

ACME FULFILLMENT CO.: WORKFLOW MODERNIZATION & SLA TRANSFORMATION

A Fastfire Services Case Study



Contents

- Introduction.....3
- Company Overview.....3
- The Challenge.....3
- Symptoms Across Departments.....4
 - Sales 4
 - Operations..... 4
 - Support..... 4
 - Fulfillment..... 4
- Root Cause Analysis.....4
- Engagement Goals.....4
- Improvements Implemented.....5
 - Workflow Design..... 5
 - Documentation & SOPs 6
 - System Organization..... 6
 - Operational Insights & Dashboards..... 7
 - Automation & Routing 7
 - Customer Communication Automation 7
 - Foundation for Scalable Growth 8
- KPI & SLA Framework.....8
 - Sales KPIs (7) 8
 - Operations KPIs (7)..... 9
 - Fulfillment KPIs (6)..... 9
 - Support KPIs (5) 9
 - System Automation KPIs (6) 9
 - Customer Experience KPIs (6)..... 9
- Results..... 10
 - Operational Performance 10
 - Support Impact..... 10
 - Team Efficiency..... 10
- Portfolio Disclaimer..... 10
- Appendix: Standard Operating Procedures..... 11
 - Appendix A — Order Intake SOP (2026-200-01) 11
 - Appendix B - Backorder Handling SOP (2026-300-01) 14
 - Appendix C - Packing & Labeling SOP (2026-400-01)..... 17

Introduction

Fastfire Services partnered with Acme Fulfillment Co., a regional fulfillment and light-assembly provider, to modernize their order management workflow, reduce support volume, and establish a scalable operational foundation. Through workflow redesign, documentation, automation, and KPI alignment, Fastfire increased SLA compliance from **62% to 94%** and reduced order processing time from **3 days to 1 day**.

Company Overview

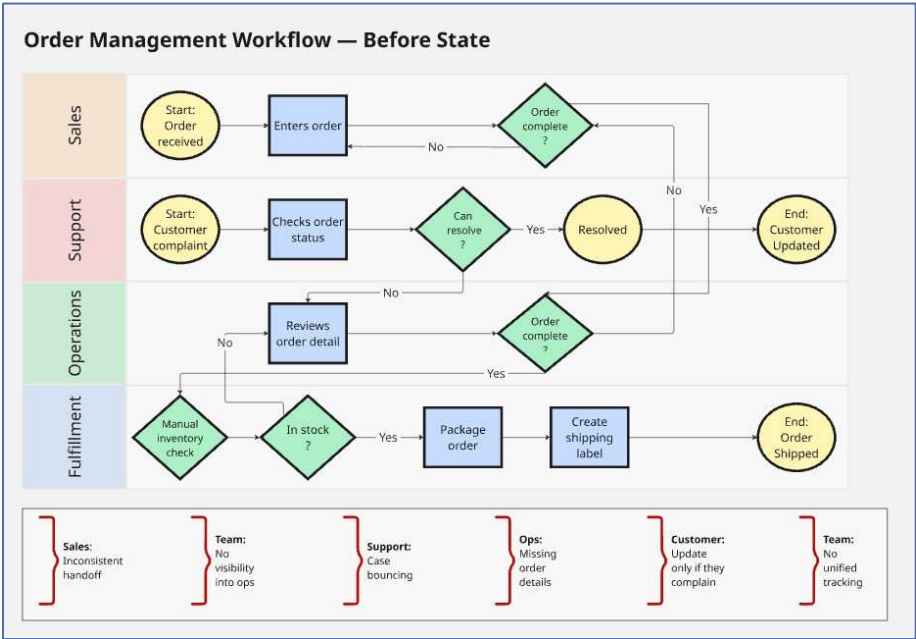
Acme Fulfillment Co. supports small e-commerce brands with order processing, assembly, and shipping. Rapid growth exposed operational gaps across Sales, Operations, Fulfillment, and Support. Fastfire Services was engaged to stabilize workflows, improve visibility, and prepare Acme for scalable growth.

The Challenge

Acme’s teams were struggling with disconnected tools, inconsistent handoffs, and limited visibility into order status. These issues created delays, confusion, and a rising support burden.

Key Challenges

- Slow order processing
- Inconsistent handoffs
- No workflow visibility
- High support load
- No SLA tracking



1: BEFORE STATE WORKFLOW

Symptoms Across Departments

Sales

- Orders arrived through multiple channels with inconsistent formatting
- Missing or incomplete details caused downstream delays
- Handoffs varied by rep

Operations

- Work was tracked in spreadsheets, emails, and Slack messages
- No standardized workflow or intake process
- No visibility into bottlenecks or order status

Support

- Support received complaints about delays but had no insight into order progress
- Tickets bounced between Support and Operations
- No SLA tracking or escalation structure

Fulfillment

- Inventory checks were manual and inconsistent
- Packaging steps varied by product
- Shipping labels were created differently depending on who handled the order
- No unified system for tracking fulfillment steps

Root Cause Analysis

Acme's operational challenges stemmed from deeper structural issues across teams, tools, and workflows.

- Unclear workflows
- No documentation or SOPs
- Disorganized Drive and Slack
- No centralized system for tracking orders
- No dashboards or reporting
- No automation or routing rules
- Tools not aligned with workflows
- No automated customer communication during fulfillment

Engagement Goals

Fastfire Services was brought in to stabilize Acme's operations, reduce support volume, and create a scalable workflow foundation.

1. Standardize order intake and handoffs
2. Improve workflow visibility
3. Reduce support load
4. Establish SLA tracking and accountability
5. Implement a centralized system for order management
6. Prepare Acme for scalable growth

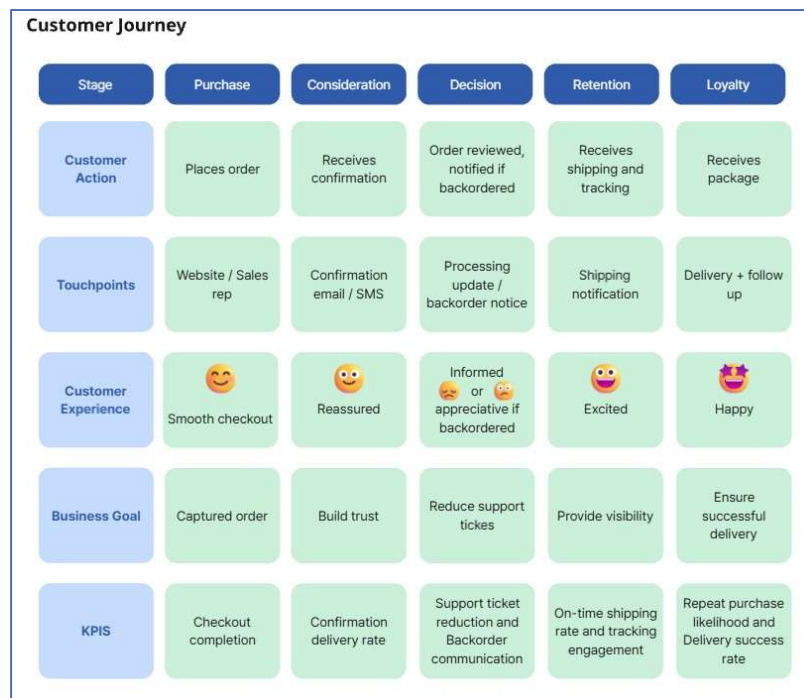
Improvements Implemented

Fastfire rebuilt Acme’s operational foundation through workflow design, documentation, system organization, automation, and KPI alignment.

Workflow Design

Fastfire mapped Acme’s current processes, identified bottlenecks, and created clear future-state workflows for Sales, Operations, Support, and Fulfillment.

- Standardized order intake
- Defined handoff points
- Eliminated redundant steps
- Added automated routing where possible



2: CUSTOMER JOURNEY MAP

Documentation & SOPs

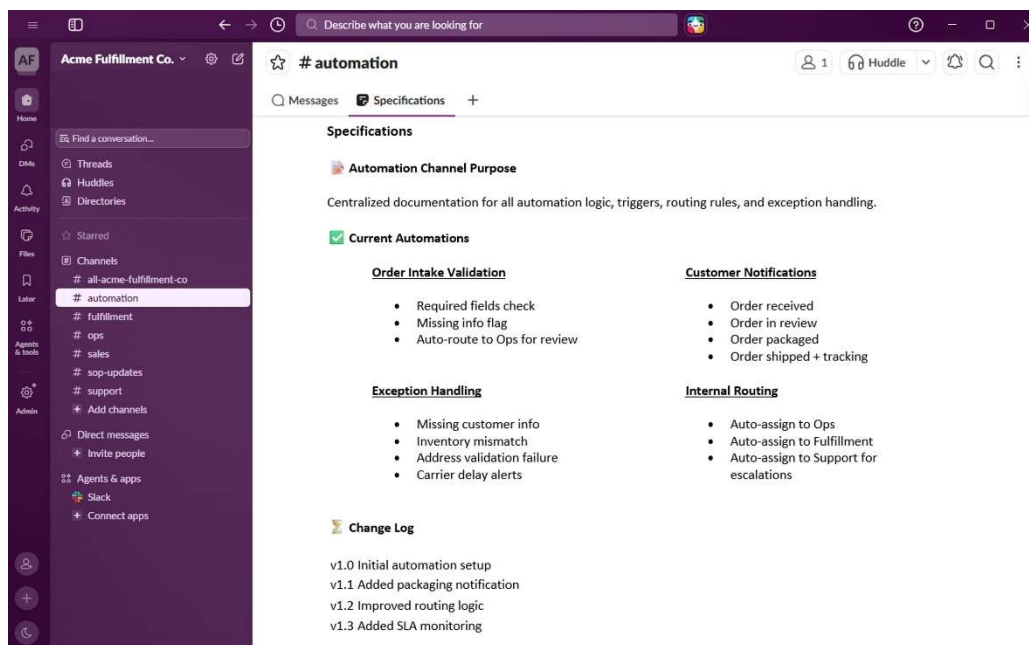
Fastfire created a complete documentation suite:

- Order Intake SOP
- Backorder Handling SOP
- Fulfillment SOP
- Naming conventions
- Centralized documentation hub

System Organization

Fastfire reorganized Acme's tools to create a single source of truth:

- Structured Drive folders
- Organized Slack channels
- Cleaned up spreadsheets
- Introduced consistent file naming



3: SLACK AUTOMATION CHANNEL

Acme Fulfillment Co >		Search Acme Fulfillment Co	
View ▾		Details	
☐ Name	Date modified	Type	Size
01 - Order Management	8/26/2026 2:25 PM	File folder	
02 - SOPs	8/26/2026 2:25 PM	File folder	
03 - Dashboards	8/26/2026 2:25 PM	File folder	
04 - Workflow Maps	8/26/2026 2:26 PM	File folder	
05 - System Organization	8/26/2026 2:26 PM	File folder	
06 - Automation	8/26/2026 2:26 PM	File folder	
07 - KPIs & SLA Framework	8/26/2026 2:27 PM	File folder	
08 - Case Study Assets	8/26/2026 2:27 PM	File folder	

4: DRIVE ORGANIZATION

Operational Insights & Dashboards

Fastfire built dashboards that gave teams real-time visibility into:

- SLA tracking
- Throughput
- Order aging
- Support ticket volume
- Department-level KPIs

Automation & Routing

Manual handoffs were replaced with automated triggers:

- Automatic validation of order completeness
- Automated routing from Sales → Ops → Fulfillment
- Alerts for missing information
- Automated inventory checks

Customer Communication Automation

Fastfire implemented automated customer updates at key fulfillment stages:

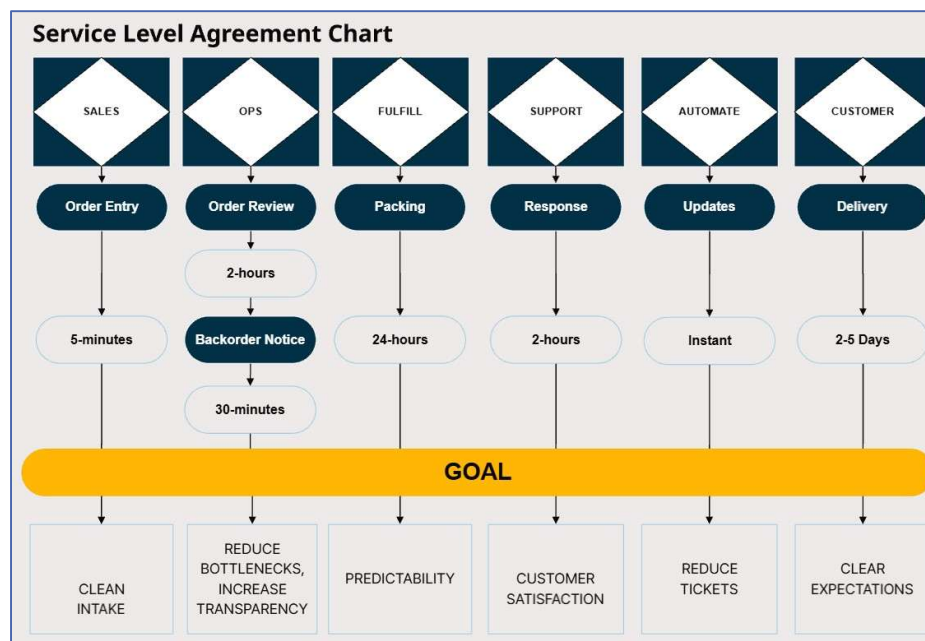
- Order received
- Order in review
- Order packaged
- Order shipped + tracking

This reduced “Where is my order?” tickets and improved customer satisfaction.

Foundation for Scalable Growth

All improvements were designed to support higher order volume without increasing operational strain.

- Repeatable workflows
- Clear documentation
- Integrated tools
- Automated communication
- Visibility for leadership and teams



5: SLA CHART

KPI & SLA Framework

Fastfire aligned Acme’s workflows to a comprehensive KPI framework covering **37 KPIs** across six departments.

Sales KPIs (7)

- Lead Response Time — Target: < 2 hrs.
- Quote Turnaround — Target: < 4 hrs.
- Contract Execution Time — Target: < 3 days
- CRM Update Rate — Target: > 95%
- Opportunity Follow-Up Rate — Target: > 95%
- Order Entry Time — Target: 5 minutes

- Backorder Notice Time — Target: 30 minutes

Operations KPIs (7)

- Inventory Accuracy — Target: > 99%
- Receiving Processing Time — Target: < 4 hrs.
- Putaway Time — Target: < 2 hrs.
- Reorder Lead Time — Target: < 5 days
- Supplier On-Time Delivery — Target: > 95%
- Cycle Count Frequency — Target: 100%
- Order Review Time — Target: 2 hours

Fulfillment KPIs (6)

- Same-Day Pick Rate — Target: 98%
- Order Accuracy — Target: > 99%
- Packing Time Per Order — Target: < 5 min
- Carrier Pickup Compliance — Target: > 99%
- Shipping Label Error Rate — Target: < 0.5%
- Returns Processing Time — Target: < 24 hrs.

Support KPIs (5)

- First Response Time — Target: < 1 hr.
- Ticket Resolution Time — Target: < 8 hrs.
- First Contact Resolution — Target: > 80%
- Escalation Rate — Target: < 5%
- CSAT Score — Target: > 4.5

System Automation KPIs (6)

- Order Sync Latency — Target: < 5 min
- EDI Processing Time — Target: < 10 min
- Automation Uptime — Target: > 99.9%
- Failed Automation Rate — Target: < 0.1%
- API Response Time — Target: < 500 ms
- Portal Update Speed — Target: Instant

Customer Experience KPIs (6)

- On-Time Delivery Rate — Target: > 95%
- Portal Self-Service Rate — Target: > 70%
- Proactive Notification Rate — Target: > 95%
- NPS Score — Target: > 55
- Order Tracking Accuracy — Target: > 95%
- Delivery SLA — Target: 2-5 Days

Results

Fastfire’s workflow modernization delivered measurable gains across every stage of Acme’s order lifecycle.

Operational Performance

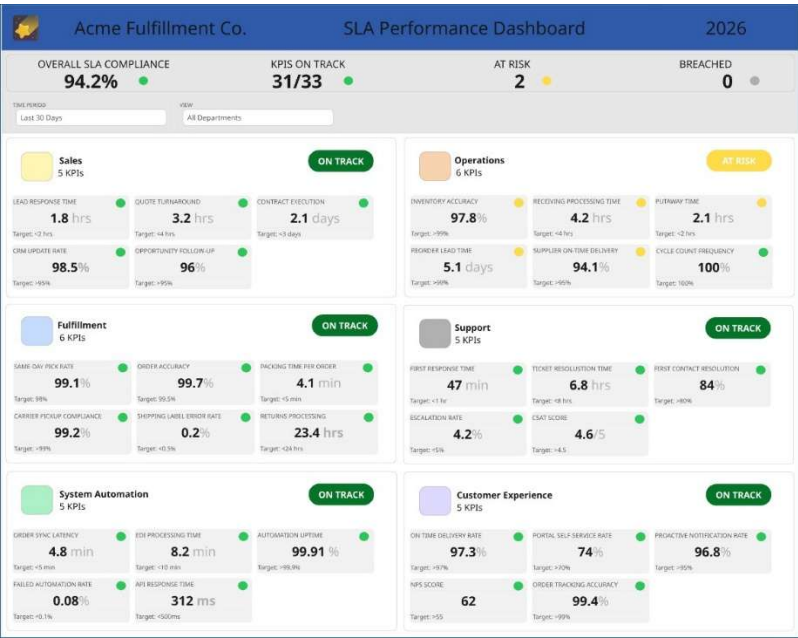
- Order processing time reduced from **3 days → 1 day**
- SLA compliance increased from **62% → 94%**
- Fulfillment errors reduced by **30%**

Support Impact

- “Where is my order?” tickets dropped by **45%**
- Support escalations dropped by **40%**

Team Efficiency

- Teams now follow standardized workflows
- Dashboards provide real-time visibility



6: SLA DASHBOARD

Portfolio Disclaimer

This case study is a fictional scenario created to demonstrate Fastfire Services’ workflow modernization and SLA improvement capabilities.

Appendix: Standard Operating Procedures

Appendix A — Order Intake SOP (2026-200-01)

ACME FULFILLMENT CO. STANDARD OPERATIONG PROCEDURE

General Information

SOP Title	Order Intake	
Department	Sales (200)	SOP ID 2026-200-01
Effective Date	2026-08-25	Revision V1

Purpose

Ensure all incoming orders enter the system cleanly, consistently, and with complete information so downstream teams can work without delays.

Scope

Scope This SOP covers all customer orders submitted through the website, wholesale channels, or entered manually by Sales. It includes the intake process from order capture through validation, review, and release to Fulfillment.

Responsibility

Sales Department (200) is responsible for capturing customer orders, ensuring all required fields are completed, and entering manual orders when necessary.

Steps

1. Order Capture

- Orders enter automatically through the website or are manually entered by Sales
- All required fields must be completed before submission:
 - Customer name
 - Shipping address

- Email + phone
- SKU(s)
- Quantity
- Payment confirmation

2. Validation Check (Automated)

- System verifies required fields
- Missing or invalid information triggers:
 - Missing Info Flag
 - Auto-route to Ops for review
 - Customer follow-up (if needed)

3. Ops Review (Within 2 Hours)

Ops confirms:

- Order accuracy
- SKU availability
- Customer details
- Special instructions (if any)

If issues exist:

- Ops contacts Sales or Support for clarification
- Order is placed in “Needs Info” status until resolved

4. Order Release to Fulfillment

Once validated:

- Order is auto-assigned to Fulfillment.
- Customer receives “Order in Review” notification

Definitions

- **Order Capture:** The process of receiving customer orders through automated website submission or manual entry by Sales
- **Validation Check:** An automated system review that confirms required fields are complete and accurate before an order can proceed
- **Missing Info Flag:** A system-generated alert indicating that an order contains incomplete or invalid information requiring manual review

- **Needs Info Status:** A temporary order status applied when Operations requires additional details from Sales or Support before the order can be released
- **Order Release:** The action taken by Operations to approve and forward a validated order to Fulfillment for processing

ACME FULFILLMENT CO.

STANDARD OPERATIONG PROCEDURE

General Information

SOP Title	Backorder Handling	SOP ID	2026-300-01
Department	Operations	Revision	V1
Effective Date	2026-08-26		

Purpose

Provide clear, timely communication and predictable handling of out-of-stock items.

Scope

Scope This SOP covers the handling of all customer orders that cannot be fulfilled due to insufficient inventory at the time of order release. It includes automated backorder detection, Operations review, customer communication, internal routing, and fulfillment once inventory is replenished.

Responsibility

Operations Department (300) is responsible for reviewing backorder alerts, determining restock timelines, evaluating partial fulfillment or alternative SKUs, and initiating customer communication regarding backorder status and options.

Fulfillment Department (400) is responsible for updating inventory availability, providing daily ETA updates, and processing backordered orders once stock is replenished.

Support Department (500) is responsible for monitoring customer expectations, assisting with follow-up communication, and handling customer decisions such as swaps or cancellations.

Steps

1. Inventory Check (Automated)

- System checks inventory at the moment Ops releases the order

- If SKU is unavailable:
 - Order is flagged as Backorder
 - Auto-notification sent to Ops

2. Ops Backorder Decision

Ops determines:

- Expected restock date
- Whether partial fulfillment is possible
- Whether alternative SKUs are available

3. Customer Notification (Within 30 Minutes)

Ops sends automated or manual communication:

- Backorder status
- Expected ship date
- Options:
 - Wait for restock
 - Swap item
 - Cancel item
 - Cancel entire order

4. Internal Routing

- Backorder orders move to Backorder Queue
- Teams are alerted of new backorder
- Fulfillment inventory team updates ETA daily
- Support monitors customer expectations

5. Fulfillment Upon Restock

Once inventory is replenished:

- Backorder orders auto-route to Fulfillment
- Customer receives “Order Packaged” and “Order Shipped” notifications

Definitions

- **Backorder** A condition where an ordered SKU is unavailable at the time Operations attempts to release the order for fulfillment
- **Backorder Queue** A designated system queue where all backordered orders are routed until inventory is replenished and the order can proceed

- **Restock Date** The expected date when the unavailable SKU will be replenished and ready for fulfillment
- **Partial Fulfillment** A fulfillment option where available items in an order are shipped immediately while backordered items ship later
- **Alternative SKU** A substitute product offered to the customer when the originally ordered item is unavailable
- **Backorder Notification** Automated or manual communication sent to the customer informing them of the backorder status, expected ship date, and available options

ACME FULFILLMENT CO.

STANDARD OPERATIONG PROCEDURE

General Information

SOP Title	Packing & Labeling	SOP ID	2026-400-01
Department	Fulfillment (400)	Revision	V1
Effective Date	2026-08-26		

Purpose

Ensure all orders are packaged accurately, safely, and consistently, with correct labeling and carrier routing.

Scope

Scope This SOP covers all packing and labeling activities performed by the Fulfillment Department, from picking items through packaging, label generation, and carrier handoff. It applies to all customer orders released to Fulfillment by Operations.

Responsibility

Fulfillment Department (400) is responsible for picking items, verifying SKU accuracy, packaging orders according to standardized guidelines, generating and applying shipping labels, and preparing shipments for carrier pickup.

Operations Department (300) is responsible for releasing validated orders to Fulfillment and ensuring all required information is available for accurate picking and packaging.

Support Department (500) is responsible for handling customer-facing communication related to shipment status, tracking updates, and exceptions.

Steps

1. Order Assignment

- Orders auto-assign to Fulfillment once validated

- Team reviews:
 - SKU list
 - Quantities
 - Special instructions
 - Packaging requirements

2. Picking

- Retrieve items from inventory locations
- Verify SKU and quantity against the order
- Mark items as Picked in the system

3. Packaging

Follow standardized packaging guidelines:

- Use correct box size
- Add protective materials (bubble wrap, kraft paper, etc.)
- Include inserts or documentation (if required)
- Seal box securely
- Apply quality check:
 - No damaged items
 - No missing items
 - Packaging meets brand standards

4. Label Generation (Automated)

- System generates shipping label within 10 minutes of packaging completion
- Fulfillment prints and applies label:
 - Verify customer name
 - Verify address
 - Verify carrier selection
 - Verify tracking number

5. Carrier Handoff

- Packages completed before 3 PM ship same day
- Packages completed after 3 PM ship next business day
- Tracking sync updates every 15 minutes

6. Status Update

- System sends:
 - Order Packaged notification
 - Order Shipped notification with tracking

Definitions

- **Order Assignment** The process by which validated orders are automatically routed to the Fulfillment Department for picking and packaging
- **Picking** The act of retrieving ordered items from inventory locations and verifying SKU and quantity accuracy before packaging
- **Packaging** The process of preparing items for shipment using standardized materials, protective inserts, and quality checks to ensure safe delivery
- **Label Generation** An automated system process that creates shipping labels containing customer information, carrier routing, and tracking numbers
- **Carrier Handoff** The transfer of completed packages to the designated shipping carrier for delivery, based on daily pickup schedules
- **Status Update** Automated notifications sent to customers indicating that their order has been packaged and shipped, including tracking information