



Warehouse management system for multichannel sellers

TOOLKIT · ORDER FULFILLMENT

The order fulfillment software toolkit

A practical kit to choose and roll out software for pick, pack, ship, tracking and returns.

WHAT'S INSIDE

- 12-point readiness self-assessment
- Feature checklist by priority and stage
- Vendor scoring matrix you can fill in
- Fulfillment baseline worksheet
- Trial test plan with real orders
- Red flags, vendor questions and a 90-day roadmap

Contents

This toolkit helps multichannel sellers choose order fulfillment software and put it to work. It follows an order from checkout to the customer's door and back again if it is returned. Print it, share it with your team or fill it in as you compare vendors. Each section stands on its own.

01	Executive summary	2
02	Do you need order fulfillment software right now? (self-assessment)	3
03	Order fulfillment features checklist	4
04	Vendor scoring matrix	6
05	Fulfillment baseline worksheet	7
06	Trial test plan with real orders	8
07	Red flags and vendor interview questions	9
08	90-day implementation roadmap	10
09	About Fiftify	11

HOW TO USE THIS TOOLKIT

Start with the self-assessment and the baseline worksheet. They take an hour and tell you what to fix and what to measure. Then use the checklist, the scoring matrix and the trial test plan side by side for two to four shortlisted vendors.

TERMS USED IN THIS GUIDE

Order cycle time: time from payment to the parcel leaving the building. **Mis-pick:** a wrong or missing item in a parcel. **WISMO:** "Where is my order?" messages from customers. **Oversell:** an order for stock you no longer have.

1 Executive summary

The five things that decide fulfillment success

Order fulfillment software manages everything that happens after checkout. It takes orders from every channel, checks stock, creates pick lists, confirms packing, prints labels and sends tracking back to the customer. When it works, orders follow the same path every time and the team stops retyping data.

Most fulfillment problems are not caused by a missing feature. They come from stock counts that do not match the shelf, picks that nobody checks and tracking that never reaches the customer. This toolkit keeps the focus on those daily basics.

The five decisions that matter most

1. **Map the flow before you pick a tool.** Write down every step from payment to shipment, who does it and where it waits. The slowest step is where software should help first.
2. **One stock pool for every channel.** If Shopify, Amazon, eBay, Etsy and your retail store each keep their own count, you will oversell. Ask exactly when the system updates listing quantities and what protects the last unit.
3. **Scan to confirm, not just to record.** A barcode scan at pick and at pack catches the wrong item before the parcel is sealed. That is cheaper than any return.
4. **Close the loop on tracking.** Labels, tracking numbers and status updates should flow back to the sales channel and the customer without manual steps. This is the most direct way to cut WISMO messages.
5. **Treat returns as part of fulfillment.** A return is an order in reverse. Sellable items should go back to a bin and back on sale quickly, damaged ones should be flagged.

QUICK WIN

Before you talk to any vendor, fill in the baseline worksheet on page 7 for one normal week. Without today's numbers you cannot tell whether a new system made things better.

2 Do you need order fulfillment software right now?

A 12-point self-assessment for store owners and operations leads

Check every statement that is true for your operation today. Then use the scoring guide below to decide whether new software is urgent, warranted or premature.

SELF-ASSESSMENT: CHECK ALL THAT APPLY

- ☐ We sell on two or more channels and stock counts are updated by hand or by a nightly import.
- ☐ We oversold at least one item in the last month.
- ☐ Wrong or missing items reach customers more than once a week.
- ☐ Pickers walk the warehouse from memory or a printed list that is not sorted by location.
- ☐ Some products have no fixed bin or shelf location.
- ☐ Packers do not scan or check items before sealing the parcel.
- ☐ Labels are created in a carrier website and tracking numbers are copied back by hand.
- ☐ "Where is my order?" messages take a noticeable share of support time.
- ☐ Orders paid before our shipping cutoff often miss same-day dispatch.
- ☐ Returned items wait more than two working days before they are back on sale.
- ☐ A new or seasonal worker needs more than a few days to pick and pack without help.
- ☐ We plan to add a sales channel or a second storage location in the next 12 months.

Score	Verdict	What it means and what to do
0-3 boxes	Premature	Your current setup still works. Fix SKU names, label your shelves and write down the pick and pack steps first. Revisit in six months.
4-7 boxes	Warranted	Manual steps are starting to cost you errors and time. A simple system with stock sync, bins and scanning will usually solve most of them. Put ease of use ahead of advanced features.
8-12 boxes	Urgent	Errors and delays already reach customers. Move quickly, but use the scoring matrix on page 6 and the trial test plan on page 8 to avoid a rushed choice.

3 Order fulfillment features checklist

Sorted by priority and business stage

Use this checklist to screen vendor product pages and trials. Most sellers need every **must-have** item, some **nice-to-have** items and only the **advanced** items that match their volume or market.

MUST-HAVE: BASELINE FOR ANY GROWING SELLER

- ☐ Orders from every sales channel in one queue (for example Shopify, Amazon, eBay, Etsy, retail store)
- ☐ One stock pool shared by all channels, with real-time stock sync to listings
- ☐ Bins and storage locations for every SKU
- ☐ Pick lists sorted by location, so pickers walk one path
- ☐ Barcode scanning at pick and pack that blocks the wrong item or quantity
- ☐ Shipping labels for your main carriers from inside the system
- ☐ Tracking numbers sent back to the sales channel automatically
- ☐ Returns flow: check the item, restock it to a bin or mark it as damaged
- ☐ Mobile app for warehouse staff on the phones they already use

NICE-TO-HAVE: ADD AS YOU SCALE

- ☐ Batch picking: one walk for several orders with the same items
- ☐ Shipping rules by weight, destination and delivery speed
- ☐ Carrier rate comparison at the pack station
- ☐ Low-stock alerts and reorder points by SKU
- ☐ Branded tracking page and email or text delivery updates
- ☐ Reports on late orders, mis-picks and shipping cost per order
- ☐ User roles, so pickers, packers and managers see only what they need

Advanced features

These features rarely matter for a seller with one storage location and a few hundred orders a day. Treat them as differentiators, not requirements.

ADVANCED: HIGH VOLUME AND SPECIALIZED	
☐	Several warehouses with order routing and split shipments
☐	Customs forms built from stored HS codes, origins and weights
☐	Demand forecasting and replenishment planning
☐	Lot, serial number and expiry date tracking
☐	Self-service returns portal with prepaid return labels
☐	EDI for orders from retail and big-box customers
☐	Links to packing automation (scales, sorters, conveyors)
☐	Custom workflow rules without code

Quick view: which features matter at your stage

Stage	Orders a day	Priority features
Early	Under 50	One stock pool across channels, bins, labels from your main carrier, tracking sent back to the channel
Growing	50-500	Scanning at pick and pack, mobile app, pick lists by location, returns flow, low-stock alerts
Scaling	500-2,000	Batch picking, shipping rules, rate comparison, user roles, late order and mis-pick reports
High volume	Over 2,000	Several warehouses, order routing, customs forms, forecasting, packing automation

STAGES ARE A GUIDE, NOT A RULE

Order count is only one signal. A seller with 40 orders a day across four channels may need stock sync and scanning sooner than a single-channel store with 300 orders a day.

4 Vendor scoring matrix

A weighted template for an objective comparison

Score each vendor from 1 (poor) to 5 (excellent) on every criterion, then multiply by the weight and add up the column. The weights below suit a typical multichannel seller. Adjust them to your priorities before you score, and score after the trial test plan, not after a product tour.

Criterion	Weight	Vendor 1	Vendor 2	Vendor 3	Vendor 4
Fit to our pick, pack and ship flow	x 3.0				
Channel order and stock sync (no oversells)	x 3.0				
Carrier labels and tracking back to channel	x 2.5				
Accuracy checks (scanning at pick and pack)	x 2.5				
Returns flow and restocking	x 2.0				
Ease of use for floor staff	x 2.0				
Total 3-year cost (lower is better)	x 2.0				
Support quality and response time	x 1.5				
Reporting (late orders, errors, cost per order)	x 1.5				
Weighted total	20.0				

HOW TO READ THE SCORE

The weights add up to 20, so the maximum score is 100 (20 x 5) and the minimum is 20 (20 x 1). A vendor under 60 is unlikely to work for you whatever its features. Aim for your top vendor to score at least 75. If you change the weights, recompute the maximum as the sum of weights x 5.

TIE-BREAKER

If two vendors land within 5 points of each other, pick the one that scored higher on the first two rows. Flow fit and stock sync are the hardest problems to fix later.

5 Fulfillment baseline worksheet

Measure today so you can prove the change later

Fill in the "Today" column from one normal week, not a peak week. Set a realistic target with your team, then measure again 90 days after go-live. Use the same method both times.

Metric	How to measure	Today	Target	Day 90
Orders shipped a day	Weekly shipped orders divided by working days			
Order cycle time	Average hours from payment to label scan by the carrier			
Same-day ship rate	Orders paid before cutoff and shipped the same day, divided by all orders paid before cutoff			
Mis-pick rate	Wrong or missing item complaints per 100 orders shipped			
Oversells	Orders cancelled for lack of stock in the week			
WISMO contacts	"Where is my order?" messages per 100 orders shipped			
Pack time	Average minutes per order at the pack station, from 20 timed orders			
Return restock time	Average days from return received to item back on sale			
Stock accuracy	Share of 50 random bins where the shelf count matches the system			
Shipping cost per order	Total carrier spend divided by orders shipped			

KEEP IT SIMPLE

You do not need perfect data. A tally sheet at the pack station and a tag for WISMO messages in your support inbox are enough for a first baseline. What matters is that you measure the same way before and after.

6

Trial test plan with real orders

Ten scenarios to run during every trial

A product tour shows the happy path. Your warehouse lives on the exceptions. Run each scenario with your own products and a real or test order, and mark pass or fail for each vendor.

Scenario	What good looks like	V1	V2	V3
Single-item order	Order arrives in the queue without retyping, pick list shows the bin			
Multi-item order	Pick list follows one walking path, pack screen shows every line			
Same SKU sold on two channels	Stock drops on both channels, the last unit cannot be sold twice			
Wrong item scanned	The system blocks the pack and says what is expected			
Label and tracking	Label prints from the pack station, tracking appears on the channel order			
Address error	Bad or incomplete address is flagged before the label is bought			
Cancel after picking	Order stops before shipping, items go back to their bin and stock is correct			
Partial stock	Clear choice to hold, split or cancel the missing line			
Customer return	Sellable item goes back to a bin and on sale, damaged item is set aside			
New staff member	A first-time user picks and packs an order on a phone after a short intro			

Run the trial with the people who will use the system every day, not only managers, and note how long each scenario takes.

7 Red flags and vendor interview questions

Spot trouble before it reaches your customers

Red flags during evaluation

- **Stock sync on a schedule only.** If channel quantities update every few hours, a fast seller can still oversell between updates.
- **Scanning is optional or only at one step.** A scan that does not stop the wrong item at packing will not cut mis-picks.
- **Tracking needs an export and import.** Every manual step between label and channel is a WISMO message waiting to happen.
- **Returns live in a separate tool.** If returned stock is not counted in the same pool, your channels show the wrong quantity.
- **The demo uses sample data only.** Ask to see your own SKUs, bins and channels in the trial.
- **Pricing that jumps with every order tier.** Ask what you will pay at two and three times today's volume.

Questions to ask every vendor on the shortlist

- When exactly do listing quantities change on each channel: at order, at pick or at shipment?
- What stops the last unit from selling twice when two channels sell it at the same moment?
- Which carriers can we print labels for today, and how fast does tracking reach the channel?
- What happens to stock when an order is cancelled after it was picked?
- How does a returned item get back to a bin and back on sale?
- Does the warehouse app run on the phones our team already has?
- What is your support channel and response time on our plan?
- What happens to our data if we cancel? Format, timeline, cost.

8 90-day implementation roadmap

A realistic schedule for a growing multichannel seller

Smaller sellers can often go live in a few weeks. This roadmap leaves room for data cleanup, a pilot and a proper review, which is where most rollouts lose time.

PHASE 1

Days 0-21

- Fill in the baseline worksheet
- Clean SKUs and barcodes
- Label bins and shelves
- Connect channels in test

PHASE 2

Days 22-45

- Set up carriers and printers
- Map products to bins
- Run the trial test plan
- Train one lead picker and packer

PHASE 3

Days 46-70

- Pilot with one channel
- Scan every pick and pack
- Daily exception review
- Fix bins and pick paths

PHASE 4

Days 71-90

- Add all channels
- Retire spreadsheets
- Measure against baseline
- Plan the next fixes

PILOT FIRST, NOT ALL AT ONCE

Start with one channel or one product group while the rest runs the old way. Two weeks of real orders in a pilot catch more issues than any test on sample data. Count the pilot stock before and after to confirm the numbers hold.

Go-live checklist

BEFORE YOU SWITCH EVERY CHANNEL ON

- ☐ Every SKU in the pilot has a scannable barcode and a bin
- ☐ Stock counts match the shelf for a random sample of bins
- ☐ Tracking reaches each channel without manual steps
- ☐ Returns were tested end to end at least once
- ☐ Every picker and packer has done a full order on their own
- ☐ One owner reviews exceptions every day for the first two weeks

9

About Fiftify

A warehouse management system built for multichannel sellers

Fiftify is a warehouse management system built for multichannel sellers. Inventory, orders and warehouse work run in one simple system across Shopify, Amazon, eBay, Etsy, retail stores and other sales channels. Every channel draws from one stock pool, so a unit sold in one place is counted everywhere.

One stock pool for every channel

Real-time stock sync across your sales channels helps prevent overselling. Listing quantities update once per packed shipment, so a store never shows half-picked counts.

Bins and storage locations

Every unit has a place. The team sees what is on the shelf and where it is.

Barcode scanning

Scans at picking and packing catch the wrong item before the parcel leaves.

Pick, pack and ship

Paid orders turn into pick tasks, then packing and shipping with tracking sent back to the channel.

Mobile app on Android and iOS

Warehouse staff pick and pack with a phone instead of a desktop.

Every plan includes

Unlimited SKUs, sales channels, warehouses and suppliers. Starter is free for up to 100 orders a month.

Receiving and purchase orders are on the roadmap. Fiftify does not run 3PL operations.

Try Fiftify on your own orders

Start on the free Starter plan or take the 7-day full trial, no credit card needed. Support is by chat, and guided onboarding can be booked after sign-up.

[Start free](#)app.fiftify.com

More guides for warehouse operations and multichannel selling: fiftify.com/blog