



V-Biz Management System

About the Organization

It is one of the major e-commerce players in the world. They have a vast product portfolio on par with their European counterparts which is constantly growing and has helped them position as market leader.

Challenges Faced

To increase the product portfolio, client had established a good Seller base with good reputation. Various departments in organization interact with their Seller services to grow the business further. There was one challenge though, which was to reach out effectively to the Sellers. It had to be a mix of various communication tools which also needed to ensure that its an automated solution integrated with analytics for sales review.

Solution Deployed

- ▶ Customized solutions for Interaction with Seller's.
- ▶ Multiple channel of communication was provided to client for communicating with their sellers.
- ▶ Outbound calls were triggered to Sellers Database.
- ▶ OBD was sent to all the sellers with exciting promotional offers of the day or week to promote and encourage their sellers to do more business.
- ▶ Also for any query or feedback IVR functionality was on place for sellers to call on IVR number and give the feedback.
- ▶ Multilevel authentication was enabled on IVR calls to avoid and SPAM or unauthorized calls.
- ▶ Multilingual IVR was played based on user preferences.
- ▶ IVR retries mechanism to increase the ASR.
- ▶ For Failed & Not Answered calls, auto reply SMS option was set which provided a Missed Call number for callback request.
- ▶ Dashboard analytics for review of success ratio.

Impact of Solution

- ▶ 12-14% ARPU increase across the Seller base.
- ▶ 6% increase in active Seller base.
- ▶ Reduced Attrition level of inactive client by approx. 20%.
- ▶ 70% less investment compared to previous methodology.