ECOMMERCE FULFILMENT CHECKLIST FOR UK BUSINESSES

A practical guide to improving speed, accuracy and customer experience.

intersend PICK. PACK. DELIVER.

Running an online store in the UK has never been tougher, but its also full of potential. Customers want faster delivery, shipping costs are climbing and brands need to stay on top of fulfilment to remain competitive. At InterSend, we work with eCommerce brands every day using tech-driven fulfilment solutions. This checklist covers the core operational areas and practical recommendations we share with the retailers we partner with. Use this guide to take stock of where you are now, tighten up your processes and spot the gaps that might be holding you back.

Let's get your operations running smarter, faster and ready for what's next.

CORE FULFILMENT FOUNDATIONS

A quick operational health check to make sure your core fulfilment processes are solid, accurate and built for efficiency.

1. Orders & Inventory

	5 (Strongly Agree)	4 (Agree)	3 (Neutral)	2 (Disagree)	1 (Strongly Disagree)
Our inventory updates in real time across every sales channel.	☐	☐	☐	☐	☐
Our stock levels remain consistently accurate and synced.	☐	☐	☐	☐	☐
We have automated low-stock alerts to prevent stockouts.	☐	☐	☐	☐	☐
Our SKUs are clearly labelled and organised for fast picking.	☐	☐	☐	☐	☐

2. Warehouse Processes

	5 (Strongly Agree)	4 (Agree)	3 (Neutral)	2 (Disagree)	1 (Strongly Disagree)
Our picking and packing workflow is standardised and consistently followed.	☐	☐	☐	☐	☐
Our warehouse layout is designed to speed up picking (e.g., zone-based storage).	☐	☐	☐	☐	☐
We use barcode scanning to minimise picking errors.	☐	☐	☐	☐	☐
Our packing area is organised, efficient, and always fully stocked.	☐	☐	☐	☐	☐

3. Delivery & Courier Management

	5 (Strongly Agree)	4 (Agree)	3 (Neutral)	2 (Disagree)	1 (Strongly Disagree)
We offer a range of delivery options (standard, tracked, express).	☐	☐	☐	☐	☐
We review courier partners regularly for cost and performance.	☐	☐	☐	☐	☐
Our courier selection is automated using rules for best speed/price.	☐	☐	☐	☐	☐
We track delivery issues and analyse them for trends and improvements.	☐	☐	☐	☐	☐

CUSTOMER EXPERIENCE ESSENTIALS

Assess the parts of fulfilment that directly shape customer satisfaction, loyalty and brand perception.

4. Checkout & Communication

	5 (Strongly Agree)	4 (Agree)	3 (Neutral)	2 (Disagree)	1 (Strongly Disagree)
Delivery options are clearly displayed at checkout.	☐	☐	☐	☐	☐
Our delivery pricing is transparent and easy for customers to understand.	☐	☐	☐	☐	☐
Customers receive automatic confirmation, dispatch and tracking updates.	☐	☐	☐	☐	☐
Our tracking experience is branded, clear and user-friendly.	☐	☐	☐	☐	☐

5. Packaging & Presentation

	5 (Strongly Agree)	4 (Agree)	3 (Neutral)	2 (Disagree)	1 (Strongly Disagree)
Our packaging protects items effectively without excess waste.	☐	☐	☐	☐	☐
Our unboxing experience reflects our brand.	☐	☐	☐	☐	☐
We use sustainable or recyclable packaging materials.	☐	☐	☐	☐	☐
We use right-size packaging to keep shipping costs down.	☐	☐	☐	☐	☐

6. Returns Process

	5 (Strongly Agree)	4 (Agree)	3 (Neutral)	2 (Disagree)	1 (Strongly Disagree)
Our returns policy is clear, visible, and customer-focused.	☐	☐	☐	☐	☐
Returned items are processed quickly and returned to stock efficiently.	☐	☐	☐	☐	☐
We log returns reasons to identify product or fulfilment issues.	☐	☐	☐	☐	☐

SCALING, EFFICIENCY & COST CONTROL

Identify how prepared your operations are for growth, automation and cost-efficient scaling.

7. Technology & Automation

	5 (Strongly Agree)	4 (Agree)	3 (Neutral)	2 (Disagree)	1 (Strongly Disagree)
We use a modern WMS or fulfilment system to manage operations.	☐	☐	☐	☐	☐
We use automation or AI tools to improve efficiency and accuracy.	☐	☐	☐	☐	☐
Our system integrates seamlessly with our CMS, marketplaces and couriers.	☐	☐	☐	☐	☐
We track key fulfilment KPIs in real time.	☐	☐	☐	☐	☐

8. Space, Storage & Planning

	5 (Strongly Agree)	4 (Agree)	3 (Neutral)	2 (Disagree)	1 (Strongly Disagree)
We have enough warehouse space to handle seasonal or rapid-growth peaks.	☐	☐	☐	☐	☐
Our best-selling items are stored in highly accessible locations.	☐	☐	☐	☐	☐
We optimise warehouse layout using heat zones or productivity mapping.	☐	☐	☐	☐	☐
We regularly review and clear slow-moving stock.	☐	☐	☐	☐	☐

9. Cost Efficiency

	5 (Strongly Agree)	4 (Agree)	3 (Neutral)	2 (Disagree)	1 (Strongly Disagree)
We know our true cost per order, including all hidden costs.	☐	☐	☐	☐	☐
We optimise packaging to reduce volumetric surcharges.	☐	☐	☐	☐	☐
We compare courier rates at least quarterly.	☐	☐	☐	☐	☐
We use multiple couriers to avoid peak pricing and maintain reliability.	☐	☐	☐	☐	☐

FUTURE-PROOFING & STRATEGIC GROWTH

Evaluate your readiness for emerging trends like sustainability, global fulfilment and next-gen logistics technologies.

10. Sustainability

	5 (Strongly Agree)	4 (Agree)	3 (Neutral)	2 (Disagree)	1 (Strongly Disagree)
We use eco-friendly or FSC-certified packaging materials.	☐	☐	☐	☐	☐
We partner with low-emission or carbon-neutral couriers where possible.	☐	☐	☐	☐	☐
We track packaging waste and returns efficiency.	☐	☐	☐	☐	☐
Our warehouse uses renewable or low-impact energy sources.	☐	☐	☐	☐	☐

11. International Fulfilment

	5 (Strongly Agree)	4 (Agree)	3 (Neutral)	2 (Disagree)	1 (Strongly Disagree)
We manage EU duties and VAT correctly to avoid delays.	☐	☐	☐	☐	☐
We have (or are developing) a multi-region fulfilment strategy.	☐	☐	☐	☐	☐
Our customs documents are automated and accurate.	☐	☐	☐	☐	☐
We offer localised delivery options for major international markets.	☐	☐	☐	☐	☐

12. Outsourcing & Partnerships

	5 (Strongly Agree)	4 (Agree)	3 (Neutral)	2 (Disagree)	1 (Strongly Disagree)
Outsourcing would meaningfully improve our speed, cost or scalability.	☐	☐	☐	☐	☐
Our fulfilment partner offers automation, AI and real-time visibility.	☐	☐	☐	☐	☐
Our fulfilment partner supports multi-channel operations.	☐	☐	☐	☐	☐
Our fulfilment partner provides proactive support and performance reporting.	☐	☐	☐	☐	☐

WHAT YOUR RESULTS MEAN
Score each item 1–5 based on your agreement level.

Max score = 240 | Min score = 48

200–240: FULLY OPTIMISED & FUTURE-READY
Your fulfilment operation is performing at a high level. You are well-equipped for growth, peak trading and elevated customer expectations.

150–199: SOLID PERFORMANCE WITH KEY GAPS
Operations are functioning well but could benefit from automation, operational redesign or enhanced courier and returns optimisation.

100–149: IMPROVEMENT NEEDED (GROWTH WILL BE DIFFICULT)
Operational inefficiencies are likely impacting speed, accuracy and customer experience. Process changes or partial outsourcing would provide clear benefits.

48–99: HIGH RISK (FULFILMENT IS LIMITING GROWTH)
Major bottlenecks or cost drains exist. A strategic overhaul or full outsourcing may be required to unlock growth and reliability.

READY TO OPTIMISE YOUR ECOMMERCE FULFILMENT?

A strong fulfilment operation can transform customer satisfaction, reduce costs and unlock growth. However, each part of the journey needs to be running at peak efficiency. If this checklist has highlighted areas to improve or you're ready to explore a scalable way of managing your orders, we're here to help.

AT INTERSEND WE PROVIDE:

- Fast, accurate UK-wide eCommerce fulfilment
- Real-time software and order visibility
- Seamless integrations with all major platforms
- Multi-channel support
- Sustainable packaging and responsible operations
- A team dedicated to helping your brand grow

SPEAK TO OUR TEAM TO EXPLORE HOW WE CAN SUPPORT YOUR NEXT STAGE OF GROWTH.

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