

# Course : Organize and optimize your e-commerce logistics

Practical course - 2d - 14h00 - Ref. EOL

Price : 1360 € E.T.



How can you integrate e-customer expectations at the heart of your e-logistics, and ensure a high quality of service while controlling and optimizing your logistics costs? This training course, illustrated by numerous examples, will enable you to acquire best practices and evaluate your own e-logistics.

## Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Understand the logistical challenges of e-commerce
- ✓ Understanding the specificities of e-logistics
- ✓ Manage and control the procurement process
- ✓ Optimize e-commerce flows, storage, order preparation, delivery and returns
- ✓ Building e-logistics around e-customer expectations

## Intended audience

E-merchants, e-commerce project managers, warehouse managers, logistics managers.

## Prerequisites

Basic knowledge of logistics.

## Practical details

### Teaching methods

Case studies illustrate the key stages in the organization of e-logistics.

## Course schedule

### 1 E-commerce news and trends

- Who are e-consumers and e-traders?
- Connected commerce sales channels.
- Understand the regulations applicable to e-commerce.

### PARTICIPANTS

E-merchants, e-commerce project managers, warehouse managers, logistics managers.

### PREREQUISITES

Basic knowledge of logistics.

### TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

### ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

## 2 Understanding the e-commerce supply chain

- Integrate logistics and transport constraints.
- Manage customer demand and forecasts.
- Anticipate the impact of seasonality.
- Ensure product availability and stock levels.
- Meeting customer requirements: deadlines and service quality.

### Case study

Comparative analysis of e-commerce activities and identification of the logistics specificities implemented.

## 3 Adapting order picking to e-commerce

- Optimize order-picking and copacking activities.
- Integrate packaging constraints.
- Comply with customs and tax requirements.
- Manage backorders.

### Case study

Illustrations of e-commerce order preparation. Review of the risks of additional costs and specific customs and tax issues.

## 4 Organizing delivery and transport

- Implement a storage optimization strategy.
- Responding to transport constraints in e-logistics: last mile, tracking...
- Organize delivery, handling of non-conformities, carrier/customer relations.
- Manage and control returns.
- Choose to outsource your logistics/transport operations.

### Case study

Successful logistics and transport outsourcing. Identify key success factors and manage risks.

## 5 Combining traditional and e-logistics

- Moving from multi-channel to cross-channel: removing the obstacles.
- Understand the different types of cross-channel distribution networks.
- Coordinate distribution channels.

## 6 Managing performance and optimizing operations

- Identify sources of waste and breaks in the value chain.
- Analyze operating times.
- Define KPI's, build dashboards and productivity charts.
- Adapt your IS to the specificities of e-commerce: flows, WMS, TMS, identification, traceability.

### Hands-on work

Evaluate the strengths and weaknesses of your e-logistics system. Identify potential optimization projects.

### TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

### TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

### ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

**REMOTE CLASS**  
2026 : 24 Sep.