client and you'll place yourself in a favorable light for their future purchasing decisions.



80% of your business comes from 20% of your customers.

1 - Sell What You Have (and Not What You Don't)

A great API will help automate your marketing campaigns and allow you to ramp up sales based on a combination of any or all of this key data:

Your inventory is behind, or the inbound containers are caught up in customs: Use the API and real-time inventory to remove those items from sales or campaigns until your Days On Hand inventory levels meet non backorder levels.

Too much inventory: It's time for a sale or campaign around the items that are costing you money to hold on hand.

You've got slow days or uneven workflow: Allow the API and labor-tracking tools to target slow periods and even out your flow. Run a campaign on specific, targeted days to combat idle labor.

You've got days that are too heavy: As the old saying goes, "under-promise and over-deliver." Use the API to track in real-time the warehouse order load and remove same-day or next-day service levels as your production queue fills to capacity. Maintain the sales but remove the unattainable delivery timeline.



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