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Modern business is often run in a fragmentary fashion. Which actually makes sense when you think about it. Like, why would you try to run your own warehouse when you can make use instead of professional fulfilment services? Having access to the best equipment and the most talented staff is a goal across all areas of all industries. So outsourcing your fulfilment department should be top of your customer service list.

Why? Because customer services in any business where a B2B or a B2C order is part of the process, basically relies on the speed and safety of that delivery system. And as we have all grown fat on the ability to order something today and have it in our hands tomorrow, anything less than the best fulfilment services imaginable is simply not good enough.

Unfortunately, as a small to medium sized business you can't afford to invest tons of money in your own proprietary fulfilment system. And as a larger business, your needs become so complicated that it can be simply too time consuming to be worrying only about that without any outside help.

So instead you use fulfilment services, which do the worrying for you and incorporate your needs into a sensible fulfilment architecture. With a project manager of your own, who acts as though he or she were a directly employed member of your business, you can start building a system that pays specific attention to what you ship, who you ship it to and when it needs to be shipped.

There are dozens of facets to a fulfilment service, and you need to either pay attention to them all or pay someone to do it for you. Some tips on the most important facets of your fulfilment services' product: to an end user, everything should feel as if it coming directly from you. For instance, if a customer orders something from your website then he or she has no interest in going to someone else's site to check the progress of the order. And certainly no interest in phoning a company other than you to find out why it hasn't arrived.

So you need to think about using fulfilment services that dovetail properly with your business. This means customer service numbers and email addresses that run through your site even though they are, in reality, directing to a third party company - your fulfilment provider.

Because what counts, in a fragmented business world, is appearance and reliability. And many customers conflate the two. If it looks like you are reliable, then you are - even when you aren't.

And this is not to say that you are deliberately unreliable, of course not. But it is saying that a company with a unified customer facing front, looks and feels more competent than one directing enquiries to different sites and different business' numbers. So when there is a problem with your fulfilment services, and sometimes these issues cannot be avoided, then you end up looking much more capable and worthy of trust.

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