FLIPKART'S
TIMELY PRODUCT DELIVERIES.

MADE POSSIBLE
BY TATA COMMUNICATIONS.

E-commerce market growth in APAC

The global e-commerce market is projected to grow substantially, with estimates suggesting it will globally reach USD $18.81 trillion by 2029, growing at a CAGR of 15.80% from 2024 to 2029 (Mordor Intelligence). This growth is powered by the increase in the global smartphone user population, which is increasing as the internet's penetration increases.

Asia is witnessing a rapid rise in mobile commerce. Countries like Indonesia, Thailand, and Vietnam are seeing significant growth in mobile e-commerce sales, driven by high smartphone penetration and a young, tech-savvy population (TMO Group, 2024). Mobile-first marketing strategies and the development of mobile-friendly shopping platforms are crucial in this region.

E-commerce sector in India

The e-commerce sector has become a transformative force in India, significantly impacting the country's digital landscape. With increasing internet penetration, rising smartphone usage, and affordable data prices, e-commerce has democratised access to a wide range of products and services. This sector has not only boosted consumer convenience but also contributed to economic growth, job creation, and increased tax revenues (BGC, 2022).

The COVID-19 pandemic accelerated this growth, pushing many consumers to shop online for the first time – contributing at establishing this as a habit that hasn't disappeared afterwards.

In India, the e-commerce market is expected to reach USD $325 billion by 2030, driven by the increasing number of online shoppers and digitally-influenced spending (Investindia.gov, 2024).

Importance of Customer Experience (CX) in e-commerce

Customer experience (CX) is a critical factor in e-commerce success. A positive CX can lead to increased customer loyalty, higher conversion rates, higher LTV and better word-of-mouth marketing. Companies that focus on delivering seamless, personalised, and engaging shopping experiences are more likely to retain customers and attract new ones.

Effective customer service is essential in e-commerce as it directly impacts customer satisfaction and loyalty. Providing timely and helpful support through various channels, such as chat, email, and phone, can enhance the overall shopping experience. Good customer service helps resolve issues quickly, builds trust, and encourages repeat business.

Flipkart

Flipkart, founded in 2007, is one of India's leading e-commerce companies. It has played a pivotal role in shaping the digital commerce landscape in India, offering a wide range of products and services to millions of customers.

Flipkart operates as a comprehensive online marketplace, providing over 150 million products across more than 80 categories. The company has a registered customer base of over 500 million and supports around 1.4 million sellers.

Flipkart's platform is known for pioneering customer-centric innovations such as Cash on Delivery, payment in monthly installments at no cost, and easy returns, making online shopping more accessible and affordable for millions of Indians.

Flipkart's ecosystem includes several subsidiaries and services:

Myntra: A leading fashion e-commerce platform.

Cleartrip: A travel booking platform.

Flipkart Wholesale: Catering to the needs of small businesses and retailers.

PhonePe: A digital payments platform.

Flipkart Health+: A digital healthcare and pharmacy platform.

eKart: Flipkart's logistic arm.

We partnered with Flipkart in their growth phase from:

70 to 80
product categories

30M to 150M
products

100K to 1.4M
sellers

100M to 500M
users

Our solutions for Flipkart

Our solution addressed several key problems for Flipkart. We significantly reduced response times for reported issues and took a proactive approach in planning the infrastructure, especially for Big Billion Days (BBD) sales events. Additionally, we improved delivery rates **by enhancing call connection rates compared to competitors.**

"Many respondents engaged with mobile marketing messages and converted those engagements into purchases, demonstrating the effectiveness of Flipkart's mobile marketing initiatives. This success is largely attributable to data-driven customisation, time-sensitive incentives, and persuasive calls to action."

IMPACT OF MOBILE TECHNOLOGY ON CONSUMER ENGAGEMENT WITH FLIPKART: A TRANSFORMATION OF BRAND INTERACTION

Dr. Santhosh M
Associate Professor, RV Institute of Management, Bangalore
Journal Publication of International Research for Engineering and Management, June 2024

To become and remain a supplier for Flipkart, we had to meet and maintain several criteria.

We adhered to all e-commerce regulations and compliance requirements, ensuring secure processing of data through our platform.

We ensured a high percentage of successful call connections.

We implemented call masking to protect the privacy of both the delivery agent and the end customer.

The primary use case was for delivery, where agents needed to contact customers without revealing their phone numbers. Our solution ensured successful call connectivity and masked numbers using Direct Inward Dialing (DID).

Our proactive approach and superior call connectivity helped us retain and grow our relationship with Flipkart. But also, we provided **best-in-class Service Level Agreements (SLA) supported by dedicated TPM, operations, and support teams**. We outperformed competition by creating an OTT (WhatsApp) group with their team and our TPM and AM for instant issue resolution, ensuring no compromises on quality while maintaining competitive pricing.

"We are proud of several key metrics achieved with Flipkart. We increased delivery rates, established a high-speed support system with rapid response times for reported issues, and ensured faster time to market and overall improved response times"

Mauro Carobene, Head of Customer Interaction Suite, Tata Communications

Current use cases include call masking services to ensure privacy during deliveries. Flipkart values timely product delivery, and **our solution provides the best regional voice channels and dedicated regional numbers. In the future, Flipkart plans to include WhatsApp and other OTT channels in their communication strategy.**