Case Study

PRIONE

10X increase in business through efficient cataloging, ticketing and tracking

Business Situation:

Offline retailers reach out to Prione to list their products online. As part of the process, one of the key needs of these retailers is to have a digital catalog of their products to list products online. In the manual process they followed, the requests were managed and tracked using a google tracker and invoicing was also done offline, which was later reconciled in Tally. This manual process of the seller onboarding, tracking, and management of products was inefficient and time-consuming. The customer, as well as stakeholder communication, was also inefficient and there was no efficient tracking of the tickets in the manual process. The company required an alternative solution to enhance the efficiency of seller on boarding, cataloging and customer ticket management. BootUP team proposed a robust digital cataloging tool for automating all the procedures of seller on-boarding, catalog creation/ management and customer ticket management.

Solution Approach:

An efficient delivery team in BootUP built the catalog services tool for the client using PHP, Laravel, Blade& JQ grid and jQuery Bootstrap.
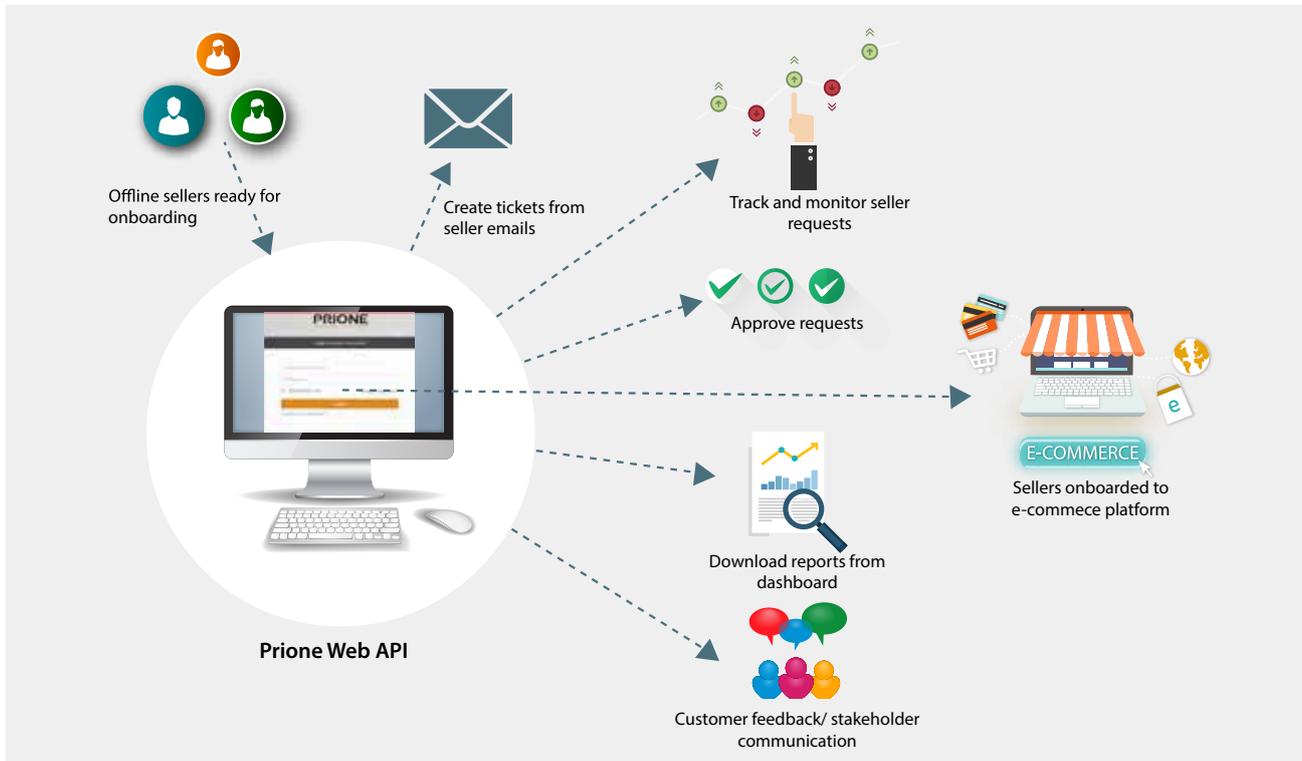
In the cataloging services tool, the team incorporated the following modules:

Input field: For receiving the seller request, a request form was built with pre-determined fields, and also the tool was optimized to create tickets from Seller Emails or from within Salesforce. Once the request is raised, it hits the city funnel (based on source city where the seller is located).

Workflow management: The request goes through a sequence of steps based on the scope of work. The request owner changes as the work progresses. The status (and stage) of the request also gets updated to keep all stakeholders informed about the progress and track and monitor requests.

Invoicing: The system was equipped to generate invoices based on pre-defined rate card and scope of work.

Reports/Dashboard: Based on the hierarchy of assigning, tracking and approving tickets, appropriate dashboards/views were implemented. There was also provision for downloading reports to do business reviews and track the health of the business.

BootUP

Offline sellers ready for onboarding

Create tickets from seller emails

Track and monitor seller requests

Approve requests

Download reports from dashboard

Customer feedback/ stakeholder communication

Sellers onboarded to e-commece platform

Prione Web API

Stakeholder communication – A provision for communication between Team, requester, and seller was implemented. It was built in such a way to enable tracking of the communication for future reference. Customer feedback: Implemented provision for recording feedback on Quality of Service from the requester and seller.

Seller agreement: Implemented a solution to have the seller read and record the acceptance/ rejection against company terms and conditions.

The team followed agile project management methodology with multiple quick iterations, daily stand up's, weekly PM reviews and bitbucket bug tracking, which enabled the delivery of the best possible the solution within a short span of time.

Benefits & Results:

¤ An efficient cataloging services tool which enhanced the efficiency of seller on-boarding, cataloging and customer ticket management.

¤ Automated the time consuming manual process of seller onboarding, tracking, and management of products.

¤ Improved stakeholder communication and customer services by efficient reporting and feedback

¤ Hierarchy based approval workflow and efficient tracking/ monitoring of stakeholder requests