How High-performing Ecommerce Operations *Work*

Patterns, behaviours, and system qualities
we see consistently across the most reliable
retail operations.

native
commerce

Introduction

Every retailer dreams of a high-performing e-commerce operation:

Fast *deliveries*

Accurate orders

Stable SLAs

Fewer exceptions

Calm, predictable days

Behind these outcomes is a **repeatable engine of behaviours and system patterns**: the traits we see in teams that execute consistently well, even at peak times.

These teams aren't flawless. They **don't rely on heroics**. They are simply **predictable**.

This *guide* shows what high-performing operations actually do differently: the practical patterns that scale.
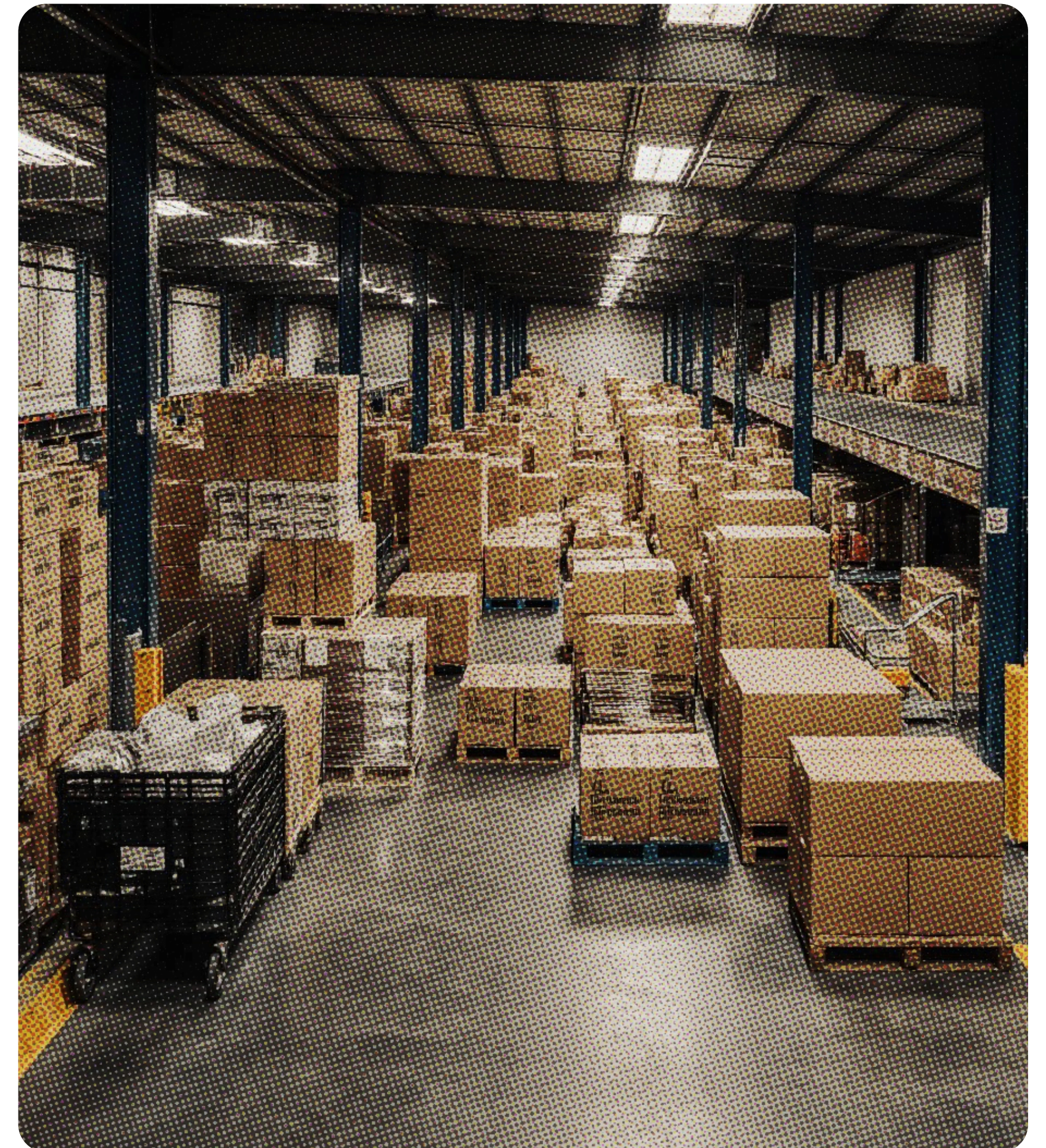
Why Real-Time Data *Matters*

01

Live inventory and OMS decisions remove friction across the entire operation.

When data lags, operators *waste time* **on:**

Double-checks

Manual calls

Slower picking

Late decisions

Reactive dispatch

That friction compounds quickly, affecting the whole operation.

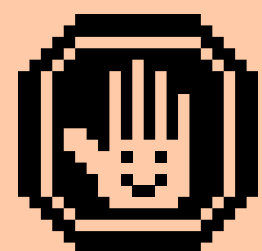**High-performing operations:**

Update stock *instantly*

Run OMS decisions continuously

Adapt picking flows dynamically

Close delivery windows *intelligently*
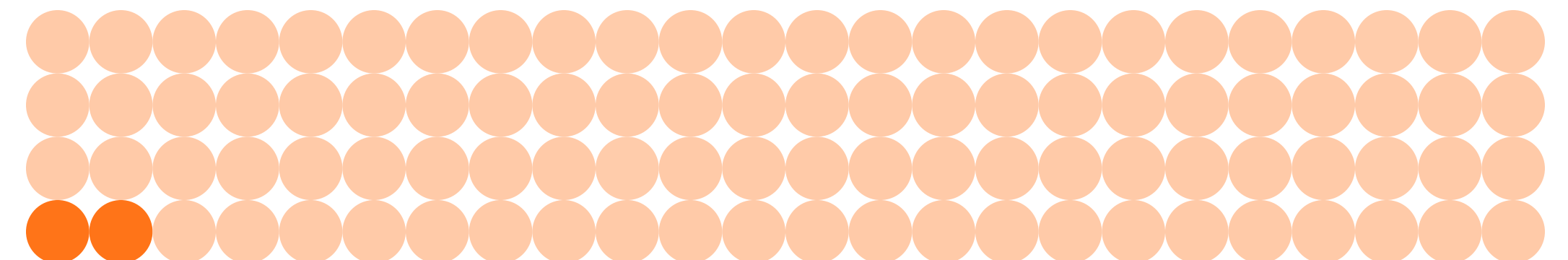
Surface exceptions before they *spread*

Operators *act with confidence* because the system proves itself repeatedly.
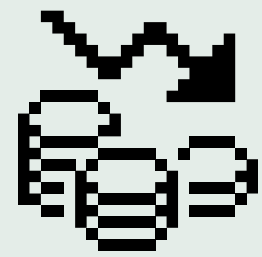
Source: Onramp Funds

Research shows real-time inventory systems boost accuracy to 98–99% and flag discrepancies instantly, cutting errors and improving operations

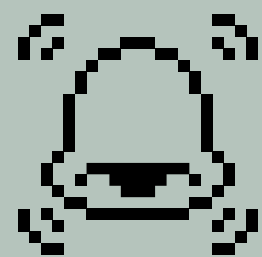# The Importance of *Daily Inventory Checks*

02

Small, consistent fixes keep your inventory in check.

Inventory "drift" is inevitable.

Struggling teams:

Often allow small discrepancies to accumulate until they become a massive project, requiring expensive, disruptive audits to fix.

They treat inventory health *as a periodic task* rather than a continuous state

High-performing teams:

Maintain accuracy through "micro-corrections" every single day. Operators are empowered to fix small drifts immediately as they work, and fast movers are reorganized before they become bottlenecks.
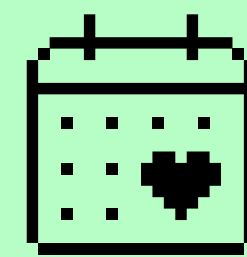
By treating healthy stock as a daily hygiene habit, they avoid the *"boom and bust"* cycle of *stocktakes*

Why Picking Decisions Matter More *Than Steps*

03

Guided workflows remove cognitive load, boosting speed to the pace of the fastest Q-commerce players.

Efficient workflows eliminate uncertainty. The app guides every step: fast movers are identified in 0.5–1.5 seconds, and routes require *zero backtracking*. When the system handles the logic, the operator stays in rhythm.

7

Seconds per item
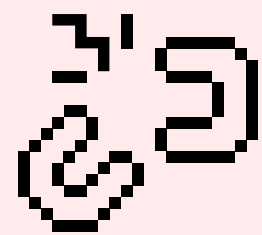
0.5–1.5

Seconds

Removing decision-fatigue enables operators to reach picking speeds of **7 seconds per item**, matching the pace of the world's fastest Q-commerce players.

Intuitive Workflows Drive
Real Efficiency

04

Aligning software with physical workflows boosts efficiency and reduces staff requirements.

You know a system is broken when you hear:

"Just do this manually, it's faster".

When digital rules fight against physical reality, operators create workarounds that destroy data integrity.

Software should adapt to the human, not the other way around. *High-performing tools* mirror the warehouse's natural rhythm, delivering information exactly when needed. When the flow is intuitive, compliance becomes automatic.

Intuitive workflows allowed **Jiffy Grocery** to operate with **3.5x less warehouse staff** than *competitors* handling similar volumes.

3.5x less warehouse staff

Required

Upstream Decisions Simplify *Every Step*

05

Shifting logic earlier cuts travel, reduces errors, and streamlines execution.

The cost of fixing an error compounds downstream. Chaotic operations often solve problems at the packing bench, discovering out-of-stocks or routing issues when the courier is already waiting.

Mature operations push logic upstream. Critical decisions: routing, batching, and substitutions, are applied by the OMS *before* the picking wave begins. Capacity, not guesswork, drives cut-off times.

Source: MDPI, "The Optimization of Picking in Logistics Warehouses", 2024

By moving routing logic upstream, **Crocs** achieved a **31% reduction in total travel distance**, demonstrating that smart algorithms beat raw speed.
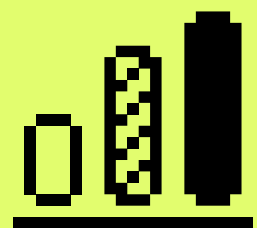
31%

Reduction

In total travel distance

Make Dispatch Your *Performance Scorecard*

06

Every order release becomes a stability checkpoint, reducing congestion and smoothing throughput.

Dispatch is the ultimate scorecard.

Overflowing staging areas and clustering couriers are *rarely local* problems, they are symptoms of upstream volatility.

Pace the release of picking waves to match the exact physical capacity of the dispatch bay. By aligning upstream output with downstream departure windows, you ensure orders move *continuously* through the dock rather than piling up in staging.

For **Jiffy Grocery**, this architectural stability held firm at scale, allowing the platform to handle **260,000 orders per day** without performance loss.
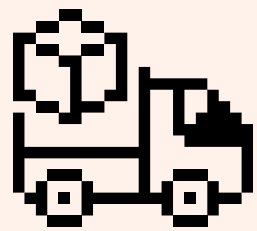
260,000

Orders per day

without performance loss

Why Warehouse Flow Shapes
Last-Mile Success

07

Pre-sorted, ready-to-go orders keep drivers on schedule and delivery promises consistent.

Delivery performance is downstream of the warehouse. You cannot ask couriers to be reliable if their handover is *chaotic*.

When the warehouse is unstable, drivers are forced to absorb the *inefficiencies*, causing routes to *slip*.

Don't ask couriers to be faster; give them predictable work. By organizing orders into "ready-to-go" routes inside the warehouse, you eliminate sorting at the curb and ensure drivers depart *immediately*.

*Source:* MWPVL International: Amazon Logistics Network Analysis

Amazon perfected this by pre-sorting packages into "ready-to-run" bags. This reduced driver load-times to just **20 minutes** (vs. the industry average of 60+), directly securing the reliability that drives Prime loyalty.

20 min

load-times

Make Training
Almost Obsolete

08

When workflows teach the operator, teams can grow rapidly without slowing operations.
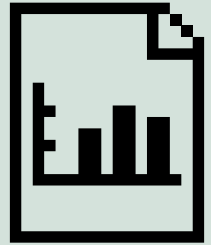
The true bottleneck to scale isn't hiring; it's "ramp-up time."

In struggling operations, training relies on tribal knowledge and shadowing. As complexity grows, onboarding slows down right when you need it to speed up.

Great operations decouple performance from tenure. They design workflows so intuitive that the system does the teaching. With guided paths and clear prompts, a new hire should be able to perform *effectively* on their very first day, without needing to memorize the warehouse layout.

This "plug-and-play" labor model was *the necessary foundation* for rapid market expansion, supporting a **12x growth in the total customer base** without operational collapse.
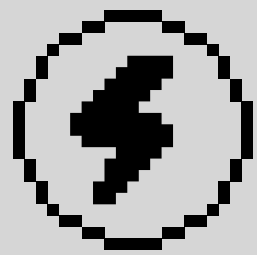
12x

Growth in the total customer base

Calm Operations *Win*

09

Teams that preempt issues instead of reacting achieve the highest throughput and quality.


"Saving the day*"*

feels good, but it is not a strategy.

Operations that rely on adrenaline and firefighting are fragile. Heroics are emotional; they signal that the system has failed to predict the workload.

Shift your operational focus from reactive troubleshooting to preemptive stabilization. By identifying and resolving friction points upstream, you ensure a steady, predictable workflow rather than relying on emergency interventions to meet targets.

Source: The Toyota Way, Jeffrey Liker

Toyota empowered operators to stop the line at the first deviation (Andon Cord), shifting *from reactive fixes* to upstream prevention and achieving industry-leading throughput and quality.
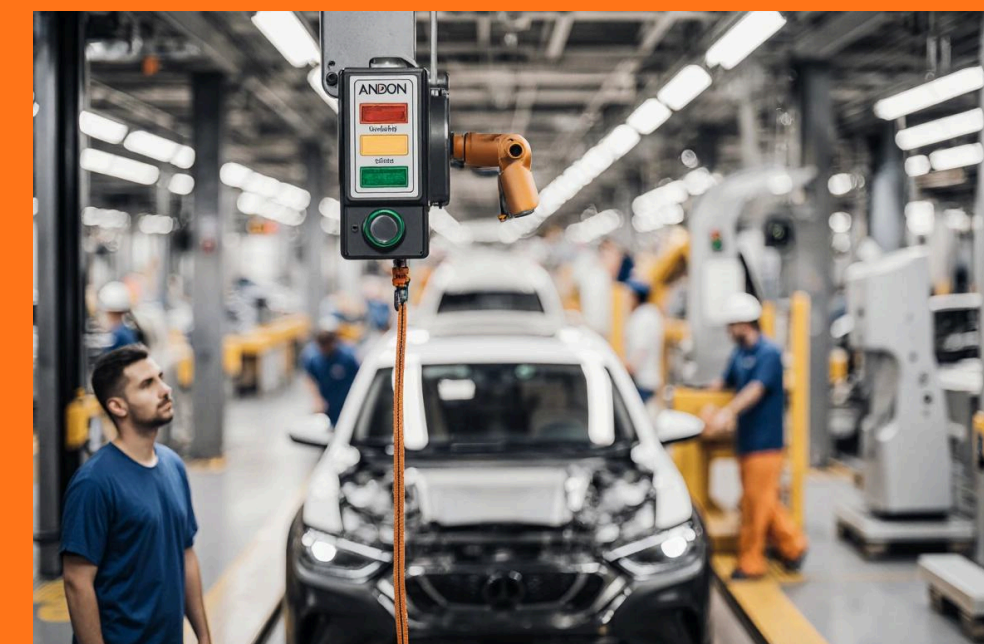
Conclusion

High-performing ecommerce operations aren't louder, faster, or more intense. They are predictable.

That predictability comes from systems that tell the truth *in real time*, workflows that stay stable under pressure, and decisions made early, before complexity reaches the floor. Strong OMS logic, consistent picking, healthy inventory, and calm dispatch all work together to create reliable delivery without constant intervention.

Most importantly, these operations are designed around people. Operators aren't the last line of defence — they're the centre of the system.

The best teams don't scale by *avoiding* problems. They scale by making everyday work clearer, easier, and more aligned. If the day feels calm, the system is *working*.
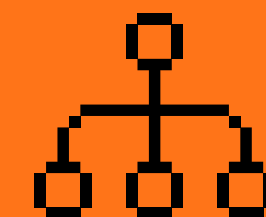
Native Commerce is a world-class retail & logistics platform designed to help modern retailers operate, scale, and deliver exceptional e-commerce experiences, all from one connected system. Built by experienced operators who've run retail at scale, the platform unites *eCommerce CMS/OMS, Warehouse management WMS, and Delivery & Logistics* into a single ecosystem that's fast to deploy, easy to run, and proven to grow with your business.

With deep expertise spanning *retail operations, technology, and eCommerce strategy,* Native Commerce helps brands turn complex operations into a competitive advantage.

Trusted by leading brands including *Carrefour, CityDrinks, Circle K, Heimkaup, and Cerise*, Native Commerce powers e-commerce operations across the *UK, Europe, and the Middle East*, and is expanding into emerging markets worldwide.
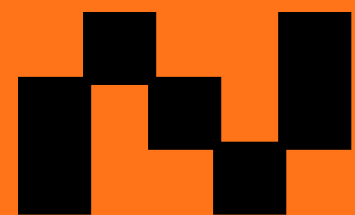
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