

Flipkart increases operational efficiency through Kaleyra's Cloud telephony platform



Executive Summary

The e-commerce has transformed the way business is done in India. The Indian e-commerce market is expected to grow to US \$200 billion by 2026 and much growth of the industry has been triggered by increasing internet and smartphone penetration. The ongoing digital transformation in the country is expected to increase India's total internet user base. India's E-commerce revenue is expected to grow at an annual rate of 51% , which is the highest in the world. This amount of growth is possible due to the cutting-edge solutions provided by Cloud Telephony providers who ensure these market giants have a real-time communication with its customers and contribute to smooth user experience.

Cloud Telephony solutions have emerged stronger than ever before with the strong focus on virtualization, security and quality of service that over-the-top traditional solutions like EPBAX cannot guarantee. Enabling business communications through Cloud saves redundant energy, resources and most importantly, time to deploy state of the art means to interact with their customers, instantly. By automating time-consuming processes, Cloud communications can give enterprises service agility along with a secure platform which are the key factors that the former rely on when it comes to business communications channeled through Cloud telephony provider.

About the Client

Flipkart is India's leading e-commerce marketplace offering over 30 Million products across 70+ categories that includes books, media, consumer electronics and Lifestyle. Flipkart has over 100 million registered users and 100K sellers and holds 60% of the Indian e-commerce market. Flipkart through its subsidiary Ekart which handles the delivery logistics for the e-commerce giant ships about 8 Million shipments per month.



70+
Categories



100 Thousand
Sellers



100 Million
Users



8 Million
Shipments per month



Flipkart's objective

Though the company's database, communication protocols, network architecture, on-premise solutions were well-aligned and systematic, an appropriate channel was required to ease communication with various stakeholders involved.

The e-commerce giant needed a platform that is adaptable, has the ability to scale rapidly and can be customized in a highly collaborative environment to protect customer data privacy. A highly agile platform that provides real-time data enabling quick business decisions was the need of the hour.

Areas of concern

Creating a brand recognition for itself by resolving customer queries at a faster pace was an important step towards offering a smooth customer experience.

When Kaleyra analyzed the nature of queries, it was clear to the Cloud Telephony provider that queries received by Flipkart via customers were identical. Most of the queries were related to orders and shipments but the volume of queries handled were massive and in millions. Kaleyra suggested that to handle queries of such heavy volumes efficiently, they needed automation in place.

Nature of queries

Most of the queries handled by Flipkart can be categorized into three main categories:

Orders: Order status, Order returns, Order misplacement, Order wrong delivery, Order replacement/exchanges, Order returns, Order cancellation etc.

Returns: Return approvals, Return status, Pickups, Return transactions, Payment processing, Payment refunds

Shipments: Date and time of delivery, Shipment status, Delays in delivery, Availability of customer, Delivery retries, Successful delivery confirmation



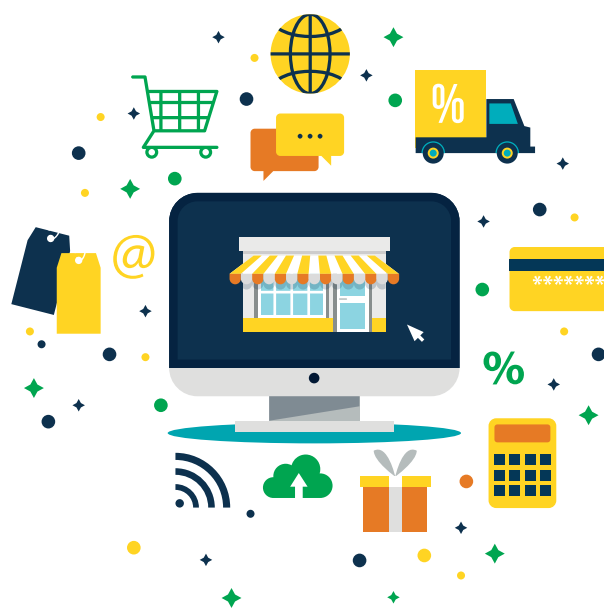
Kaleyra's cloud solutions to Flipkart

Understanding the business requirements, Kaleyra offered Flipkart with Call masking, IVR and Alerts Messages to deal with the extensive queries received on orders, returns and shipments. With Kaleyra's Cloud communication platform, remote working is a possibility which allows managing communications from various locations easier. Since the entire set-up is on Cloud, agents can reconnect to customers anytime from across the globe.

Messaging solutions provided to Flipkart

Flipkart was looking to reduce the number of calls received about repeated queries related to orders, returns and shipment. Flipkart uses Kaleyra's messaging platform to trigger alerts messages informing customers about order placements, order confirmation, order cancellation, returns, pick-ups, refund etc. By enabling alerts, Flipkart is able to reach its millions of customers hassle-free and provide a better customer satisfaction thereby winning customer loyalty.

Alerts messages allowed customers of Flipkart to be informed about orders every step of the way thereby eliminating the need to contact customer support every time they place an order to know about the various stages of order until the customer receives it. It allowed the e-commerce leader to concentrate on improving operational efficiency and reduce manual interventions thereby allocating company's resources more effectively.



Voice solutions provided to Flipkart

Achieving 100% customer satisfaction is the goal of businesses. By using Kaleyra's next generation intelligent Voice solutions, Flipkart was able to automate multiple queries related to Orders, returns and shipments. IVR solutions, Call Masking and OBD by Kaleyra helped Flipkart channelize their queries in a systematic manner and safeguard customer's privacy by not displaying their mobile number when the ekart delivery person wanted to contact the customer to deliver the order.

Intuitive IVR

Flipkart initially used a rigid IVR system that did not allow to edit call flows making it difficult for them to meet customer's expectations. Kaleyra's IVR provided them with a user-friendly drag and drop widget based IVR studio that made call management easy and edit call flows according to requirement.

IVR or Interactive Voice Response allows much more than customizing call flows and helps capture customer responses intelligently.

Through intuitive IVR customers can confirm order confirmation/cancellation, rescheduling of order for high-price items, Cash on Delivery (COD) order confirmation/cancellation/rescheduling, reverse pick up of items ordered etc. through an outbound call that is triggered to the customer's registered mobile number via Kaleyra's voice platform. Once the customer enters a valid order ID, the company takes the order cancellation/confirmation/rescheduling, return pickup forward.

This not only reduces the effort of the delivery agent to reduce failed delivery attempts, it saves time and allows Flipkart to concentrate on providing a superior customer satisfaction. A self-service model IVR helped Flipkart bring customer queries under one single platform and handle millions of order in a meticulous fashion.

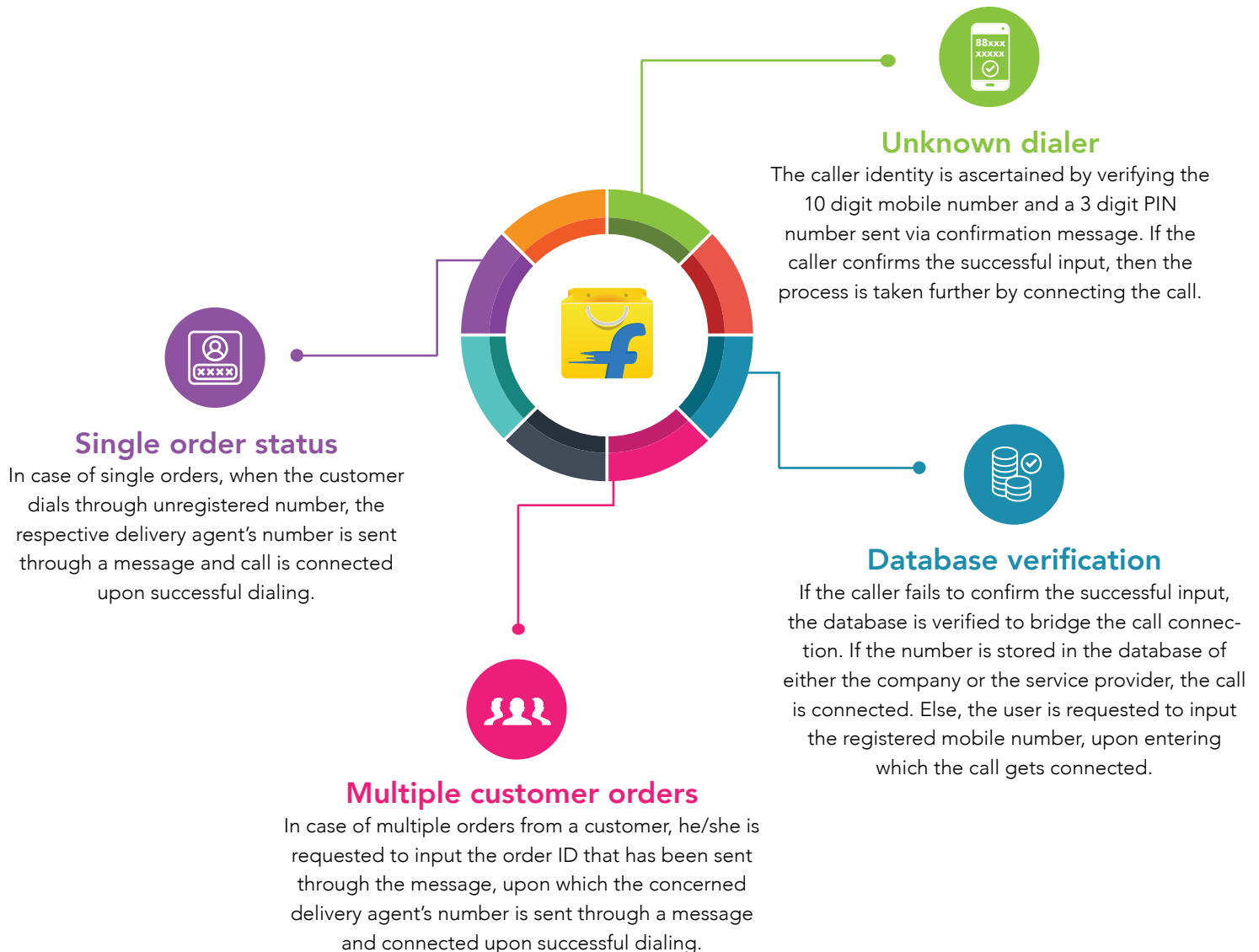
Call Masking Solution

Call Masking solutions by Kaleyra allowed Flipkart to enable a secure way of connecting delivery agents and customers without revealing the customer's or delivery agent's mobile number. Call masking helps improve user privacy and avoid off-platform transactions. It helps agents to avoid incurring any personal costs since the calls are triggered by Kaleyra's platform. Call masking connects both the agent and customer through a virtual number that masks either party's personal number thereby safeguarding both identities.

This directly shows the users that Flipkart aims to protect and safeguard customer's identity and thus gain trust and brand loyalty. Kaleyra's Call masking provides detailed reports, analytics and call recordings that take place between agents and customers. Flipkart can thus directly track and assess these conversations and gain customer insights.

For Flipkart, Kaleyra suggested multiple scenarios for while suggesting call masking solution. It is done under the following scenarios:

- 1) **Happy Flow:** In this scenario both agent and customers call from their registered phone number and the calls is connected via Kaleyra's platform assigning a virtual number that is valid only for the duration of the call and both the numbers are masked.
- 2) **Unregistered/ Anonymous Phone Numbers:** When either customer or agents receive a call from Unregistered/ Anonymous Phone numbers Kaleyra has provided various scenarios to handle the call yet achieve call masking at the same time.



Outcome of solutions provided by Kaleyra:

By using Cloud-based messaging and voice solutions, Flipkart was able to:

- Confirm the order cancellation through automated calls
- Track real time data for actionable insights
- Safeguard their customer information and sensitive data to avoid vulnerabilities
- Send timely automated alerts to customers
- Tracking, monitoring the delivery agent activity for accurate results

Scaling through Kaleyra's cloud platform:

- Kaleyra's platform delivers over **8.7 Million** messages & **10 Million** calls per month and achieves successful communication for end users
- Over a Million of messages are sent per day on marked transactions
- 82% of deliveries are successful through call confirmation enabled by Call Masking
- Increased customer loyalty by 34% customers due to Call Masking
- Automated transactions resulted in 18% overall efficiency in the process

Key Takeaways

Scalable and reliable platforms allows enterprises to grow without any additional infrastructure costs. With Cloud communication, businesses can now use both messaging and voice solutions by interlinking them to a process and achieve better success and customer satisfaction through it. While the marketplace is filled with Cloud Telephony providers, choosing the one who provides a secure platform that helps businesses to customize existing process, improve user experience, simplify processes and ones which are easy to integrate add greater business value.

Kaleyra's Cloud telephony platform does all this and much more. It provides a 360-degree multi-channel cloud-based solutions that are user friendly along with a dedicated 24x7 customer support which helps businesses run their operations smoothly while our team ensures we offer a seamless experience to our clients.

With its detailed analytics provided on advanced dashboard, it becomes easy for businesses to keep track of all the messages and calls triggered through our platform. Businesses can view daily, monthly, hourly status about number of messages and calls triggered through our platform. Robust APIs help businesses function smoothly by automating mundane processes. Kaleyra's messaging platform currently triggers 2.5 Billion messages with more than 98% of the alerts messages reaching customers in the first 2 seconds. A strong network operator connection across 190+ countries ensures businesses never have to worry about connectivity issues. By leveraging this network operator connection, Kaleyra currently serves 8000+ clients and triggers 600 million voice calls per month through its efficient, secure cloud platform.

Switch to Cloud Telephony services today and reach larger target audience by gaining actionable insights. Make your business communications seem more professional by opting the next generation Cloud platform of Kaleyra. To find out more about our services and products, drop an email at sales@kaleyra.com or visit our website www.kaleyra.com and sign up for a free trial account now!

*This information is based on research conducted within Kaleyra.

