

Executive Summary

Problem

We live in a Omni-Channel environment where we sell things online in multiple places. Marketplaces drive this where one seller can sell the same thing in multiple places and multiple countries.

Ebay and Amazon drive this with over 80% of all marketplace sales on one of these two channels worldwide.

The problem for sellers is how do they manage their customer communication in a prompt and efficient way. The challenges with all these different platforms is that you have to juggle between them, wasting time and potentially missing key messages that can produce a poor customer service.

With multiple languages in different places around the world this impounds the problem.

Customer Relationship Management software (CRM) is not a new invention, but most of current systems are very generic and whilst dealing with messages they never go 100% of the distance still requiring users to sign into different systems to complete the task.

When sellers do sign into the marketplace directly, there is no access or audit control. A mistake happening can cause a disastrous effect to the marketplace account.

Solution

Urban Seller, a SaaS solution, moulds around the different marketplaces and makes business more efficient.

Initially focusing on 80% of the CRM traffic, ebay, amazon and website email, it will focus in the following areas.

- Fully integrate so the business does not need to sign into that platform for customer service reasons.
- Gets over cross border challenges by providing quality translations.
- Monitoring the platforms incase of service defaults to enable proactive

resolution.

- Provide audit and restriction controls for users.
- Monitor cases and refunds to proactively manage them
- We cut costs by reducing time spent responding on similar queries.
- Automating repetitive tasks with reusable text and smart templates.
- Help marketplace sellers to meet their SLA's
- Unifying the teams to enable internal notes for comments and tasks.

There is no geographical limitation to Urban Seller, except for the restrictions of the underlying market places. Email is Universal, and eBay and Amazon integration works for all site.

The user interface only present in English at the moment, but the contents such as incoming emails, and customer orders, can be rendered for all encodings supported by modern browsers.

Upon signup, each tenant get his own independent SQL database, that is hosted on Azure market place.

The SaaS application itself is hosted on Azure West European region, but internationally accessible. It is planned to have another installation in the US to decrease latency and improve customer experience.

API access is also accessible, which exposes access to all Json Based API, which helps the tenant export or add business logic to the application.