LEARN THE BASICS: FULFILLMENT

Dropship Fulfillment: How to Succeed with Wayfair

Fulfillment refers to the process of preparing and delivering a customer's order. Efficient and successful fulfillment is a key component needed to set yourself up for success in the online furniture retail space. The dropship model encourages a streamlined process that in turn promotes higher customer satisfaction by allowing for fast and convenient delivery.

Partners are responsible for picking, packing, and organizing order pick-ups to ship directly to the end customer. Wayfair covers the costs of shipping for our partners. Orders are billed to Wayfair's Small Parcel, LTL or White Glove shipping accounts.

Large Parcel POs are orders that ship by a truck freight carrier - either LTL or White Glove. You are required to print a packing slip and BOL from Partner Home in order to have Wayfair cover the freight costs.

Resources at your fingertips

Partner Home is Wayfair's one-stop-shop, where our partners can manage everything from uploading contact details and product information, to order and inventory management. Also located here are numerous tools like our Sales Dashboard and Forecast tool available to set our partners up for success.



Key Factors for Success

SPEED

Orders shipped within 48 hours to drive conversion and optimize customer satisfaction.

RELIABILITY

Delivering items on time and intact will drive positive reviews and can turn one order into 100.

ACCURACY

Lead times, operating hours, and inventory are up to date to route orders correctly, driving a positive customer and partner experience.

SCALABILITY

You have the potential to grow fast on Wayfair. Build scalable processes that can easily handle one order today and 1,000 tomorrow.

Integrating with Wayfair: What to Expect

Integration

With Wayfair, you can integrate order management and inventory; integration allows you to communicate your inventory levels to Wayfair, and for Wayfair to communicate customer orders to you.

To add your inventory you can upload it manually through Partner Home's Inventory Management page, which provides you with an guide to walk you through **submitting your first manual inventory feed**. To streamline inventory upload, we also offer automated **EDI & API connections**, which can be configured within Partner Home. For our partners with automated setup capabilities, we encourage this method of integration to allow for a more efficient setup and maintenance experience.

Lead Time Management and Winning with Customers:

Lead time refers to the amount of time (in business days) it takes a supplier to fulfill an order after the order is placed by the customer.

- All partners are expected to ship orders on or before the Must Ship By Date stated in Partner Home in order to ensure timely delivery.
- We encourage our partners to only report items as in stock that they will be able to ship by the expected ship date.
- Adjust lead times when necessary to provide customers with realistic delivery expectations.
- Partner Home's reporting tools make it easy to track your performance, zero in on problematic products, and ship faster.

Accurate product and shipping dimensions help to reduce return rates and ensure a smooth delivery experience. In addition, we rely on these numbers to estimate shipping costs, and in turn, price your items at an optimal price point.

