



GUIDE

How To Prep Your Fulfillment Operations for Omnichannel Growth

What is Omnichannel?

Omnichannel fulfillment means selling and fulfilling orders across multiple channels simultaneously. That includes your direct-to-consumer website, online marketplaces like Amazon and Walmart, brick-and-mortar retail stores, business-to-business wholesale accounts, and more. Each of these channels comes with different fulfillment needs, volume patterns, packaging requirements, and shipping standards.

For example, DTC fulfillment is usually parcel-based whereas B2B retail orders often ship in bulk and require strict compliance like EDI (Electronic Data Interchange) formatting, routing guides, and pallet labeling.

True omnichannel fulfillment supports all channels under one system without creating silos or slowing your operation. It's no longer optional. A recent study found that 73% of shoppers use multiple channels during their buying journey. Another source found retailers with strong omnichannel strategies retain 89% of their customers, compared to just 33% for those with weak strategies. If your fulfillment operations can't keep up, your customer experience suffers, and your growth slows down.



Expert Tip

Map out all your current and future channels before updating your operations. Even if you don't sell wholesale yet, knowing what it takes to add that channel helps you plan smarter.

Integrating With Retail and Wholesale Channels



Retail and wholesale fulfillment involves a different level of complexity than direct-to-consumer. Retailers often require pallets, cartons, labeling by SKU or UPC, advanced shipment notices, and strict delivery windows. Failing to meet these requirements could mean chargebacks or rejected shipments.

Working with a 3PL that handles both bulk and parcel orders allows you to scale across B2B and DTC without managing separate systems. Badger Fulfillment Group an expert in hybrid fulfillment, handles retailer-specific compliance, EDI integration support, and the routing requirements large retailers demand. Our in-house team works in the warehouse, so your account manager actually sees your product, not just a spreadsheet.

Q: Do I need to set up a separate warehouse or team for B2B fulfillment?

A: Not if your 3PL is equipped for both. A good 3PL can streamline your fulfillment across all channels without duplicating infrastructure or people.



Considerations When Moving Forward with Omnichannel

Scaling fulfillment operations across multiple sales channels uncovers weak spots. One of the most common issues is inventory silos, where each sales channel has its own separate inventory pool, tracked manually or in disconnected systems. This creates confusion about what's actually available, increases the risk of overselling, and often leads to wasted stock sitting idle on one channel while another runs out.

Manual order routing is another problem. When team members have to decide which warehouse or method should fulfill each order, it slows everything down. It also increases the chances of human error, especially during high-volume periods. Without automation, fulfillment becomes reactive instead of responsive.

Others can't adapt quickly when one channel suddenly surges during a sale or product launch, especially if inventory and routing are rigid or outdated.

Key Areas to Consider

- **Is your inventory synced in real time across all channels?**
- **Can you route orders automatically by source, region, or stock availability?**
- **Do you have the flexibility to shift volume between channels during spikes?**

Syncing inventory is essential. If you oversell on one platform and undersell on another, your customer service team takes the hit. Real-time data across Shopify, Amazon, your retail POS, and wholesale channels isn't a luxury, it's a requirement.



Expert Tip

Use integrated inventory systems that push updates across all platforms automatically. Manual updates invite mistakes that cost money.

How a 3PL Can Help

A strategic fulfillment partner brings the systems, tools, and expertise to grow with you. From setting up integrations to navigating compliance, the right 3PL simplifies the path to omnichannel growth.

Benefits of an Experienced Hybrid 3PL:

- Proven expertise in multichannel order flows
- Pre-built integrations with major platforms
- Scalable storage and labor for spikes and seasonality
- Experience with B2B, DTC, subscriptions, and marketplaces

Brand consistency matters, even more as you expand. A 3PL can maintain your unboxing experience across all sales channels. That means consistent packaging, inserts, messaging, and customer-facing presentation. Kitting and bundling options help you tailor offerings for different marketplaces without losing your identity.



Expert Tip

Ask if your 3PL supports channel-specific packaging rules. What works on Amazon might not work in a retail store.



Checklist: Working With Your 3PL to Be Omnichannel Ready

- ☐ Ensure real-time inventory sync across DTC, marketplaces, retail, and B2B channels
- ☐ Automate order routing based on channel, geography, inventory availability, and priority
- ☐ Set up packaging, branded inserts, and labeling per channel or retailer requirements
- ☐ Confirm support for EDI (Electronic Data Interchange) and other retail compliance standards
- ☐ Validate how your 3PL handles both parcel and palletized shipments
- ☐ Review bundling and kitting processes for flexibility across different platforms
- ☐ Align return processes across all sales channels with consistent policies and workflows
- ☐ Integrate your 3PL's reporting tools with your accounting, ERP, or analytics software
- ☐ Test fulfillment speed and accuracy before expanding to new channels
- ☐ Build scalable processes that flex during seasonal or promotional spikes
- ☐ Establish clear SLAs and communication protocols with your 3PL team
- ☐ Confirm how your 3PL handles backorders and stockouts across multiple channels
- ☐ Ensure your 3PL can manage subscription shipments with precise timing
- ☐ Map SKUs across channels to prevent duplication and confusion
- ☐ Review how your 3PL manages international shipping or cross-border fulfillment if applicable
- ☐ Check how customer communications are managed for each channel (tracking, delivery updates, delays)
- ☐ Plan for regular reviews of performance data and fulfillment metrics
- ☐ Ensure the 3PL can support custom workflows, such as launch day surges or influencer campaigns
- ☐ Confirm scalable labor and storage solutions are available as you grow

What Badger Can Do For You

At Badger Fulfillment Group, we help established DTC and hybrid B2B/DTC eCommerce brands grow by delivering accurate, efficient, and cost-effective order fulfillment. With transparent pricing, in-warehouse account managers, 24-hour receiving, and advanced technology, we make fulfillment a competitive advantage, not a headache. We're large enough to handle complex operations but small enough to give every client personal attention.

**"Ecommerce sales are expected to make up
24% of total retail sales worldwide by 2026"**

That growth brings opportunity and complexity. Whether you're already selling on multiple platforms or preparing to expand, we're here to help you move forward with confidence.

**Let's talk about what omnichannel growth
looks like for your business.**

