

# Fulfilment

After the huge investment in sales and marketing activity, getting the right product to the customer in a way that exceeds expectations is a simple way to improve the chances of selling to them again and building a powerful reputation. So many businesses fail at this key stage because delivery isn't communicating with the rest of the business. In this section we focus on just one element of fulfilment - Internal Communications: Internal Communications

Fulfilment should be more than getting the product out of the door according to your own schedule, rather it should be an integral stage in the sales and marketing process. Up to this point, customer & product expectations have been set - and it is up to fulfilment to deliver. Without communicating with the rest of the business, how can you get this key stage working optimally?

- Your planning will be out of sync with the rest of the business, leading to conflict with marketing, sales & customer services
- Fulfilment processes will not marry up to other functions
- You are not kept informed about sales & marketing campaigns
- How do you plan for demand
- You can't manage stock & resourcing optimally because forecasting isn't working
- Complaints & resentment from other departments leads to a blame culture and impacts on customer experience