olist

Sales Funnel Management

PRESENTED BY: TEAM 7

WHO WE ARE

Effortless e-Commerce

2015 Founded

100% Increase in Sales 2021

$186m Raised in 2022

PLAYERS

Competitor Analysis

- E-Commerce Platform
- Customizable Templates
- Third-Party Integration
- Complete Solution

- Omnichannel Commerce
- Cloud-Based E-Commerce Platform
- Scalability
- Third-Party Integration
- Modular Architecture for Customization

- E-Commerce Platform
- Customizable Templates
- Third-party Integration Focus on Social Media
- Seamless User-Experience

WHERE WE ARE

Dashboard

tableau®

PAIN POINTS

Conversion Rates

Poor user experience

Ineffective messaging

Technical issues

Data Collection

Missed opportunities

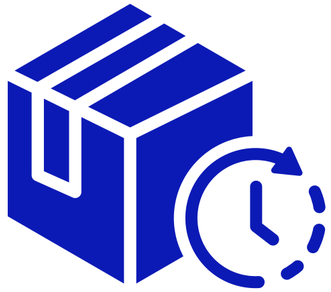
Not targeting correct leads

Wasted resources

PAIN POINTS

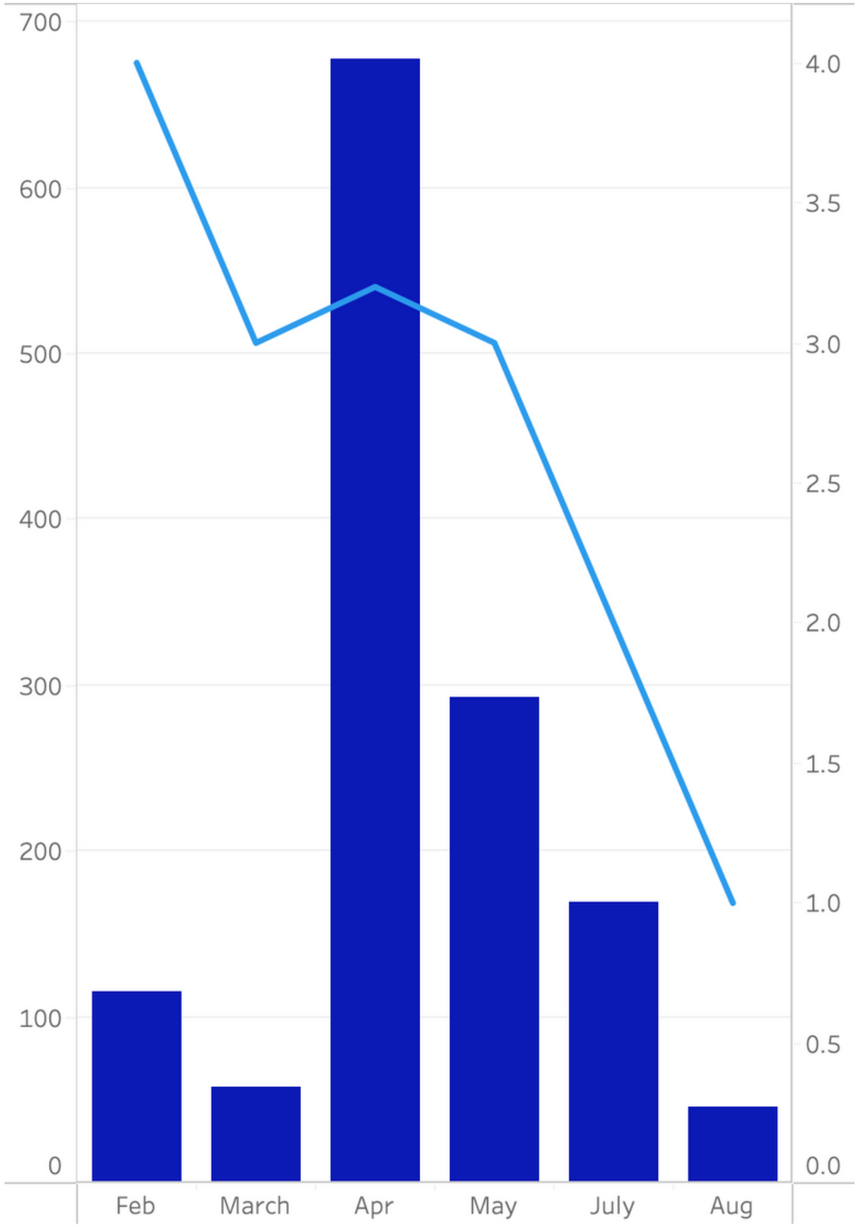
Cost of Bad Reviews

"Arrived late"
"Only got one, ordered two"



"Poor quality"
"False advertaisment"

Constantly receiving bad reviews affects sales



PROBLEM SOLVING

Conversion Rates

Visit Origin

In order to imporve conversion levels, Olist should focus on the following visit origins:

Organic Search
Visiting via search engine

Paid Search
Visiting via paid advertisements

Direct Traffic
Visiting via website URL

Direct Traffic represents the highest overall conversion rate, demonstrating that the appearance of the website is very important in order to obtain new sellers.

PROBLEM SOLVING

Conversion Rates

Lead Behavior

Olist implemented the DISC model to understand the behavior of their merchants and help their Sales Reps shape their communication accordingly.

The **Steady-Green** people profile represents the highest **conversion rate** in terms of the transition of **merchants to sellers**.

A Steady-Green people-oriented landing page could include the following characteristics:

- Clear and Concise Information
- Images and Videos
- Opinions and experiences of other clients
- Avoid aggressive or confrontational language

Olist could adapt its landing page to fit the specific characteristics of this group of people.

POSSIBLE THREAT

Amazon Connect

Omnichannel cloud connect platform

- Set up a contact center
- Add agents
- Engage with customers

Third-Party Integration

- API
- Salesforce

Personalized Experience

- Chat
- Voice Contact

A unified experience across multiple channels

- **Use same routing profiles, queues, flows, metrics, and reports for all channels**
- **Monitor all channels from one dashboard**
- **Agents handle all customers from one interface**
- **78% of SME's that use Amazon started using the platform between 2020 and 2022**

SUCCESFUL EXPANSION

The Battle for Mexico

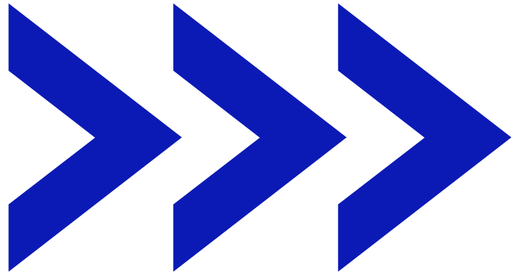
81% 2022 e-Commerce growth

14% CAGR 2023-2027

tiny by olist

olist pax

Current problems SME's are facing



- Logistics
- Inventory Management
- Finance
- Technology

OUR GROUP

Meet the team

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THANK YOU