

Annexure: IndiaMART / Deletion Audit SOP

Policy	Deletion Audit SOP
Version	1.1
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Release date	12th Dec 2018
Revision date	12th Dec 2018
Revision date	12th Feb 2021

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Purpose:

This document clarifies what all SOPs to be followed while deleting a Buy Lead.

This document also clarifies and sets guidelines for Quality Team while auditing when to mark an error and when to be given feedback for associates.

Responsibility:

Responsibility of its implementation at the centre lies with centre quality manager and IndiaMART Operations Manager.

Scope

Inscope - Deleted Buy Leads(Manual Deletion)

Out of scope - Approved Buy Leads

Feedback Procedure

- If there is any change in the process then a cooling period of four days will be given after which we will start marking error.
- It is the joint responsibility of the Centre and Indiamart that training and feedback on new changes is given to the associate before marking any error.

Delete Dispositions

Deletion is also known as Rejection of the Buy Requirement. It means this lead is non-approvable and it can be On Call Rejection and Off Call Rejection.

If you will paste the recording URL after talking to buyer it will be considered as on call Deletion, else off call deletion

Please Note:

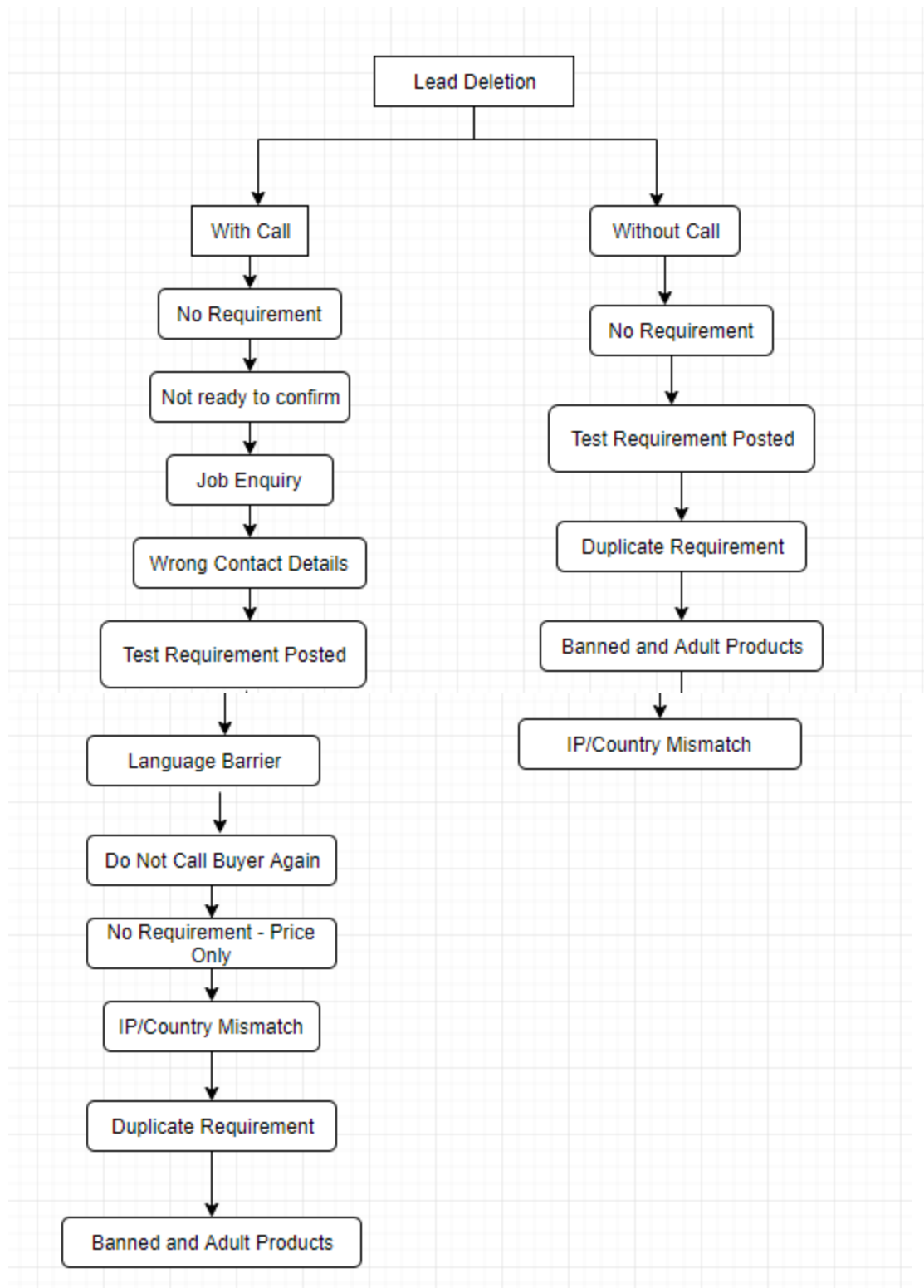
- On Call Rejection/Deletion is applicable for Indian Leads Only
- Error will be marked on selecting wrong disposition reason (valid for all deletion reasons)
- Associate should not forget to upload the recording wherever required, **For example:** When associate calls buyer and then delete the lead under reasons like Wrong contact details, Is a Supplier, No requirement etc

Deletion Dispositions

Below are the dispositions provided on LEAP CRM while deleting the lead:

Rejection Dispositions
No Requirement
Language Barrier
Not Ready to Confirm
Is a Supplier
Wrong Contact Details
Duplicate Requirement
Invalid Description
Job Enquiry
Banned and Adult Product
IP/Country Mismatch
Do Not Call Buyer Again
No Requirement - Price Only
Test Requirement Posted
Not Talked Leads

Note: Whenever we reject any requirement, a mail goes to that buyer along with rejection reason. We must select the appropriate disposition while deleting any buy requirement to pass the correct message to the buyer.



No Requirement

When to delete Lead under reason "No Requirement"

- You called the user and he said he hasn't posted any lead and has no requirement.
- When the buyer says that his requirement has been already fulfilled.

For "**No Requirement**" cases, Agent needs to use the script, "**No issues sir/ma'am/buyer's name, whenever you have any requirement, you can visit Indiamart.com**"

Not Ready to Confirm

When to delete Lead under reason "Not Ready to Confirm"

- You called the buyer and buyer is not ready to confirm the requirement.
- If Buyer is not ready to share any required detail on call about requirement, we should not approve such lead. Delete such leads under disposition Not Ready to Confirm with recording URL.

Is a Supplier

When to delete Lead under reason "Is a Supplier"

- You called the buyer and buyer clearly mention that he is a supplier and wants to register his business on IndiaMART.

Then in that case associate needs to inform the Buyer that he/she will get an SMS and Email which would have a link where he/she can apply for Seller registration.

Script to be followed in English -

"Thanks for reaching out to us.

You will receive an email and SMS to your registered email id and phone number shortly with a link to join IndiaMART as a seller. In case of any concerns, please contact us at 9696969696."

Script to be followed in Hindi-

"IndiaMART को चुनने के लिए धन्यवाद।

IndiaMART में free seller account बनाने के लिए आपके Registered Email ID और Phone Number पर एक Email और SMS आएगा।

और किसी मदद के लिए हमें आप 9696969696 पर भी कॉल कर सकते हैं।"

When not to follow the above mentioned script-

- If buyer is already registered on IM then Agent shall redirect the buyer on Helpline No. 9696969696. (Agent can skip the mentioned script)
- In BL Approval cases, if buyer additionally mentions that he wants to sell on IndiaMART then Agent shall redirect the buyer on Helpline No. 9696969696. (Agent can skip the mentioned script)

Wrong Contact Details

- If associate calls buyer and finds that the person he is speaking with is not the right party contact, associate should not approve the lead and delete it under Wrong Contact Details disposition.
- For example, while confirming buyer's name on call, he denies and says that it is not his name and this is a wrong no. we should delete the lead under "Wrong Contact Details"

Duplicate Requirement

If there is already a live lead of the buyer about the same requirement (same MCAT), then delete it under "Duplicate Requirement"

Invalid Description (For DNC Pool Only)

After reading the description you found this is a Junk Buy requirement i.e. jkglhl, only company name, buyer name or buyer mobile number.

- When buyer is saying that he wants to deal with a particular supplier only and doesn't want his buy lead to be posted, do not approve that buy requirement and delete it under "No Requirement"

Job Enquiry

If user already mentioned in description or confirms on call that he is looking for a job in IndiaMART/any other specific organization, we need to delete it under this disposition. A detailed probing needs to be done first whether buyer is looking for a job in IndiaMART or is looking for consultancy services. If the buyer denies that he wants consultancy services, then only we should delete the lead under “Job Enquiry”

Banned and Adult Product

- If buyer posted a requirement and the CRM showed alert of “Adult/Banned Keyword”, then it should be deleted under “Banned and Adult Product”.
- If associate calls buyer and finds that the product is banned at indiaMART associate must use the below script:

“I would like to inform you that we don’t have suppliers dealing with this product, so I won’t be able to fulfill this particular requirement. Thank you for choosing IndiaMART, Have a nice day!!!”

Test Requirement Posted

Sometimes for testing, IndiaMART / User posts a requirement; do not approve such leads. Also, if the caller on call says that it is a test requirement; don’t approve the lead and dispose it under “Test Requirement posted”. Most of the times it is clear from the description like description contains “Testing requirement” etc. Delete these leads straight away under “Test Requirement Posted”

Language Barrier

If the buyer is not comfortable either “English” or “Hindi”, then delete the lead under “Language Barrier”.

Do Not Call Buyer Again

If the buyer clearly says on call that he never wants to receive any call from IndiaMART, then delete the requirement under “Do Not Call Buyer Again”.

No Requirement - Price Only

Buyer mentions on call that he was just checking price of a particular product/ services and he don't have any intention to purchase the product right now; then delete the lead under **"No requirement - Price Only"**.

IP/Country Mismatch

When a pop up of "IP/Country Mismatch" comes up, then we need to delete the lead under "IP/Country Mismatch" (In case of DNC)

Note - If call recordings not found in GLAdmin then that case would be considered as wrong deletion.