**Introduction:**

**Shopee is presently the largest online platform in South East Asia (SEA) and offered purely 3rd party sales. (There was no business model where they buy the products themselves until the introduction of Shopee Supermarket). Shopee provides a diverse range of products at competitive prices to customers worldwide. What distinguishes Shopee from other e-commerce platforms is its emphasis on providing superior customer experience (CX) or digital customer experience (DCX). Shopee has made significant investments in developing a user-friendly interface, secure payment options, responsive customer service, in-app games and promotions, and fast and dependable delivery, all of which contribute to a pleasant shopping experience for customers. Shopee's dedication to CX or DCX has earned it a loyal customer base and a positive reputation, making it a preferred online shopping platform.**

**From the start, Shopee has taken a mobile first approach. The platform started out as a C2C marketplace but has since evolved to include B2C in a hybrid format.** (Read, n.d.)**.**

**As of the first quarter of 2022, Shopee was the most visited e-commerce website with close to 15 million monthly web visits. (Statista, 2023)**

Timeline

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**Fig 1 : Leading e-commerce sites in Singapore as of the 1st quarter of 2022, by monthly traffic(in 1,000 visits)** (Statista, 2023)

**Here I have explained about 3 pillars of DCX**

1. **Availability**

**Shopee leverages its extensive fan base across multiple social media channels like Facebook, Instagram , Twitter , YouTube and TikTok to effectively communicate its brand message. By adopting a style and tone that is organic to social media, Shopee engages with its audience and creates a meaningful connection with them. This approach helps to build brand awareness and establish Shopee as a trusted online shopping destination.**

**Graphical user interface, website

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**Fig 2 : Shopee’s Instagram ,Twitter and TikTok pages**

1. **Convenience of making purchases**

**Multiple payment options:  Shopee provides flexibility and accessibility to customers with varying payment preferences by offering a variety of payment options. Multiple payment options can also improve online transaction security and cater to local preferences in different countries or regions.** **At Shopee, customers have the option to make their purchases with just a single click by choosing to save their payment details for future transactions. For added security, customers can set up their account to require the Card Verification Value (CVV) each time they make a purchase.**

**Graphical user interface, text, application

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**ShopeePay: Customers can choose to transfer funds from their bank account to their Shopee wallet known as ShopeePay using PayNow or their credit/debit card which can use to make purchases on the platform. This option is particularly useful for those who prefer not to share their card details with multiple vendors, as they can simply transfer money into their Shopee wallet and use it to pay for all their purchases.**

**Graphical user interface, application

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**Fig 3 : ShopeePay**

**Shopee live** (Lim, 2022)**:** Shopee Live is a live streaming feature that replicates the physical shopping experience by allowing customers to interact with sellers and learn more about their products online .Shopee Live features makes use of AI to recommend more personalised livestream content and deals based on shopping behaviour and user interests. For example, it has aimed to improve in-stream calls so shoppers can have real-time connections with their sellers when transacting in-app.

Graphical user interface, application

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**Fig 4 : Shopee Live**

**Shopee Supermarket :** Shopee Supermarket provides customers with the convenience of online grocery shopping, a diverse selection of products at competitive prices, and the ability to compare and evaluate products based on customer ratings and reviews.

Graphical user interface, application

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**Fig 5 : Shopee Supermarket**

**Shopee Mall** (Lim, 2022)**:** Shopee Mall, which offers a wide range of branded, authentic products, was created in collaboration with authentic brands. Shopee Mall items are sold by the official stores of the brands themselves, allowing customers to buy with confidence, knowing they are getting the genuine article.

Graphical user interface, application, website

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**Fig 6 : Shopee Mall**

1. **Convenience of assistance and services**

**Refund/return policy :**  
Buyers can return or get a refund for items that are defective, incorrect, or significantly different from the item description under Shopee's return and refund policy. Following your successful refund request, the seller will have three days to respond and either dispute your case or counter-propose your proposal. which could be checked for updates by clicking the "Discuss" button. And then we could either accept the counter proposal or counter it.

All Shopee Mall products are eligible for a 15-day return period.  Shopee's return and refund policy safeguards buyers against fraud and non-delivery

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**Fig 7 : Refund/return policy**

**FAQs and live chats :**

Shopee offers both a live chat option and an email option. This enables a user to speak with Shopee service members directly to resolve any concerns. They also feature a Frequently Asked Questions (FAQ) page that is divided into sections such as selling and billing, shipping, and other topics for individuals who do not need two-way contact.

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