

Multitiered Tech Support for ECommerce Marketplace



As organizations grow, they accrue growing costs related to their day-to-day operations. Hence, they are constantly looking to scale up and be more flexible in their processing activities. Lumina Datamatics offers a Multitiered Tech Support Service to online retailers and ecommerce businesses to address these concerns.



Our Offerings

Using our Level 1 (L1) and Level 2 (L2) support, companies can streamline their operations and power their business with a balanced voice, e-mail, and chat support.

L1 support, which is synonymous with first-line support, is the initial support level responsible for handling basic issues. This team handles straightforward and simple problems using the knowledge base and step-by-step guides, including the troubleshooting methods.

L2 support is a more in-depth technical support, wherein support engineers manage and act on incidents raised by the L1 support team and follow workflow or runbook to resolve the incidents as per the SOP within the agreed SLA.



Our Best Practices

To ensure our support teams function like clockwork, we've incorporated the best industry standards to design every single process. The following components form the backbone of our content strategy:

Decisive support strategy

Detailed knowledge base articles

Subject matter expertise

Robust workflow management

Seamless L1 to L2 transfer



In addition, we have an edge because of our understanding and hands-on expertise across the following:

- CRM tools like Salesforce
- JIRA for agile project management
- Solr for rich document handling
- Ability to work on client CMS
- Experience in handling large e-commerce portals



Use Case Snapshot

“As a **strategic partner**, Lumina Datamatics helped the world’s largest ecommerce company streamline its processes around all the queries generated by sellers and vendors on its marketplace.”

The queries handled were related to the following topics:

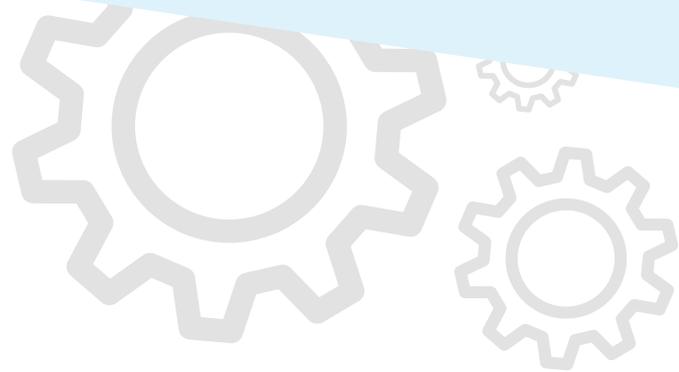
- Item maintenance and categorization
- Feed management
- Buy box
- Images
- Order fulfillment and tracking
- Payment, returns and refunds, pricing and promotions, and taxes
- Account management



Our Support Model

With Lumina Datamatics’ Managed Support Services and Unified Communication, you get to choose your best fit:

- Complete onsite model
- Onsite heavy model
- Balanced model (hybrid)
- Complete offshore model



Why Lumina Datamatics?

Lumina Datamatics brings to the table its rich experience in handling large ecommerce companies by providing effective multitiered tech support services that ensure customer satisfaction and retention.

Other benefits include the following:

Leveraging scale:

The service eliminates the need for clients to make major investments in recruiting, onboarding, training, and technology needed to manage and monitor incidents that overwhelm their local help desk.

Repeatable, measurable, and verifiable processes:

We ensure that high performance levels are tracked and reported and breaches are corrected at every level of support.

Access to qualified resources:

Our teams include subject matter experts and analysts at both L1 and L2 support. We are completely focused on providing our clients with the quality results they deserve 24x7. Our experts are personally invested in providing the best customer service and issue resolution for every ticket submitted.

Lumina Datamatics is a strategic partner to global publishers and ecommerce retailers, providing content, analytics, and technology solutions. We assist global marketers and merchandisers to leverage the power of content, analytics solutions, and technology, to tell their brand stories and gain a competitive edge to drive growth. Lumina Datamatics’s expert solutions are a combination of its various in-house platforms, partnerships with global technologies, and more than 2800 professionals spread across Germany, India, the US. This global footprint services our customers across four continents, Americas, Asia, Australia, and Europe. Visit luminadatamatics.com.