

Case Study

E-commerce giant moves from a traditional vendor-dependent operating model to a hybrid hub and spoke model to scale merchant onboarding

E-commerce leader sought a Managed Services Provider who could become their largest partner in driving merchant growth on its platform

Solution Overview

Hub and spoke model, integrated digital portal, predictive analytics

Results



Faster merchant onboarding



Higher merchant support satisfaction rate



15%

of merchants launched were high value

Challenges

- Time and resource intensive merchant onboarding and engagement process
- Need to attract merchants and accelerate onboarding to outperform the competition
- Revenue sharing project for Firstsource

Merchant onboarding and engagement

Outperforming the competition in the cluttered e-commerce marketplace is no cakewalk. It requires e-commerce companies to not only onboard hundreds of thousands of merchants but also rapidly empower them to succeed on the platform. The lengthy and resource-intensive process involves identifying potential leads, setting up and launching merchants on the platform, and post-launch training and engagement to maximize sales.

Firstsource approached the e-commerce giant with a unique value proposition – using a hub and spoke model complemented by integrated digital portal and predictive analytics to accelerate merchant onboarding.

Solution Synopsis

- Hub and spoke model to scale merchant onboarding
- Integrated digital portal to seamlessly connect front and back office
- Predictive analytics to nurture high value merchants based on 12 attributes

Maintaining leadership position: Harnessing a hybrid model

Only a third of the country's retailers currently have a presence on the e-commerce giant's platform. With e-commerce poised to grow at a CAGR of 30% over the next five years, the company decided to partner with Firstsource to attract high-value merchants and accelerate onboarding.

Firstsource's Seller Affiliate Strategy enabled the eCommerce giant to move from a vendor-dependent model to a hybrid model that leverages digitally-enabled onboarding capabilities. Using a hub and spoke approach, Firstsource acts as the hub, working with the eCommerce company's partners to rapidly onboard new merchants. We deploy omnichannel engagement and analytics across the merchant operations lifecycle – lead sourcing, lead prioritization, contact registration and launch, post-launch prioritization, and performance monitoring – to maximize outcomes.

The outcome-based model focuses on three critical pillars to maximize Gross Merchandise Sale value and drive growth for the e-commerce platform.

- **Lead generation** – Identify potential sellers through secondary research, business listings, industry-specific databases, social media, referrals, and outbound calling – to build a healthy pipeline.
- **Seller launch** – Ensure lead quality through predictive analytics, register sellers, and upload their product listings using an integrated digital portal.
- **Post-launch engagement** – Track seller performance to maximize merchandise sale value, drive sponsored product and coupon adoption, order management, boost sales conversation, and merchant training, relationship management and support.

Results

- Accelerated merchant onboarding
- High merchant engagement and satisfaction

Outcome-based model delivers tangible results

With targets set at each stage of the funnel based on historical performance and benchmarking and focus on key drivers such as launch quality and price competitiveness, the Firstsource model delivered tangible results:

- **300 sellers** launched in a quarter, with 15% being high-value merchants
- **Improved** GMS
- **Superior** merchant support satisfaction rate

Next phase of the seller affiliate program will include:

- **Analytical models** to help seller qualification framework and better lead sourcing
- **AI-powered operations** to achieve 100% digitally enabled merchant onboarding

What's your challenge?
Let's work together to solve
it. To speak to our experts
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Firstsource Solutions Limited, an RP-Sanjiv Goenka Group company, is a leading provider of transformational solutions and services spanning the customer lifecycle across Healthcare, Banking and Financial Services, Communications, Media and Technology and other industries.

Our 'Digital First, Digital Now' approach helps organizations reinvent operations and reimagine business models, enabling them to deliver moments that matter and build competitive advantage.

With an established presence in the US, the UK, India and the Philippines, we act as a trusted growth partner for over 100 leading global brands, including several Fortune 500 and FTSE 100 companies.

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