nShift

What happens beyond the buy button?

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Helping businesses build delivery experiences from Checkout to Returns and beyond.

Managing logistics operations that can adapt when volumes, markets, carrier performance or customer expectations change.



Delivery isn’t just logistics, it’s an experience.





1,000
carriers in our network

20,000
customers depend on us

500
industry experts

20
Years transforming delivery

Setting up the right expectations at Checkout

According to DHL's 2026 E-Commerce Trends Report, 67% of online shoppers have abandoned a purchase because of the delivery offering.

B2C Expectation	B2B Expectation
• "Give me choices" • "Tell me when it arrives" • "Keep me updated" • "Make it easy"	• "Give me the right options for this order/site/customer" • "Give me an ETA I can plan my operation around" • "Alert me before a delay becomes my problem" • "Make it easy, despite my complexity"

Why this breaks differently in B2B



Fewer, bigger shipments

Each failure is concentrated, not averaged away across thousands of small parcels.



Named recipients, not addresses

A missed dock window can stop a production line, not just a doorstep.



Contracts, not carts

The delivery promise sits inside an SLA tied to renewal, not a single transaction.



Multi party chains

Manufacturer, distributor, installer and end customer all watch the same shipment.

The delivery experience starts before delivery

BUY & PROMISE

Every promise made before "Buy" becomes an operational commitment afterwards.



FULFIL & SHIP

Carrier execution and dock scheduling survive a carrier or market change without a rebuild.



TRACK

Carrier events normalise into one timeline the account and the vendor both trust.



DELIVER

Deliveries need to be on time. Too early/too late can have bad consequences in both B2C and B2B.



RETURN

In B2B, returns can mean large quantities, damaged goods and credit notes.



DATA

Use delivery and carrier performance data to analyze and improve operations.



One delivery promise, assembled from many systems

WHAT THE CUSTOMER SEES
The delivery promise

- Carrier services & capacity
- Routing rules
- Dock & site data
- Warehouse status & cut offs
- Customs & freight documentation
- Emissions data
- Returns flows
- Customer communication

The capabilities usually exist somewhere in the network. The test is whether they coordinate when a dock window moves, a carrier wobbles, or a site changes its receiving hours.

After "Buy", silence is the enemy

POOR



Order → Silence → Problem → Customer asks

Customer service must be involved. Schedules must be changed.

BETTER



Order → ETA → Tracking → Proactive update → Delivery

For B2C, this reduces uncertainty. For B2B, visibility also enables operational planning

50%

Reduction in delivery enquiries - ICANIWILL

> ***Speed is good. Certainty is better.***

Spot the problem before the customer does

Carrier data is most useful when it changes what you do next.

ON-TIME DELIVERY

Are promised delivery windows being met?

EXCEPTIONS

Where are delays and failures increasing?

COST

Are actual shipping costs moving away from plan?

SLA PERFORMANCE

Which services or carriers are underperforming?

MEASURE → COMPARE → ACT

When 30 minutes is the difference between delivered and returned

~800

pallets shipped daily

30 MIN

delivery windows can be this narrow

MULTIPLE

transport partners to coordinate

> If we miss that time slot, we simply have to turn around and go back to the warehouse again.

Tord Tillman, *Process Specialist, Unilever Sweden*

Every new customer can create a new shipping process

DIFFERENT CLIENTS

Different order profiles and service expectations.

DIFFERENT CARRIERS

Customer agreements or Fulfilly's carrier portfolio.

DIFFERENT RULES

Markets, delivery methods and shipping requirements vary.

The risk:

One-off setups → manual decisions → dependency on individual knowledge → operational risk

Standardise the framework. Keep the flexibility.



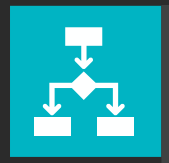
One operational framework

Consistent shipping rules across customers and carriers.



Carrier choice built in

Fulfilly's carrier portfolio or customers' own carrier agreements.



Faster onboarding

New clients and carriers added without rebuilding the warehouse setup.



WMS connected

nShift Delivery integrated with Ongoing WMS.

One delivery experience. Different customer needs

B2C: choice, convenience, tracking, proactive updates.
B2B: reliability, accurate promises, visibility, exception management, integration.

SHARED FOUNDATION: CONTROL. CLARITY. COMMUNICATION.



The best delivery experience is one customers don’t have to think about, because they always know what happens next.

CONTROL. CLARITY. COMMUNICATION.

Erika Jokinen, *Customer Manager, nShift*

THANK YOU

nShift

It’s all in the delivery.™