

Techniques Used

Surveys and Questionnaires:

Process: Digital surveys were distributed to a larger pool of potential users to quantify preferences and common issues.

Purpose: To validate and prioritize the findings from interviews. This helped identify the most frequent support requests and the most desired communication channels.

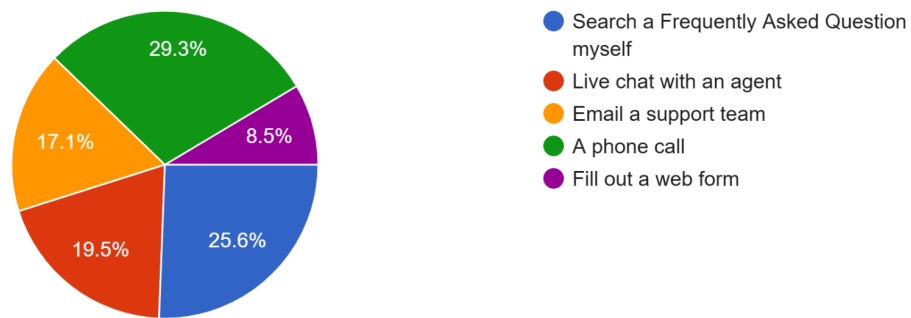
Outcome: Quantitative data showing that "item not received" and "return requests" are the top buyer issues, and that live chat is the preferred first point of contact.

Derivation of Functional Requirements:

For Buyers:

What is your preferred way to get help from customer support?

82 responses

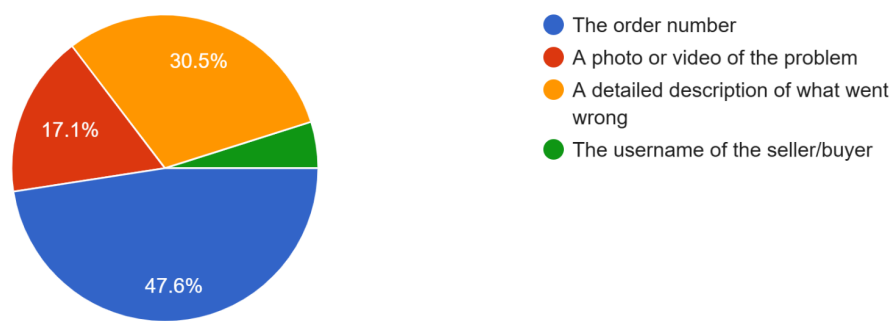


From the above graph derived from the survey, we can tell that the users' preferred method to contact customer support is very diverse, so we've decided to include all of them as a valid method in our system.

We also saw a trend that the user wants to provide their order number, a detailed description of what happened and relevant photos or videos with the customer service when they get a problem with the order, the user feedback is attached below.

Imagine you have a problem with an order. What is the most important piece of information you'd want to provide right away?

82 responses

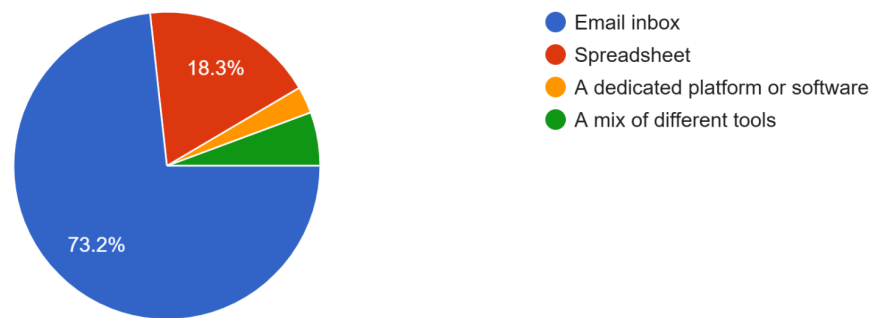


For Sellers:

Based on the survey we took, more than 70% of sellers don't track their complaints efficiently, so we decided to do complaint tracking so the sellers can do it efficiently. The responses of the question is attached below:

How do you primarily track customer complaints today?

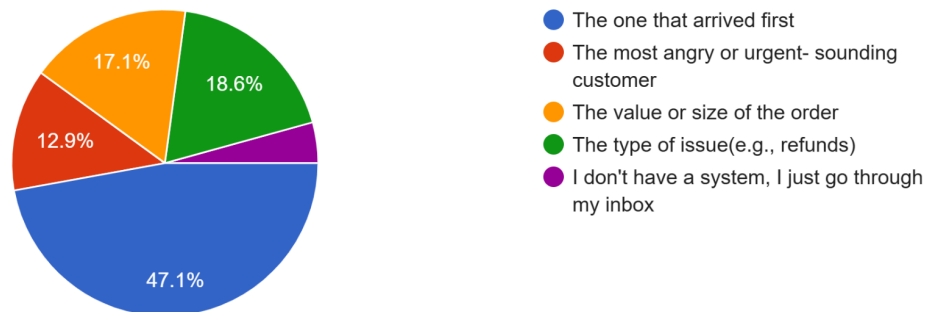
71 responses



Based on the graph below, majority of the sellers have a certain order that they tackle the complaints, so we've decided to give them a priority queue so they can handle the complaints more efficiently.

How do you decide which complaint to handle first?

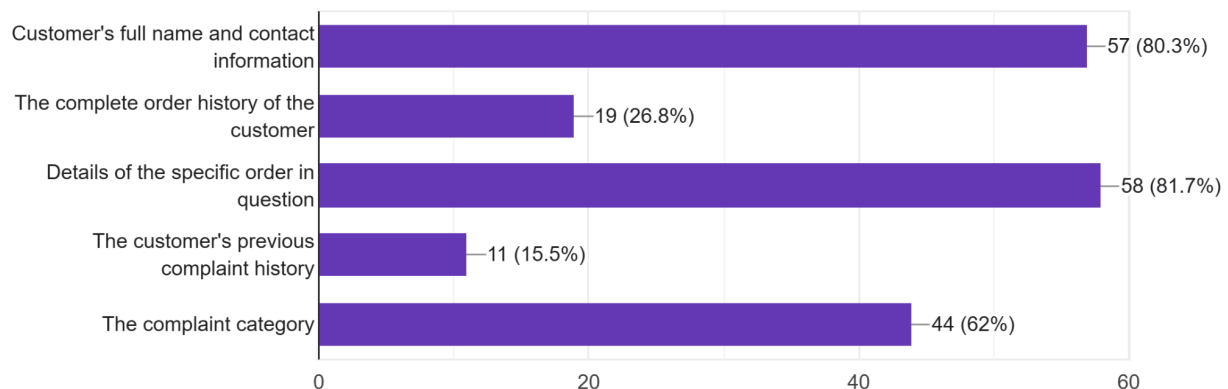
70 responses



Based on the stats below, it clearly shows that the user needs Customer's full name and contact details, details of the specific order and the order history of the buyer.

When new complaint arrives, what information is the most critical for you to see immediately?
(select top 3)

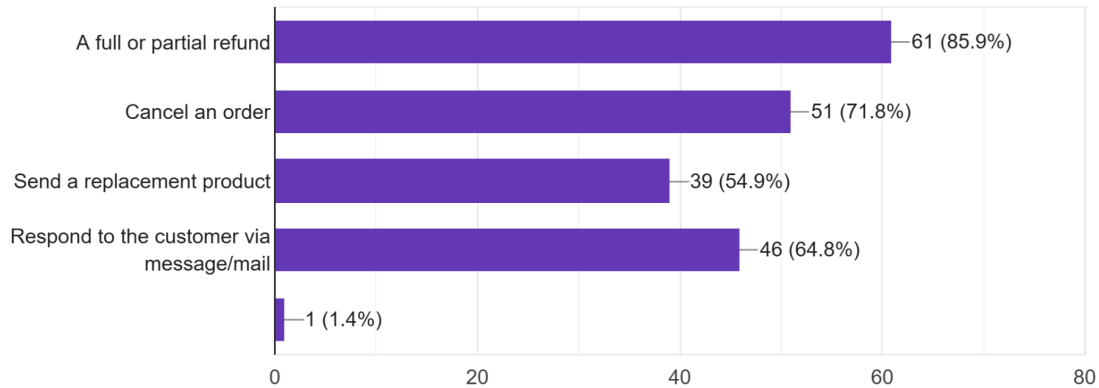
71 responses



There are some actions that the user has to perform a lot of times when they resolve the complaints, so we'll provide actions keys for "refund an order" , "cancel an order" . The graph for said responses is attached below.

What specific actions do you need to perform most often to resolve complaints? (select all that apply)

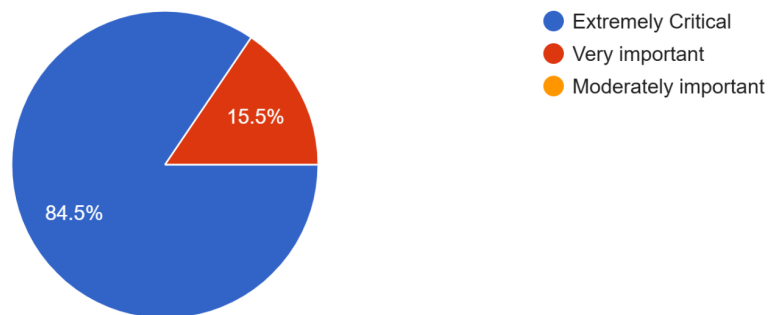
71 responses



The customer service system should be active during business hours. The survey for that is attached below.

How critical is it that the customer service system is always available during business hours?

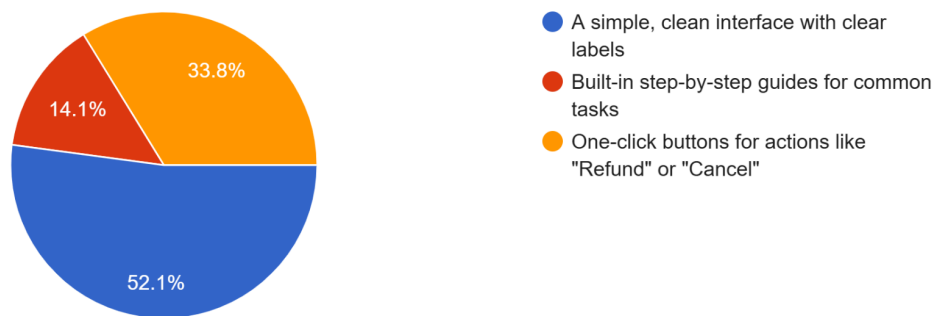
71 responses



The UI should be clean and idiot-proof for a new user to understand and implement.

What is the most helpful feature for a new agent to use?

71 responses



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