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| DEFINING THE SCOPE |
| Understanding the Problem Statement to analyze key terms and solutions required carefully   * High order cancellations and returns in H2 2023 * Improving Discoverability of Products * Expand its user base to the next billion users in H2 2023 * How to increase the customer engagement to boost the sales |

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| **Understanding the vision and mission of the platform to help build solution in lines to that** |
| * **Vision**: Building a more accurate product delivery mechanism which suits user preferences so that product can reach even the remote areas and increase customer engagement * **Mission**: Creating effective algorithm to optimize logistics and streamline the quality control so that customer shopping experience can be enhanced and Customers can search and find the products of their preferences from anywhere in the country |

Strategic Intent

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| Phase | Approach To | Solution | Goals |
| * 1 | Quality control enhancement in Logistics and Delivery | * Lengthen the Return Policy. * Rewards program on Customer Review the products * Engage with buyers post shipping the product * Logistics audit. * Clear Notification on delivery * Remove COD on stationaries, Jewelleries | Decrease in Cancellation and return |
| * 2 | Algorithm Optimization for Better product Search | * 1.Segment products based on City ,Language * 2. Promote Ethnic Wears and jewelleries based on region * 3. Localization of App. Support multiple languages for products * 4. Research on most sought out products region wise and categorize them as best sellers | Product diversity and and increase discoverability of products |
| * 3 | Increase the reach of the product as per user preference ,language , culture | * Segment long-term and short-term users on app * feature accesses, motivating members to upgrade their membership .Discount and Cashback on regional festivals. Cache the User search history and display products based on customer search pattern | Increase in Customer engagement |
| * Loyalty Program for Customer Retention. Netflix /Amazon prime. Free membership for 3 months above 5000 purchase. Rollout App in regional languages. Onboard local merchants and logistics for distributed delivery. Minimize the amount of data your app consumes by using efficient data formats, compressing images, and reducing unnecessary network requests | Increase in New Customers Base |
| 4 | Boost in sales by optimizing overall shopping experience | Engage with customers in multiple platforms and live chat to understand the Customer preferences. Include Filtering on age , brands , Regions and Customer Search history to recommend products of their choices. Offer points on each purchases and facilitate customers to redeem those points . Yearly gift for purchases above 50K in a year . Offer cashless option where Customers can use UPI to buy any products | Market penetration and increase in sales volume |