Process optimization in onboarding seller listings for a leading e-commerce platform

E-commerce

Business challenge

Turnaround time and quality are two uncompromising success factors every business is eager to ace. A leading e-commerce platform with a similar goal approached Netscribes. It wanted to reduce the time spent on onboarding each seller's listings across various product lines while keeping quality intact. Large volumes of SKUs and a continuous stream of product descriptions had to be vetted every day, to ensure they were factually correct and aligned with the guidelines of the e-commerce platform.
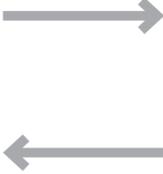
Approach

To help them achieve this, Netscribes conducted a probability analysis on two fronts:

Likelihood to be incorrect (by reasons)

Feed ID	R1	R2	R3	R4	RN	Overall
ID1	H	L	L	L	H	H
ID2	L	L	L	L	L	L
ID3	L	L	L	L	H	H
ID4	H	H	L	L	L	H
ID5	L	L	L	L	L	L
ID6	L	L	H	L	L	H
IDn	L	L	L	L	L	L

Agent profile record

Agent	Accuracy	Speed
ID1	H	L
ID2	L	L
ID3	L	L
ID4	H	H
ID5	L	L
ID6	L	L
IDn	L	L

- **Listings**

Since varying SKUs/ products had different guidelines to be met, each listing was scored for its likelihood of being inaccurate, and also for their likelihood of meeting every guideline separately.

The scoring was performed by processing the input stream of listings through an ensemble of Regression and Machine Learning models for higher prediction accuracy.

This framework helped us predict:

   o Which listing is likely to be incorrect?

   o What guidelines are they failing to meet?

- **Agents**

The agents vetting these listings were profiled and scored based on their accuracy and speed in completing their tasks.

Results delivered

- The scores deduced from each listing and each agent's performance were analyzed to optimize task allocations. This entailed mapping listings that demanded a higher degree of scrutiny and diligence, to agents with superior performance track-record in terms of accuracy and speed.

- Each agent was equipped with incorrectness probability scorecards across each product listing, allowing them to optimize their time and devote the right levels of diligence to products that required it.

Benefits

By implementing a probability analysis, the e-commerce platform achieved:

- Improved levels of productivity through resource and task optimization

- Quicker turnaround times (We don't have a number to quantify this as it was a pilot project) in onboarding product listings from its sellers without hampering quality

Raise your productivity levels by optimizing your processes with analytics informing your operational strategies.

Contact us

Follow us for more updates

netscribes
RETURN ON KNOWLEDGE