

# Custom Dashboards Help Clients Maximize 3PL Services At Spectra

*Spectra, a third-party logistics provider, offers printing, fulfillment, and custom dashboards, helping corporations deliver efficient B2B services nationwide.*

CHARLESTON, SC, UNITED STATES,  
September 25, 2024 /

EINPresswire.com/ -- Although there are many important differences between B2C and B2B fulfillment, in recent years B2B end users have come to expect a user experience that is very

similar to the best B2C experiences available today. That is, when communicating with a national corporation in order to obtain new employee onboarding materials, marketing products, seasonal signage, promotional items, and other materials, the end user in a B2B context expects to find the process intuitive and easy to navigate.

These expectations, however, are very difficult for a national corporation to achieve without the assistance of an [expert fulfillment team](#). Separate from the complex process of managing inventory, picking the correct items for each order, and shipping each order to the proper recipient, there is the separate set of interactions by which the end user places orders, views order details, communicates changes to orders, provides proof approval, and tracks deadlines, order progress, and completion dates. Today this process is most often conducted online, and Spectra offers its clients a very powerful solution for setting up a B2B ordering and fulfillment system that meets its end users' expectations.

Custom dashboards built and maintained by Spectra can be branded to client specifications. This avoids confusing the end user with an unfamiliar third party. Instead, the dashboard has the look and feel of the national corporation which it serves. End users log into the dashboard with unique usernames and passwords, which allows the system to display curated lists of products, materials, and services to the end users that need those specific items. Rather than sifting through a master catalog containing many items that are not relevant to their context, each user can efficiently view their most relevant items and quickly make their selections.



With features customized to each dashboard, Spectra provides national corporations and their end users the ability to avoid mistakes, eliminate delays, and finalize orders as quickly as possible.

Metrics are another important feature of Spectra's custom dashboard service. As end users place orders through the dashboard, the national corporation's management teams can track important metrics and use them to learn how they can best serve their end users in the future. With the help of Spectra's [inventory management](#) team, each of Spectra's clients can anticipate needs for materials, keep inventory in stock in the right quantities, and avoid unnecessary costs incurred by overstocking materials.

By making it easy for end users to browse, order, and receive the materials they need to do business, Spectra helps national corporations maximize the profitability of their relationships with those end users. Particularly with seasonal marketing materials, maintaining a dependable and timely fulfillment system is essential for empowering local retail and other commercial locations to use those materials to their full potential. By partnering with Spectra, these corporations obtain an experienced fulfillment department with an expert staff, equipped with the data security and technological support necessary to keep information protected from hacking and accidental data breaches.

Spectra has the capability to serve large national corporations and small e-commerce startups alike with custom dashboards. The benefits of having a 3PL partner like Spectra, which handles the entire fulfillment chain from printing in-house to mailing finished materials, are numerous for both large and small-scale clients. With fewer separate business partners involved in the process, timelines are accelerated and projects are much less complex. Spectra's experienced account managers can help clients get started, get their custom dashboards up and running, and begin providing their end users the seamless, enjoyable B2B ordering experience that they expect. More information about Spectra is available through [their website](#) or by email at [talk2@spectraintegration.com](mailto:talk2@spectraintegration.com).

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