

Unlocking sustainable e-commerce success



Helping sellers scale quickly with quality insights

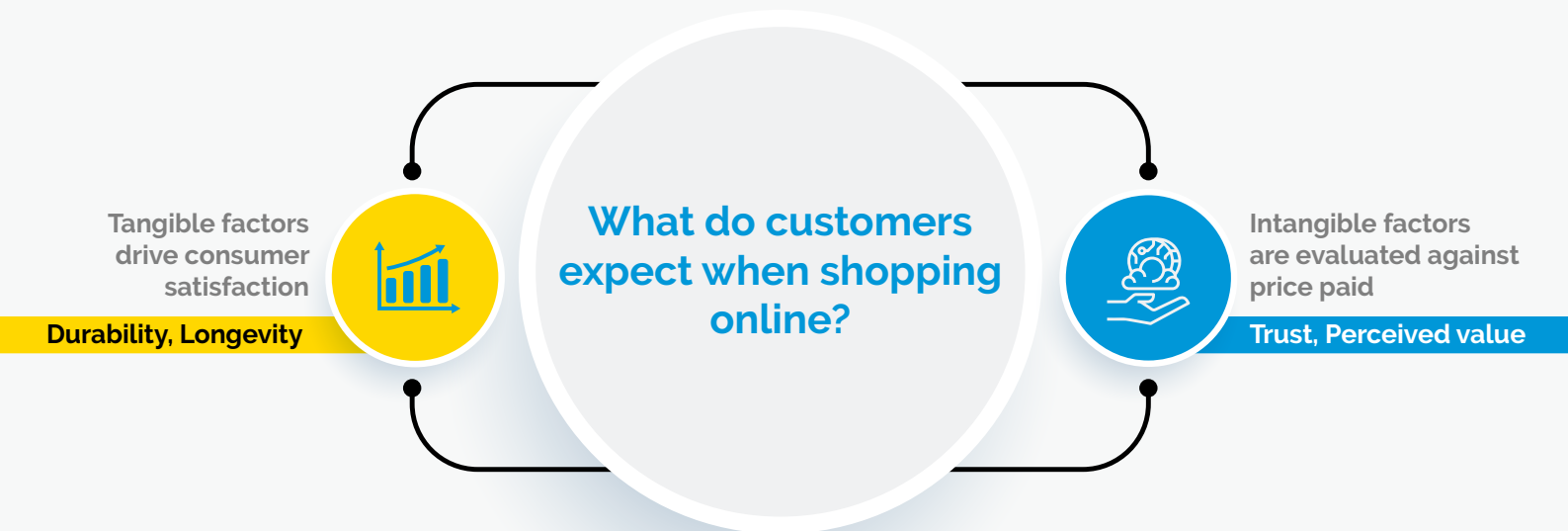
Scaling a business in the e-commerce environment can be challenging for sellers, particularly for those who are new to the game. Understanding the expectations of the customers as quickly as possible is the key to success in any online marketplace.

Flipkart is helping sellers both seasoned and new to achieve their business milestones quicker with quality insights. In this case study, we explore how understanding quality has unlocked profitable and quick scaling for businesses on Flipkart.

i Understanding quality expectation in online shopping

How does the consumer understand quality?

In e-commerce, the concept of quality is more than just the textbook definition. Flipkart helps sellers understand that quality expectations of customers involves many different factors that together affect how they feel about their experience.



Quality issues arise for sellers when there's a difference between what customers expect and what they get. Flipkart constantly tries to enable sellers to decode the expectations of the customers, thereby assisting them in meeting the quality expectations of the market.

i Understanding 'quality' better

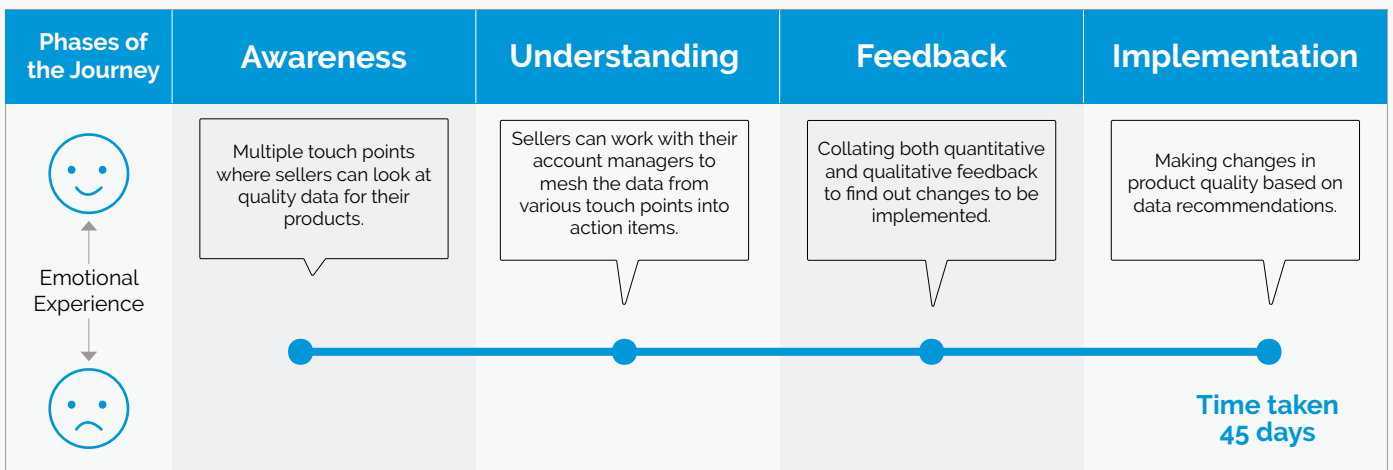
Quality can carry different meanings for every individual. This difference in perception can present itself in various ways and affect the e-commerce experience of both sellers and customers.

Primary Factors Leading To Quality Concerns





How does quality impact the rate of growth?

Every seller wants to achieve certain milestones in their e-commerce journey. Scaling at a good pace is crucial for creating a sustainable business online. However, unmet customer expectations can manifest in various ways, prolonging the time a seller needs to achieve sustainable business goals in e-commerce.



Quality impacts sellers and consumers in various ways.

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Seller With unmet quality expectations, sellers will need more time to identify and bring about a change in quality.
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Customers Quality mismatches may lead to an unpleasant experience for customers impacting future decisions to buy from the same seller.

In the next section of this case study, we delve into innovative strategies to address the critical issue of quality for sellers. These approaches are revolutionizing seller operations, reducing return rates, and boosting overall profitability.

i Flipkart's solution for seller success

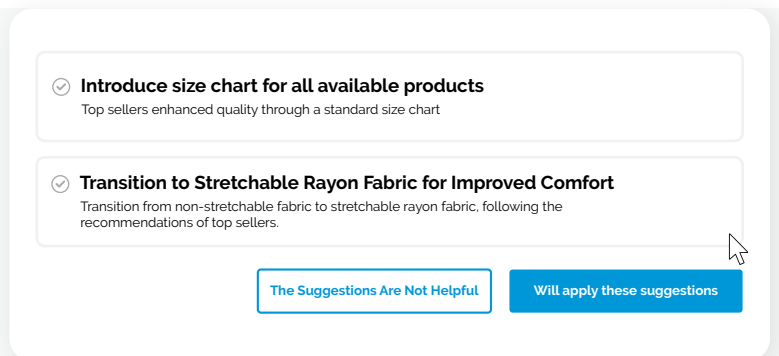
Flipkart has rolled out a trio of innovative solutions to help sellers match quality expectations of customers. These strategies are designed to create a more harmonious marketplace where expectations are in sync.



For new products, the system allows sellers to contribute detailed product information, which is validated through customer feedback to ensure the accuracy of the quality grade.

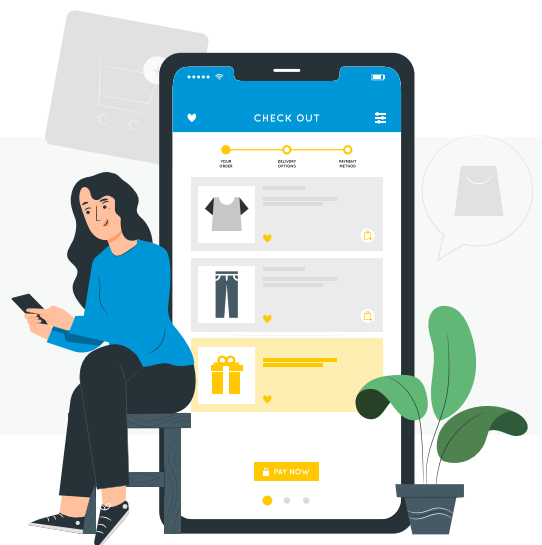
AI-powered feedback to sellers

Machine Learning and Gen-AI technology provide sellers with a simplified view of product quality data, which is assessed based on real-time feedback from customers. This view grades the quality of a seller's product by comparing them with similar products from competitors.



Resulting in better customer satisfaction with the right quality products

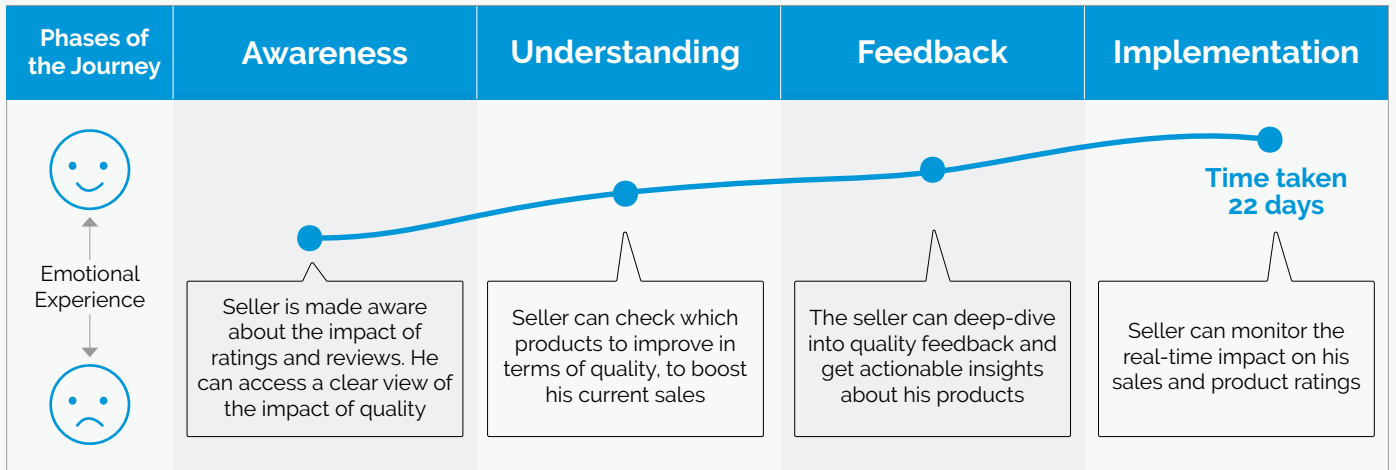
With sellers better able to understand quality expectations, customers are more likely to find products that meet their personal needs. This results in no mismatch of expectations, enhancing the shopping experience of the customer.



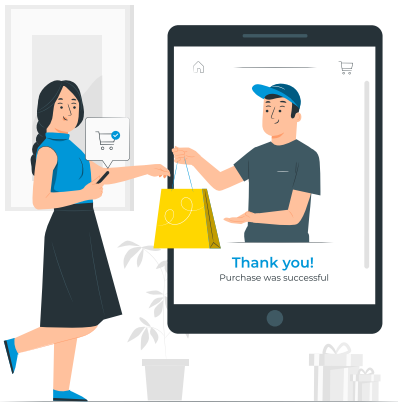
These efforts highlight Flipkart's dedication to elevating the understanding of product quality expectations between sellers and customers.

i Positive Impact of Flipkart's Quality Insights

The implementation of innovative strategies by Flipkart has yielded a profound impact for sellers across its e-commerce ecosystem.

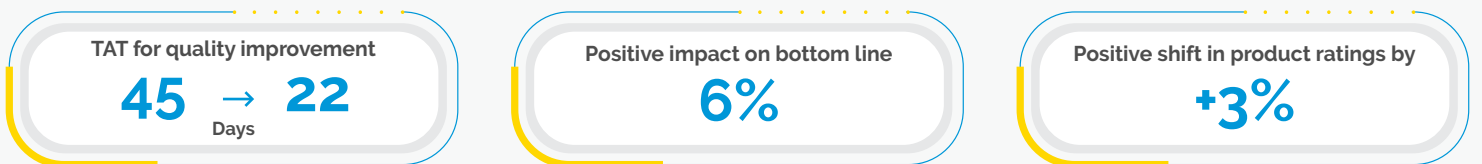


Seller's overall TAT reduced with powerful quality insights



A simplified quality dashboard enables sellers to reduce their turnaround time when dealing with quality issues. Sellers have seen a boost to their bottom line by 6%. Positive product ratings have improved by 3 percent as well, proving the effectiveness of this feature. The overall time it takes for sellers to hit their business goals has also dropped from 30 to 14 days which is a reduction of ~54%.

Quality Insights Help Sellers Make Informed Choices



With the right information, customers can now make more informed and confident purchasing decisions, leading to an enriched buying experience. This heightened customer satisfaction means enhanced customer retention and an improved relationship between sellers and customers.

These strategies have not only improved the quality of available products but have also contributed to its long-term sustainability and growth.