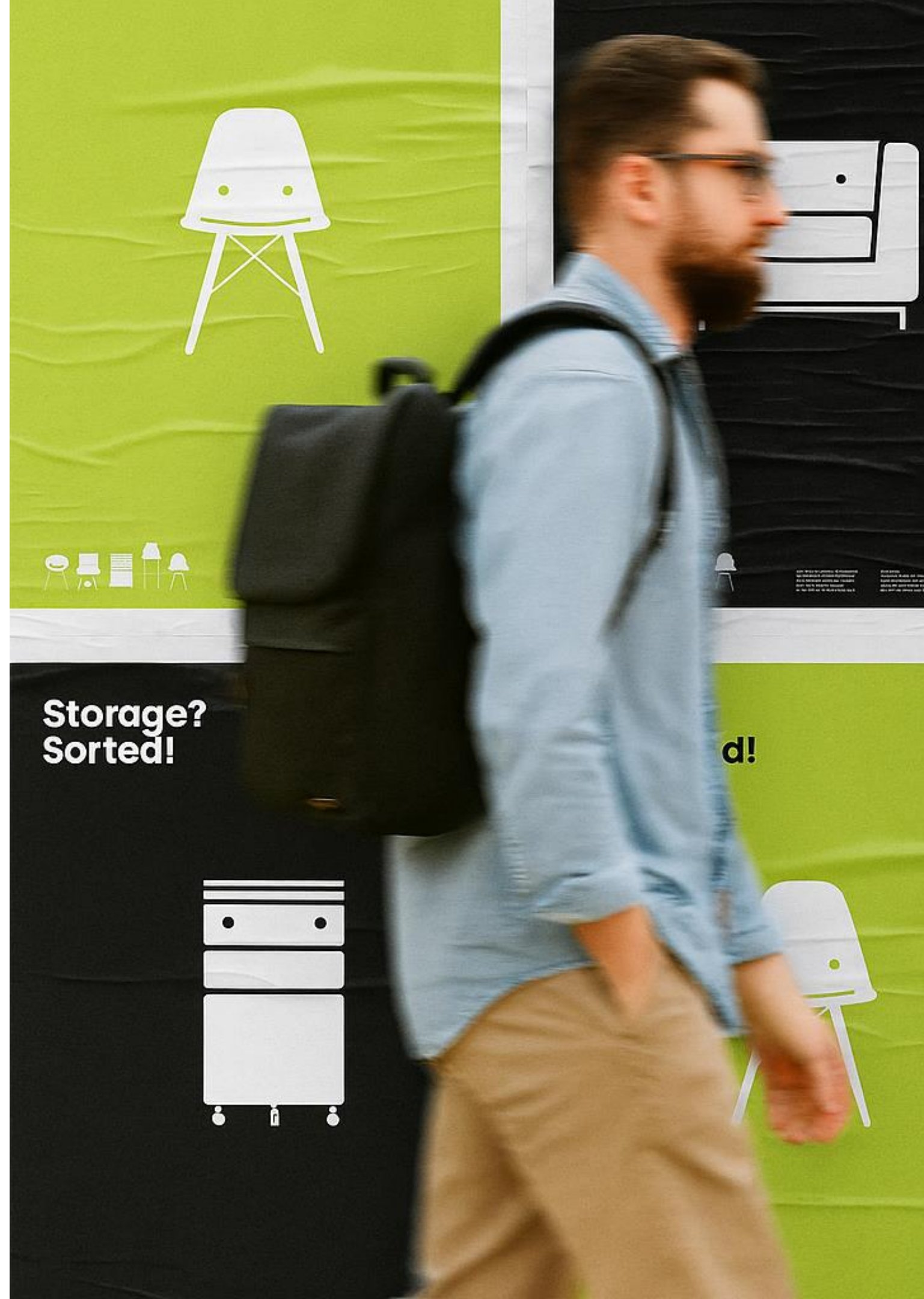




# Achieving Customer Delivery and Fulfilment Excellence

**ZAC ZINMAN**  
Chief Operating Officer

**jason.l**



# Who is JasonL

Australian-owned commercial furniture business.

Through collaboration with designers, builders, and project managers, we deliver comprehensive fitout solutions that optimize workspaces.

Operating across both private and public sectors, we serve growing SMEs, franchises, educational institutions, government and NFPs.

*Our purpose is to enable people to do great work.*

## How do we do it?

- 01 Fitouts completed in under 10 days.
- 02 Dedicated project management from start to finish.
- 03 Full service: layout design, delivery, and installation.
- 04 Nationwide showrooms for your convenience.



# Why delivery excellence matters

- 01 Customer delivery is the “moment of truth” in B2B relationships.
- 02 Operations are no longer just backend—they’re a brand experience.
- 03 Every % improvement in delivery accuracy drives retention, referrals, and profitability.



# Tech stack

*Google Workspace (G-Suite)*

*Shopify (sorry Big Commerce!)*

*Pronto Software (ERP,WMS)*

*Pipedrive (Cust Serv, CRM)*

*AroFlo (Project Mgmnt, Field Services)*

*Trello (Design)*

*DeliverMe (TMS)*

*ChatGPT (of course!)*



# Strategies to Optimise B2B Logistics & Fulfilment Management

## Core Insight:

B2B fulfillment is shifting from “fast and cheap” to “flexible, transparent, and partnership-driven.”

## Key Strategies:

- **Tech Stack Alignment:** ERP, WMS, TMS, CRM must share data—no double-handling.
- **Integrated Planning Across Teams:** Sales, ops, service aligned on forecasts & capacity.
- **Tailored Fulfilment Models:** Tiered service levels (express, consolidated, pre-assembled).
- **End-to-End Order Visibility:** Real-time tracking expected by customers.
- **Last-Mile Customisation:** Capture delivery preferences upfront.



# Managing Large Volume Delivery & Returns

## Core Insight:

Scaling delivery volume without scaling problems requires proactive planning and strong reverse logistics.

## Key Strategies:

- **Volume Segmentation:** Big accounts need dedicated workflows.
- **Uphold Terms & Conditions:** Be firm but allow controlled internal flexibility.
- **Return Prevention Measures:** Quality checks, better packaging, installer training.
- **Reverse Logistics as a Service:** Explore environmental reuse & resale as products evolve.
- **Returns as Retention:** A smooth process builds trust and repeat business.



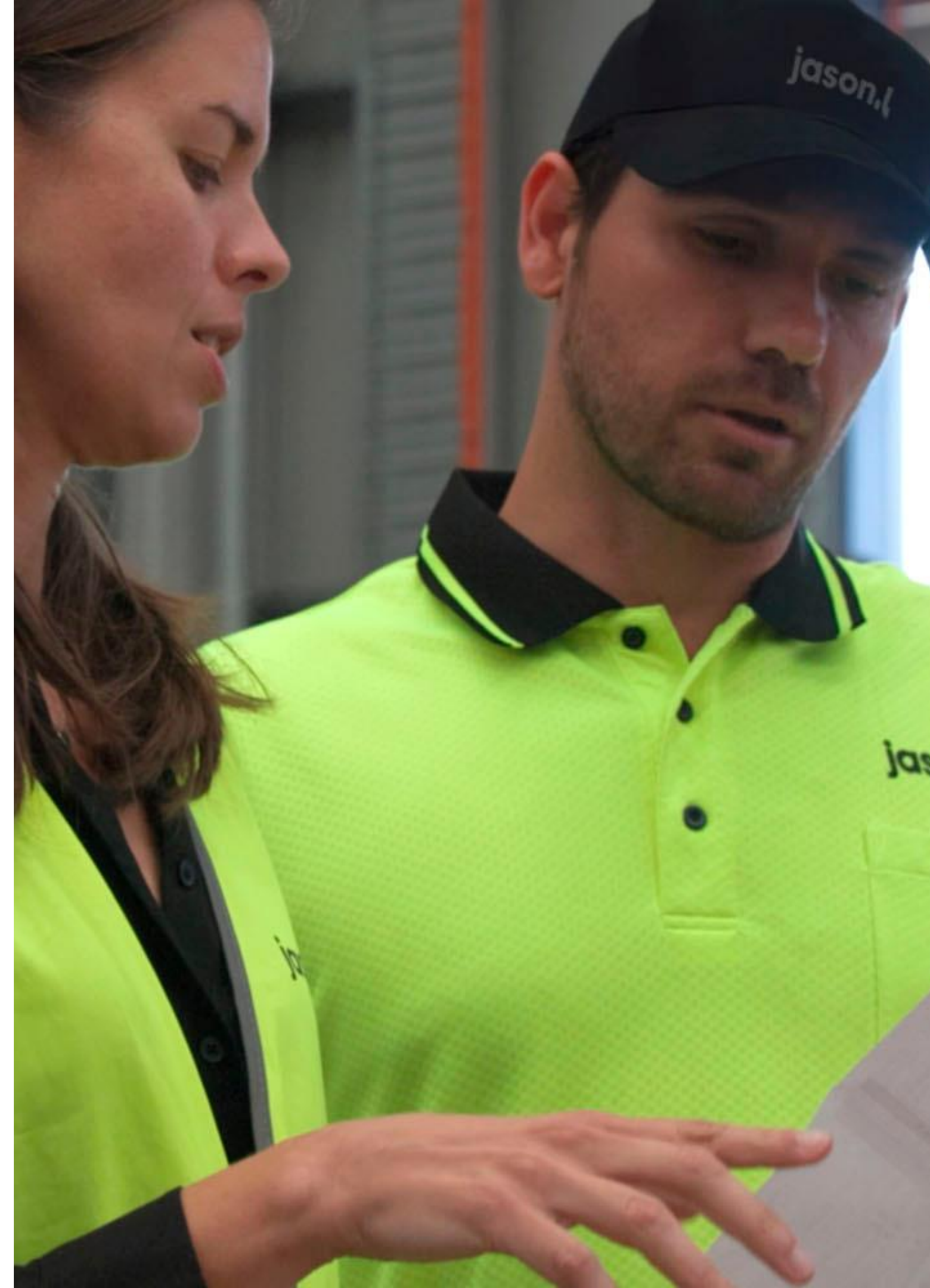
# Eliminating Bottlenecks from Order, Procurement to Delivery

## Core Insight:

Bottlenecks are usually symptoms of deeper issues—improving communication and upstream forecasting often resolves them at the root.

## Key Strategies:

- **Order Clarity Upfront:** Clear data capture for clean orders.
- **Inventory Transparency:** Live data through to accurate inventory records.
- **Custom vs Standard Lead-Times:** Separate workflows.
- **Cross-Functional Stand-Ups:** 10-min daily ops, procurement, service huddles.
- **Simplified Escalation Paths:** Fast lanes for urgent issues.



*"Operational excellence isn't one big innovation—it's a hundred small improvements, working together. At JasonL, we're proving that operations aren't just backend—they're the engine of customer experience and loyalty."*

**Thank you!**

Chairs?  
Check!

Storage?  
Sorted!

d!

Lounges?  
Love It!

