How do we teach e-commerce sellers complicated online selling processes in a simple and engaging manner?

THE CLIENT

India's largest e-commerce platform

TARGET AUDIENCE

Potential & existing online sellers

THE NEED

e-commerce processes are new, dynamic and technical. At the same time, most Indian sellers are traditional and not very technically savvy. New sellers therefore find it daunting to sign up and existing ones face difficulty in scaling businesses and becoming profitable.

The Client wanted online training content which would make it easy for sellers to understand processes & policies and enable them to navigate smoothly through various stages of online business management.

WHAT WE DID

Always – Client First

- Conducted seller interviews to understand their perspectives
- Listened to seller helpline calls to get a sense of problems and bottlenecks
- Observed a seller meet to gather insights & collate inputs on seller profile and their preferences
- Understood complex processes through detailed knowledge transfer sessions from product & process experts

THE INTERVENTION

- Designed a 4 step curriculum mapped to lifecycle of an online seller
- Scripted & created 25+ animated videos for online learning
- Built in certification at the end of critical modules to advance to next stage
- Some key areas covered were
  - Introduction to online business world
  - Order Management
  - Payments
  - Cancellations & Returns
  - Compliance guidelines
  - Performance metrics

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And that's not all

- Created a universally appealing mascot to guide the learner through all modules
- Integrated company's existing brand characters into the learning series to enhance recall

The Game Changers

- Story-telling format to create excitement & engagement
- Complex processes simplified into small, easy-to-understand learning nuggets
- Creative, conversational videos which sellers find easy to understand
- Simulated videos with step by step demos to increase knowledge of systems

The Results

- Positive feedback from sellers
- Specific appreciation on -
    - Structure & design of the curriculum
    - Balance between learning & fun
    - Ease of learning in complex & technical topics like Returns