STANDARD OPERATING PROCEDURE

Ecommerce Order Fulfillment SOP

Document no.	SOP-ECM-001
Revision	1.0
Owner	Ecommerce Operations Manager
Effective date	September 15, 2026
Review cycle	Every 12 months

1. Purpose

To move every online order from checkout to a confirmed, trackable shipment accurately, keeping the ecommerce platform, marketplaces and customers in sync at each stage.

2. Scope

Applies to order validation, channel synchronization and customer communication for online orders from checkout through shipment confirmation. Physical picking, packing and warehouse shipping are covered by separate warehouse SOPs.

Definitions

Ecommerce platform	The software running the online store where orders, product data and customer accounts are managed.
Marketplace	A third-party sales channel, such as an online marketplace, where the business also lists and sells products.
Order sync	The automated or manual process of keeping order and inventory status consistent between the ecommerce platform, marketplaces and the WMS.
Split shipment	An order fulfilled in more than one package because items ship from different locations or become available at different times.

3. Responsibilities

Order Processing Associate	Reviews new orders for issues, releases them to the warehouse, and resolves order-level exceptions.
Ecommerce Operations Manager	Owns channel sync accuracy, approves order holds and cancellations, and monitors fulfillment SLAs.
Customer Support Agent	Answers customer questions about order status and communicates delays or changes.
Warehouse Coordinator	Receives released orders in the WMS and confirms shipment to trigger customer notifications.

RACI matrix

Activity	Order Processing Associate	Ecommerce Operations Manager	Customer Support Agent	Warehouse Coordinator
Review new order for issues	R/A	A	-	-

Activity	Order Processing Associate	Ecommerce Operations Manager	Customer Support Agent	Warehouse Coordinator
Release order to warehouse	R	A	-	I
Sync inventory across channels	C	R/A	-	I
Send shipment notification	I	A	I	R
Handle a delayed or backordered item	R	A	R	C

R = Responsible, A = Accountable, C = Consulted, I = Informed

4. Materials and PPE

Materials, tools and systems

- Ecommerce platform admin dashboard
- Marketplace seller dashboards
- Order management or middleware sync tool
- WMS integration or order export
- Customer notification email or SMS templates
- Order exception log

5. Procedure

Step	Task	Owner	Done
5.1	**Review new orders for issues** Check each new order for a valid shipping address, payment authorization status and any flag raised by the platform's fraud or verification tools before it moves forward. **Checkpoint:** Payment is authorized and the shipping address passes validation before an order is released.	Order Processing Associate	☐
5.2	**Confirm item availability** Check that ordered items show sufficient available stock in the ecommerce platform and are not held for another pending order, flagging any oversell for immediate review.	Order Processing Associate	☐
5.3	**Resolve an address or payment exception** For a flagged address or payment issue, contact the customer through the platform's messaging tool or hold the order pending manual verification before releasing it. **Warning:** Never release an order with an unresolved payment authorization failure or an address the carrier's validation tool cannot confirm.	Order Processing Associate	☐
5.4	**Merge or split multi-source orders** For an order with items fulfilled from more than one location, decide whether to combine into one shipment or split, and flag it as a split shipment in the order system.	Order Processing Associate	☐
5.5	**Release the order to the warehouse** Release verified orders to the WMS on the schedule matching their promised ship date, including any gift message, packing instructions or marketplace-specific labeling requirement.	Order Processing Associate	☐

Step	Task	Owner	Done
5.6	**Sync inventory across channels** Confirm the inventory sync between the WMS, ecommerce platform and marketplaces is running correctly so available stock reflects what was just allocated to released orders. **Checkpoint:** Available inventory shown on every sales channel reflects stock allocated to released orders within the sync interval.	Ecommerce Operations Manager	☐
5.7	**Monitor for a sync failure** Check the sync tool's error log daily for failed updates between systems, and manually correct any channel showing incorrect stock or order status. **Warning:** A stuck inventory sync can cause overselling across marketplaces; treat sync errors as urgent, not routine cleanup.	Ecommerce Operations Manager	☐
5.8	**Handle a backordered item** For an item that goes out of stock after the order is placed, notify the customer of the delay with an updated ship date, and offer a substitution or cancellation per policy.	Customer Support Agent	☐
5.9	**Confirm shipment and update order status** When the warehouse confirms a shipment, update the order status to shipped on the ecommerce platform and any marketplace it was sold through, with the carrier and tracking number attached.	Warehouse Coordinator	☐
5.10	**Send the shipment notification** Trigger the automated shipment confirmation email or SMS to the customer with tracking information as soon as the order status updates to shipped.	Ecommerce Operations Manager	☐
5.11	**Respond to an order status inquiry** When a customer asks about their order, check the platform for the current status, tracking updates and any noted exception before responding with an accurate answer.	Customer Support Agent	☐
5.12	**Review fulfillment SLA performance** Review order processing time from placement to shipment weekly against the fulfillment SLA, and investigate any channel or order type consistently running behind.	Ecommerce Operations Manager	☐

6. Quality checks

- Every released order has authorized payment and a validated shipping address.
- Inventory sync errors between channels are resolved the same business day.
- Shipment notifications go out with tracking information within the promised timeframe.
- Backordered items trigger a customer notification before the promised ship date passes.

7. Records

- Order review and release log
- Inventory sync error log
- Customer notification history
- Fulfillment SLA performance report

8. KPIs

- Order processing time from placement to warehouse release
- Percentage of orders shipped within the promised timeframe
- Inventory sync error rate across channels

- Customer inquiries per thousand orders about status

9. Common mistakes

- Releasing an order to the warehouse before payment authorization clears.
- Letting an inventory sync error sit unresolved, causing oversells on another channel.
- Forgetting to attach a marketplace-required label or packing slip format to a released order.
- Sending a shipment notification before the carrier has actually scanned the package.

10. Revision history

Revision	Date	Description	Reviewed by
1.0	September 15, 2026	Initial release	Alexa Uskova

Approval

Prepared by	Approved by	Date

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