

CASE STUDY

E-commerce

Reviving revenue and trust for a top e-commerce player with **fraud management**



About the client

The company is a prominent e-commerce platform, boasting a diverse catalog of products, millions of satisfied customers, and a key player in India's online retail landscape.



Founded in
2007



Assets
USD 2,054.45 Mn



Revenue
USD 6,725.27 Mn



Employees
53,000



Objective and challenges

The client, a prominent Indian e-commerce marketplace, faced a growing issue of fraudulent returns, causing revenue loss and customer trust erosion. Their challenge was to combat this trend effectively, particularly in the high-value product category, starting with electronics and expanding to others.



Approach and solution

The Netscribes team of season experts in research and insights, especially in retail, devised a comprehensive approach to tackle these challenges:



We processed a staggering 53,04,000+ return incidents



Protected revenue worth 3,000+ Crores, thus being a High-value Authorized Service Provider



Elevated the Return Acceptance Rate (RR) to an impressive 12.5%



Enlisted a dedicated team of 200+ specialists, meticulously specialized across product categories



Implemented an automated workflow to streamline incident processing



Addressed a wide array of return reasons, from damaged products to supply chain issues



Conducted real-time internal audits, optimized SOPs, and secured client approvals



Ensured the continuous training and evaluation of our team



Results delivered

Our collaboration brought remarkable results:

- Substantial reduction in revenue losses due to fraudulent returns
- Improved Return Acceptance Rate, signifying an effective identification of fraudulent returns
- Restoration of customer trust and satisfaction through a more secure return process
- A dedicated team guaranteeing high accuracy across diverse product categories
- An enduring partnership equipped to tackle evolving challenges in the e-commerce landscape



Client benefit

Armed with our holistic solution the e-commerce mammoth was able to not only provide effective fraud and return resolutions but also witness tangible cost savings at scale.

Apart from protecting their revenue, they also gained a stronger grounding on customer trust and safeguarding their online reputation, with constant support from us.

Partner with Netscribes for effective [fraud and risk management](#). Reach out to us today to fortify your marketplace and drive trust and revenue.

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