



Enhanced Seller Engagement for an Online Retail Marketplace

CLIENT OVERVIEW

Our client is among the top 3 best online marketplaces, providing a dynamic platform for sellers. With nearly 90 million monthly visitors, the client is popular among buyers, providing customers with a wide assortment of products, maintaining a competitive product pricing, fostering a “customer first” attitude, and building an omnichannel operation.



BUSINESS NEED

Sellers on the client platform needed varied support—from assistance on using the platform for new sellers to troubleshooting, optimizing the usage of the platform features, and managing business operations for experienced sellers.



CHALLENGE

Managing and resolving seller concerns are the primary challenges. Any unresolved issue would affect our client in multiple ways such as the following:

- Inappropriate enlistment of products
- Slow movement of products
- Poor product discoverability
- Incorrect product pricing
- Poor user experience
- Frustrated sellers
- Loss in revenue

SOLUTION

Lumina Datamatics leveraged its rich experience to enable the client in effortlessly addressing and managing this challenge. The key highlights of our solution include the following:

- Deputed a team of dedicated relationship managers with experience in marketplace environment
- Categorized seller issues by severity/priority to enable quick resolution
- Enhanced the skills of the personnel through conducting training sessions periodically on system requirement, compliance, and process with new sellers
- Defined workflow and timeline according to the criticality of the issues



BENEFITS

The support solution of Lumina Datamatics has helped the client in

- building a stronger relationship with the sellers,
- getting the sellers to engage more with the site,
- maintaining both the site experience and the ease of product discoverability, and
- preventing loss in revenue due to seller dropout.

Lumina Datamatics Facts



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