

Press Release

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# ECOMMERCE CLINIC REPORT

Supply chain transparency, operational resilience, and the intelligent use of artificial intelligence emerged as defining priorities for modern retailers during the eCommerce Clinic Live: Supply Chain & Fulfilment session hosted by eCommerce Expo and Kate Bowman, Head of Supply Chain for WILD.



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# PURPOSE OF THE DOCUMENT

The eCommerce Clinic Q&A session brought together eCommerce leaders, marketers, strategists, and retail operators for a 48-hour open discussion on LinkedIn exploring how businesses can apply AI to real commercial challenges, from operational efficiency to customer experience and future purchasing behaviour.

This report brings together the topics, challenges and solutions discussed by one of our Clinicians, Katie Bowman.



**Kate Bowman**

*Head of Supply Chain, WILD*

# FROM EFFICIENCY TO RESILIENCE

A central theme throughout the discussion was the shift from purely cost-driven supply chains toward resilient, adaptable operations.

Participants highlighted how recent years of disruption, from global shipping instability to fluctuating demand, have fundamentally changed how retailers evaluate fulfilment success. Rather than optimising only for speed or cost, businesses are now prioritising flexibility, visibility, and risk mitigation.

Kate emphasised that resilient supply chains allow organisations to respond faster to market changes while maintaining customer trust.

# TRANSPARENCY BECOMES A COMPETITIVE ADVANTAGE

The clinic reinforced that modern consumers increasingly expect transparency across the entire delivery journey.

Retailers discussed how proactive communication, real-time tracking, and accurate delivery expectations are becoming core components of brand experience rather than operational add-ons.

Clear visibility into stock availability, delivery timelines, and returns processes was identified as a major factor in reducing customer service pressure while strengthening loyalty.

# AI MOVES INTO OPERATIONAL DECISION-MAKING

Artificial intelligence was widely recognised as moving beyond experimentation into daily operational use.

Industry experts shared examples of AI supporting demand forecasting, warehouse optimisation, inventory allocation, and carrier selection. By analysing large volumes of operational data, AI tools enable faster decision-making and improved accuracy across fulfilment networks.

Rather than replacing human expertise, participants stressed that AI enhances operational teams by enabling better planning and reducing manual workload

# THE RETURNS CHALLENGE AND REVERSE LOGISTICS

The Clinic discussions focused on how smarter data analysis and improved product information can reduce unnecessary returns before they occur.

Better sizing guidance, personalised recommendations, and clearer product content were cited as practical strategies to minimise reverse logistics costs while improving customer satisfaction.

Participants noted that treating returns as a strategic function, rather than a reactive process, can unlock significant operational savings.

# COLLABORATION ACROSS THE SUPPLY CHAIN ECOSYSTEM

Another strong takeaway was the importance of collaboration between retailers, logistics providers, and technology partners.

Successful organisations were described as those building closer relationships with fulfilment partners, sharing data more openly, and aligning operational objectives across the entire ecosystem.

The clinic highlighted that supply chain performance is increasingly determined by partnership quality rather than individual organisational efficiency.

# PREPARING FOR THE NEXT ERA OF COMMERCE

Looking ahead, Katie predicted continued convergence between ecommerce platforms, logistics systems, and AI-driven automation.

As consumer expectations evolve toward faster, more predictable delivery experiences, supply chains will become a central driver of competitive differentiation rather than a back-office function.

Businesses that invest in intelligent operations, transparent communication, and adaptable fulfilment models are expected to lead the next phase of digital commerce growth.

# INDUSTRY AT A TURNING POINT

The eCommerce Clinic Live session demonstrated a clear industry consensus: supply chain excellence is no longer optional.

Retailers that combine operational visibility, AI-enabled decision-making, and customer-centric fulfilment strategies are positioning themselves to thrive in an increasingly complex global retail environment.

# **ABOUT ECOMMERCE EXPO**

## **WWW.ECOMMERCEEXPO.CO.UK**

**23 - 24 SEPTEMBER 2026**

eCommerce Expo is the UK's leading event for ecommerce and digital marketing professionals, bringing together retailers, brands, technology providers, and industry experts to explore innovation, strategy, and growth in modern commerce.



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