



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

