



SHEIN

THE SECRETIVE CHINESE BRAND DRESSING GEN Z

Team



**Gaurish
Anvekar**



**Komal
Srivastava**



**Niveditha
Shanbhag**



**Sai Sneha
Guduru**



**Shaheen
Nazar**

SHEIN Customer Review Word Cloud



Problem Descriptions



Frustrating Returns

Customers are finding it hard to place returns, having packages lost and not getting refunds, having trouble with return labels.



Flummoxing Size Charts

Every country/Region have very different size charts. Particularly for Clothing industry having a proper size chart has always been a challenge.



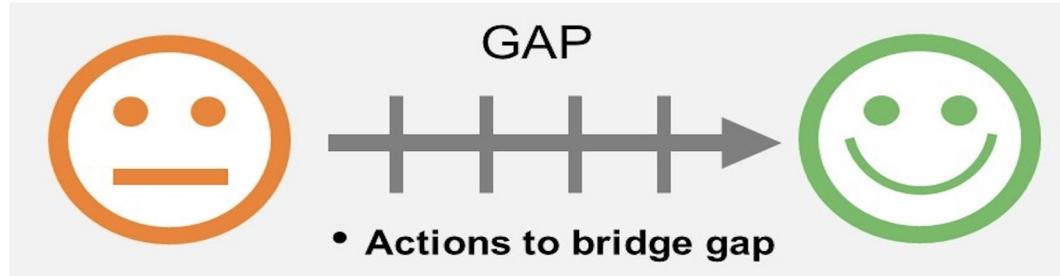
Fictional Customer Support

The customer care numbers have not been setup/are unreachable in most locations. If the customer care is reachable, the automated service repeats the same recorded message making it difficult for the customers.

Competitor Customer Review Analysis



Gap Analysis



Frustrating Returns



Fortifying Returns

Fictional Customer Support



Factual Customer Support

Flummoxing Size Charts



Facilitating Size
Recommendations

Why Now?

- Becoming a market disruptor in the fast fashion industry could be a “**Right place at the right time**” kind of thing.
- The pandemic was that moment for Shein, when a huge chunk of the population shifted from traditional shopping to e-Retail. During the time of 2019-2021, shein has seen an increase in revenue from \$3.15 Billion to \$15.7 Billion.
- Remaining a market disruptor** is going to be a challenge. To cater to that thought, it is important that Shein fixes their current issues to maintain its position as well as gain customer faith while building the Brand Value.



Proposed Solution Descriptions



Contact Less Return Lockers:

- Have Contact-less return lockers installed in various locations.
- These return lockers will have a scan pad to scan the return labels.
- A designated locker assigned to the customer will pop open for them to drop off their return package.



Revamped Customer Service:

- Use NLP to automate and enhance the existing customer support engine (CSE).
- Enhanced CSE can handle multi-minute conversations and log complaints properly.
- We also propose to integrate this CSE with common communication platforms like Messenger, WhatsApp, etc.,



Personalized Size Recommendations:

- Use AI and ML models to make personalized size recommendations.
- For existing users, recommendations will be made based on their purchase history.
- For new users, recommendations will be made based on the generic country/city standards.



Added Advantage

Contact Less Return Lockers:



- Ease the tedious return process for customers.
- Help regain the lost reputation and increase customer faith.
- Increase **customer retention** rate.

Revamped Customer Service:



- Increase **efficiency** in recording customer issues.
- Improve the customers shopping **experience**.
- Reduce the dependency on manual customer support personnel.

Personalized Size Recommendations:



- Provide us an edge over our competitors who currently do not have this feature.
- Ease the shopping experience for customers.
- Increase in **customer satisfaction**.

Digital Capability

System Capability

AI, ML and NLP implementation for improvising chatbot conversational capabilities. Recommendation system for nearest return store location after generation of designated return barcodes.

Process Capability

Product selection, Return process modification, Sizing recommendation, User engagement improvisation

Organizational Capability

Finance Planning, Resource allocation, security plugins deployment, Hiring the talent, Training the employees, Risk and mitigation

Customer journey map



Scenario : Myra is a instagram influencer and want to buy fast fashion clothes for increasing her followers
Expectations:

1. Find apparels which are in trend in the least time
2. Have a support that is available anytime incase she gets into trouble while shopping
3. Easy order/returns and size recommendation service availability

Consider

Visits the website after seeing a social media campaign

Explore

Browses through the wide variety of apparel & creates an account to add the selected items to cart.

Purchase

Proceeds to complete the purchase by providing payment details.

Service

Felt easy and comfortable while shopping. Made hassle free returns if necessary after receiving the delivery.

Loyalty

Rates the order received, and uses her refund or credit voucher for a subsequent purchase.

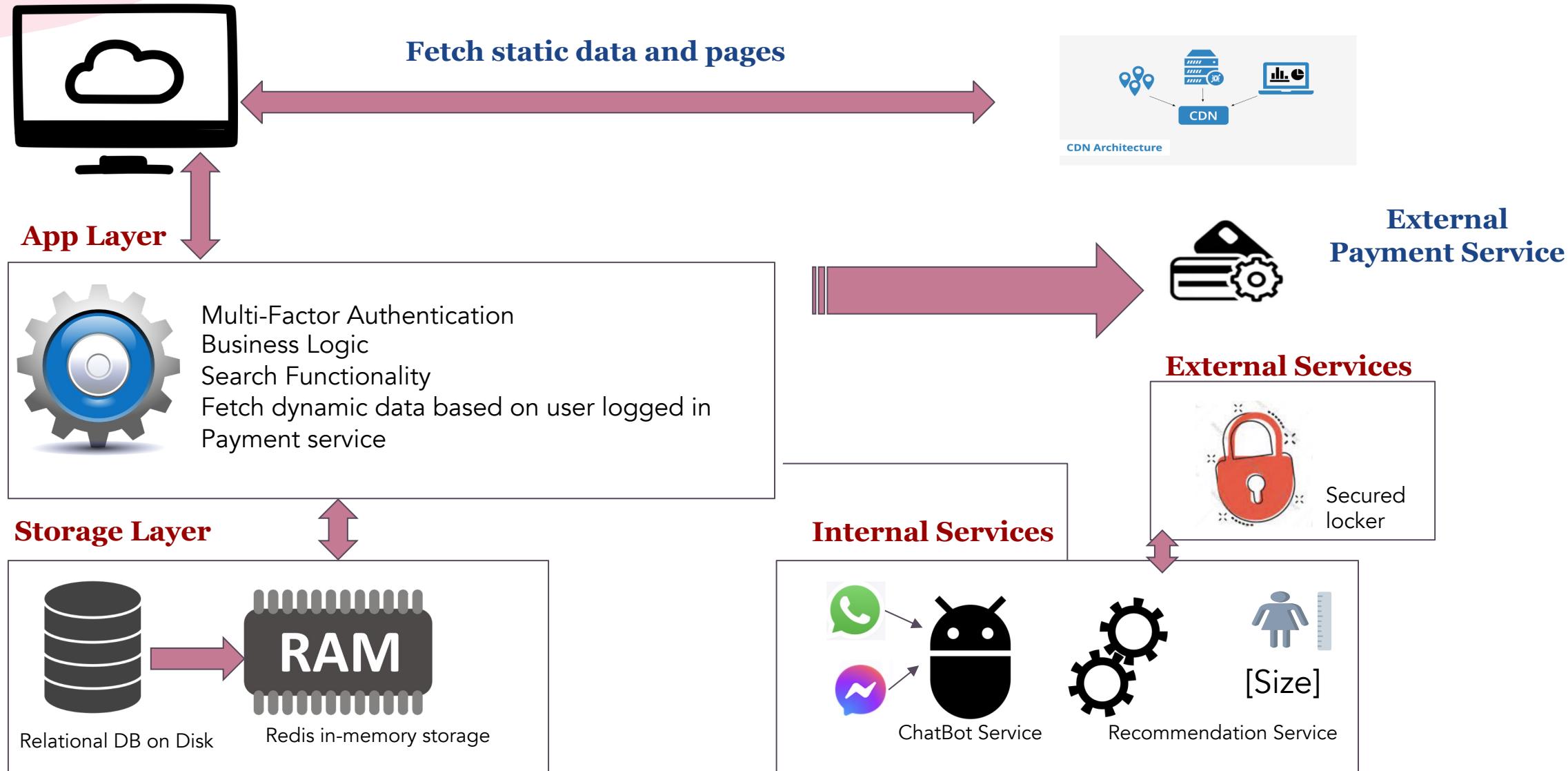


Necessary Resources

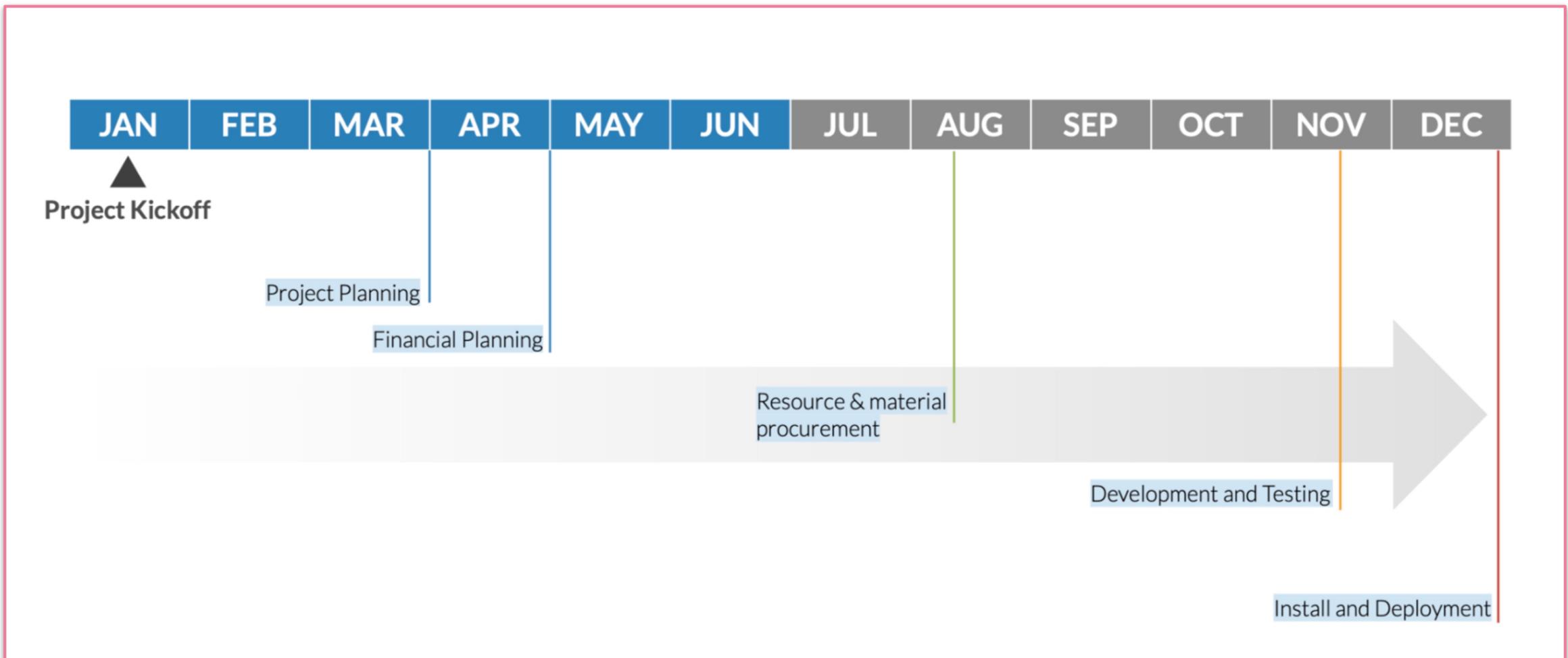
- **Human Resources** :Team of 15 people including Project Manager, Software developers(ML, AI, NLP, Web Programming), Testers and Support personnel.
 - **Financial planning Team** (to strategically map an appropriate budget)
 - Dedicated **Customer Service Team** :

A team of 20 personnel per country of operations who would be attending to the tickets raised using the automated customer service system & also monitor the calls to jump in when needed.
 - **Infrastructure** (Hardware & Software)
 - **External Resources** :
 - FedEx -> Tie up with FedEx to ship the return packages back to the warehouse from different locations.
 - Local Vendors from different locations to build & install the lockers.
 - Malls -> tie-up with malls around all major cities to install & maintain our return lockers.

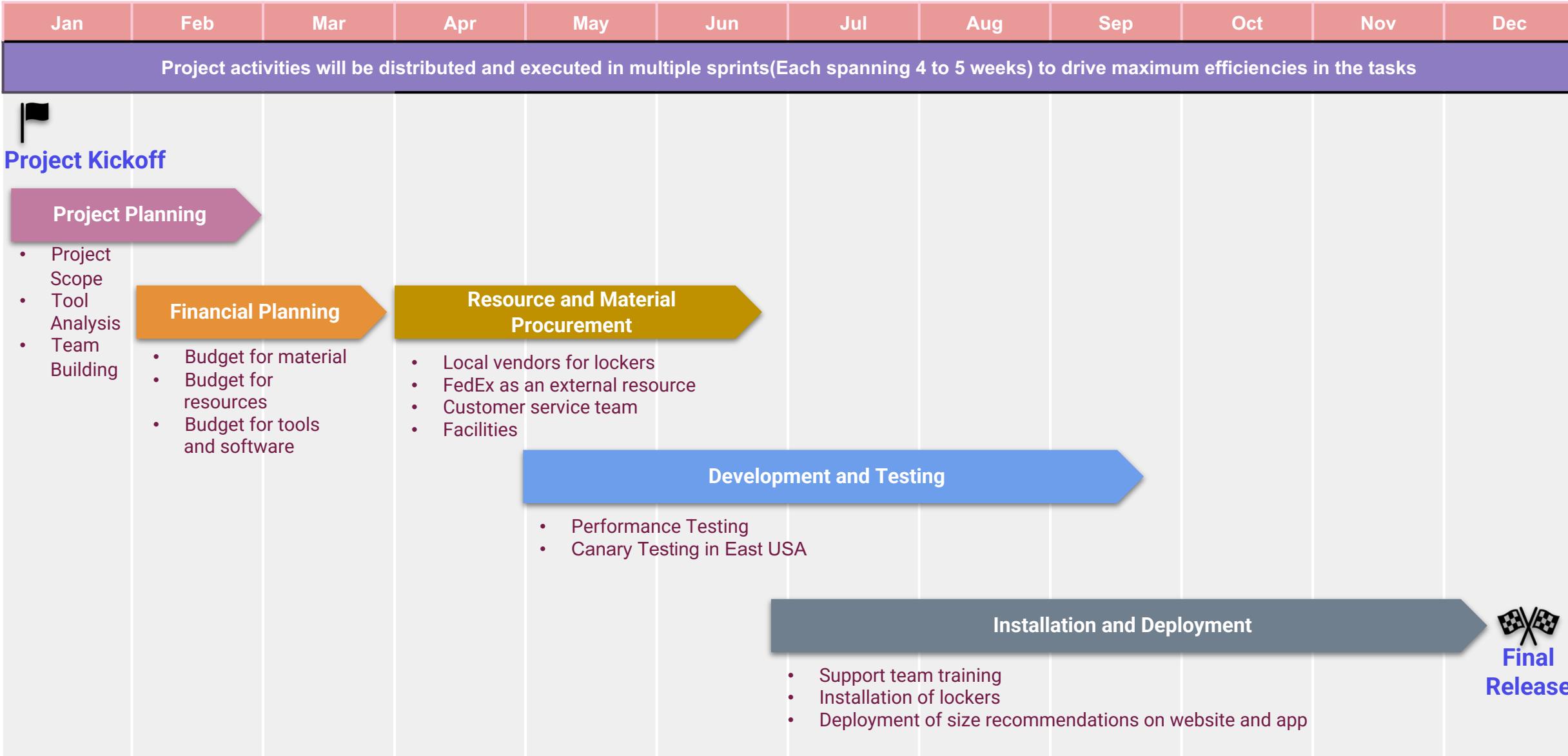
System Architecture



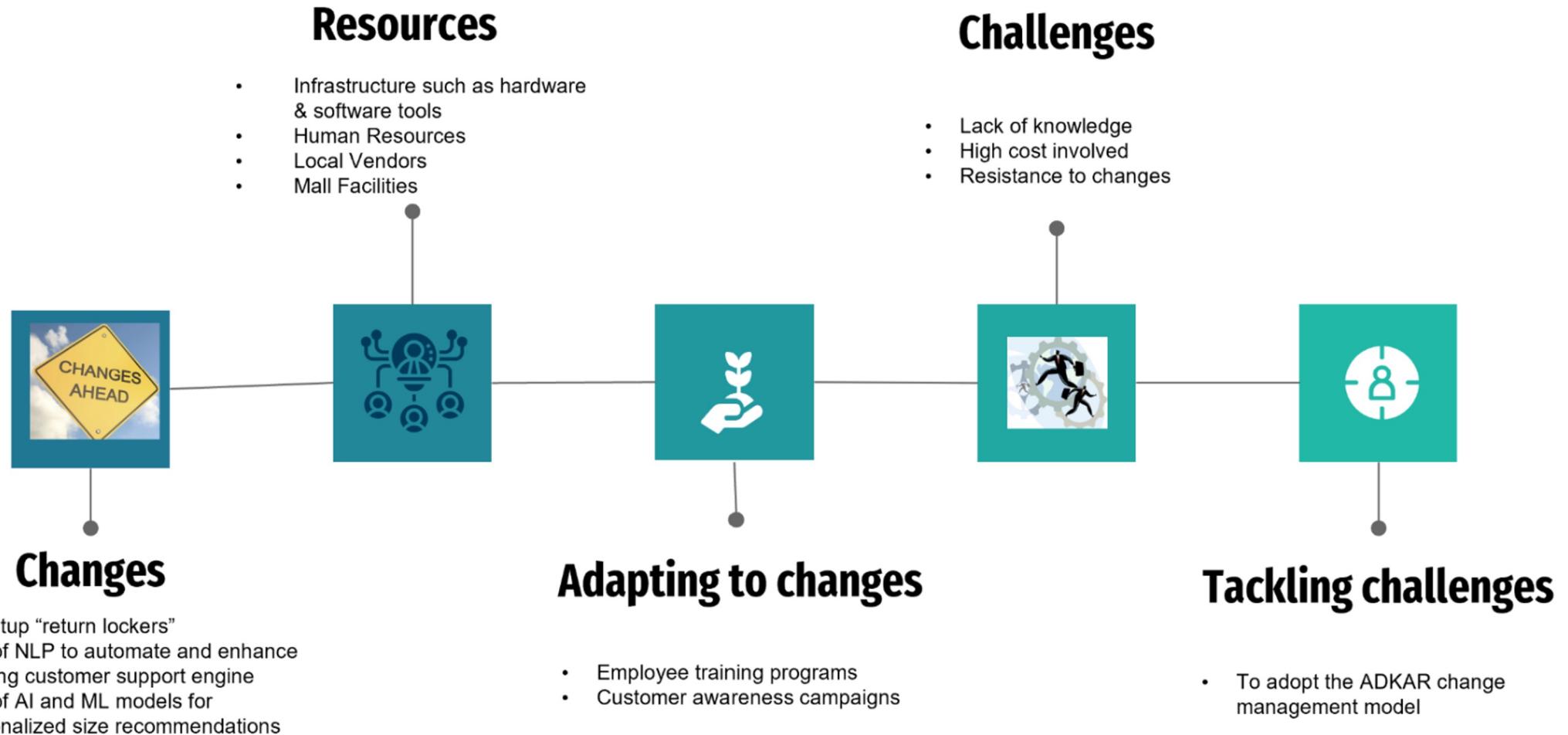
Project Timeline



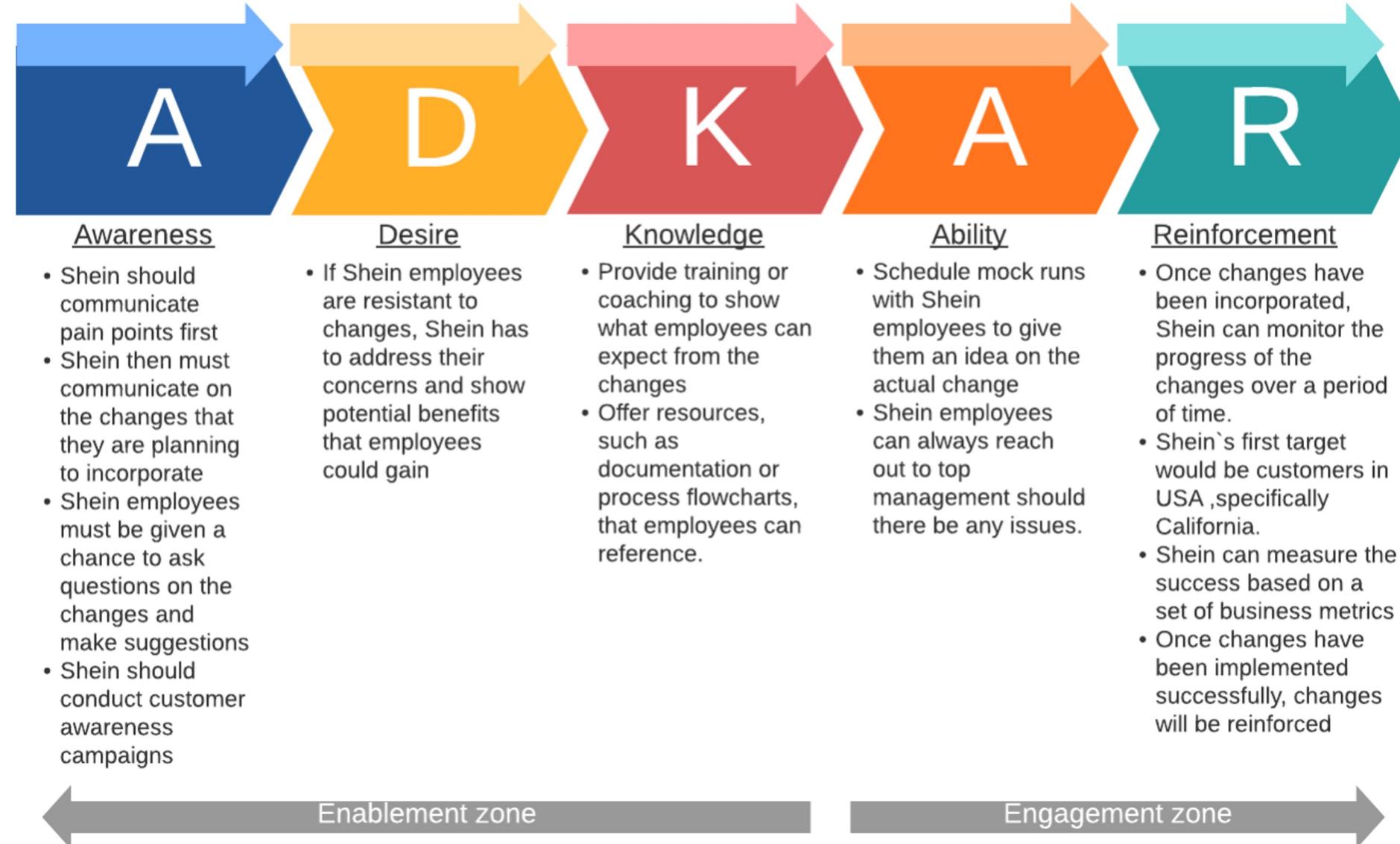
Project Roadmap



Change Management Process



Change Management Model - ADKAR



Current Vs Future State (Returns)

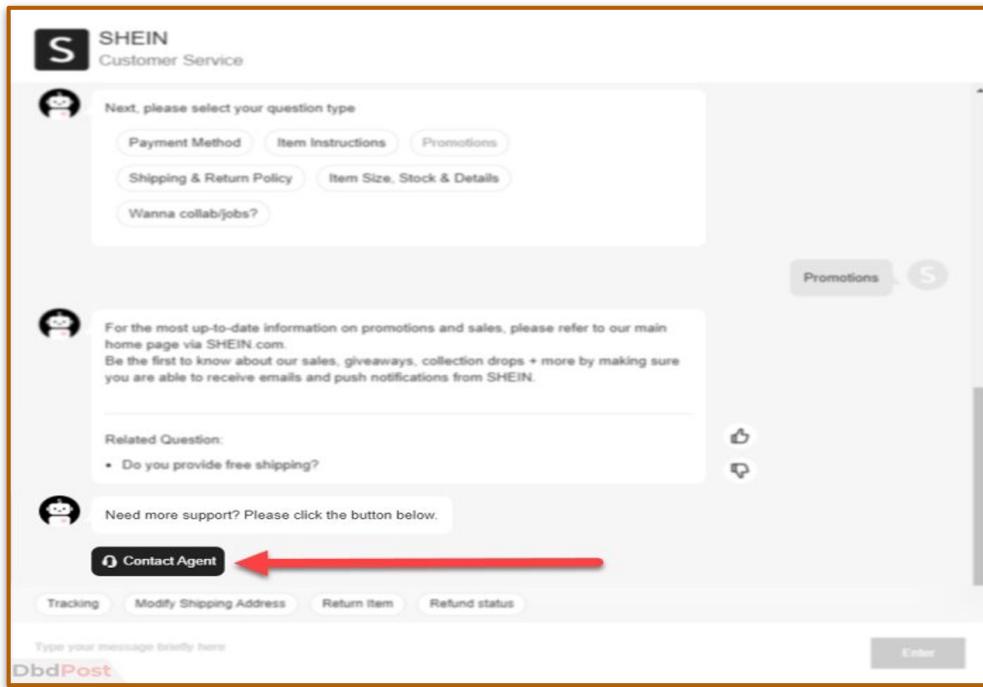


Current State

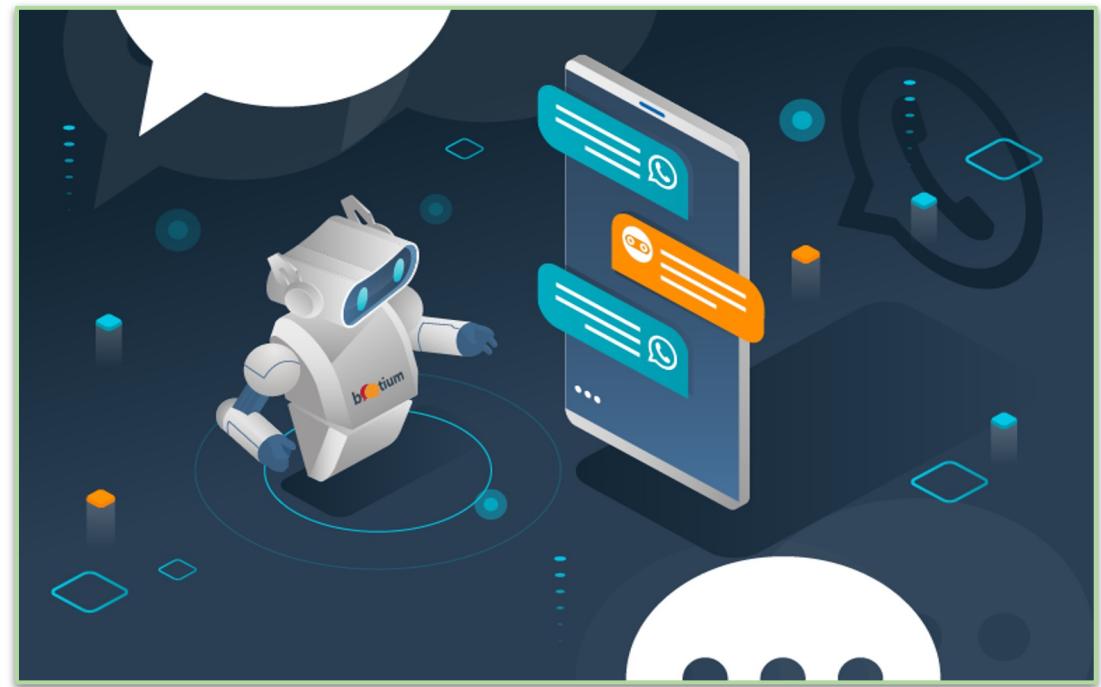


Current Vs Future State (Customer Support)

Current State



Future State



Current Vs Future State (Personalized Recommendations)

Current State

Size Chart

DE EU UK US
Inch cm

US	2	4	6	8/10
Size	XS	S	M	L
Shoulder	15.5	15.75	16.0	16.5
Bust	38.0	39.75	41.0	42.75
Sleeve Length	7.0	7.5	7.5	7.75
Length	24.0	24.5	25.0	25.0
Cuff	13.0	13.75	14.0	14.5

How to measure
This size chart is for reference purposes only. Note that sizing will vary between brands.

1 Bust
Measure under your arms around the fullest part of your bust. Make sure to keep the tape level!

2 Waist
Make sure the measuring tape fits comfortably as you measure around the narrowest part of your natural waist.

3 Hips
Stand with your feet together, and measure around the widest part of your hips.

Future State

Womens Tie Up Neck Floral Print Maxi Dress
★ 3.0 3 Ratings 8 Recommendations

₹ 2999

First Citizens earn points on every purchase! (scroll here)

SELECT COLOUR |

SELECT SIZE | Guide Recommended S-10

8	10	12	14	16	18
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In Stock

ADD TO BAG

100% Authentic Products

Free Shipping

Express Store Pick

SELECT SIZE | Guide Recommended M

XS	M	L	XL
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ADD TO BAG

Risk & Mitigation



Risk

- Security and surveillance** of lockers.
- Chatbots are **efficient but not effective**, i.e., they do not understand human context.
- Making personalized size recommendations based on the purchase history will always have an issue of **accuracy**. Ex: changing data(for existing Customers) or no data(for new customers)
- Increased risk of Security Breach** with new integrations (Messenger/WhatsApp) leading to theft of customer data.



Mitigation

- Locating the return lockers in relatively **secured locations with surveillance** like Malls.
- Monitor conversations for Key words** and notify support personnel when there is a necessity for them to take over based on a risk metric (Low/Moderate/High).
- Have a **backup system** to allow new or existing users to enter the dimensions and we would make size recommendations accordingly.
- Setting up **secured network firewalls** at the backend to avoid external breach.

Regulatory Steps

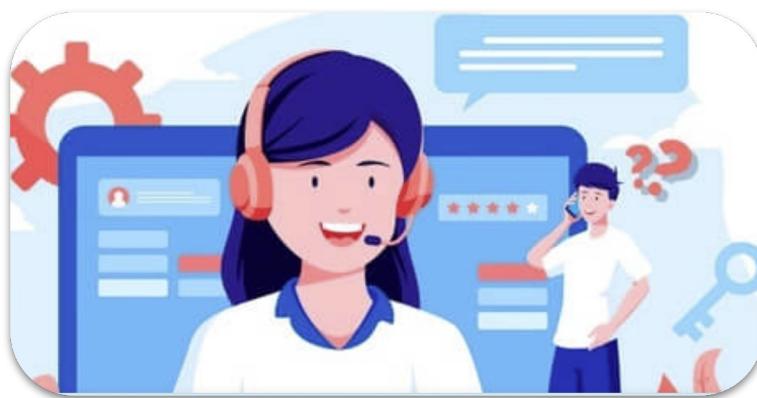


- Provide the full **supply chain disclosures** - outlining the steps it is taking to prevent modern slavery in its supply chain.
- Rivals like - H&M, Zara, publish detailed information about their supply chain and **code of conduct** on their websites.
- GDPR - the aim is to ensure individual's data is stored with consent, for a specific purpose.
- Achieving **GDPR compliance**:
 - Raise awareness enterprise-wide: Create GDPR awareness across all departments of the organization, and create a culture of data security.
 - Designate a DPO (Data Protection Officer)
 - Purpose limitation: A principle that data collected for one specific purpose should not be used for a new, incompatible purpose.

Potential Benefits



30% enhanced customer experience & satisfaction



75% reduced customer support hours



25% Increased Brand value & reputation



35% Increase in successfully resolving issues



40% Increased profitability & Sales



SHEIN

Thank You!

