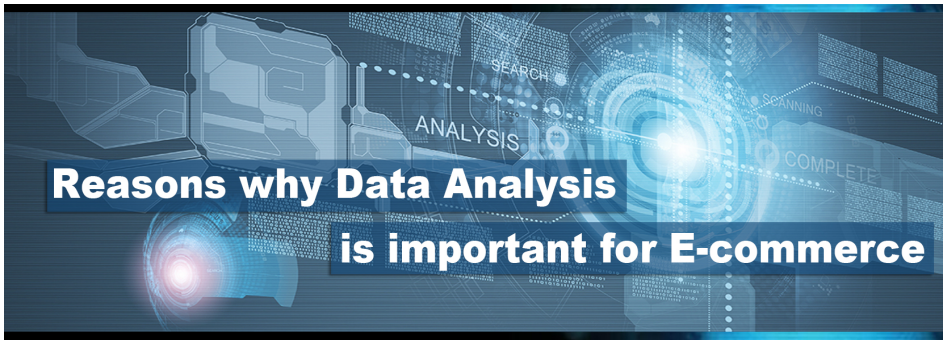


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Melea Outsourcing Services Pvt Ltd

Suite No.226, DLF Galleria
District Centre, Mayur Place, Mayur Vihar
New Delhi 110 091 India

tel: +91 11 4506 0183
fax: +91 11 4506 0197
email: info@meleaprivate.com



We often feel lazy to go out and do shopping when we know we can do it by doing a few clicks on mobile. Indian e-commerce industry has been on an upsurge for the last 3 to 4 years. The way business was done in India prior to the year of 2012 was way different as compared to how it is being done now. In simpler words, earlier people used to go to the shops and buy themselves the goods they wanted to buy. But nowadays, when everything has become much easily accessible online, the physical market has given way to a mere laptop or a mobile phone. We check out the goods we need, online and buy them instantly. The online purchase is becoming bigger so much so that the e-commerce market in India, reached US\$ 14.5 billion in 2016, as per a report by KPMG – E-commerce Retail Logistics India. The report also told us that an approximately 1-1.2 million transactions per day take place in e-commerce industry in India. On the other hand, a report by Morgan Stanley tells us that, the e-commerce market is expected to reach \$200 billion by 2020 in India alone.

A part of this immensely increasing trend of e-commerce industry is also credited to the usage of internet (via mobile phones and laptops), the changing consumer habits, and lifestyles. Consumers, nowadays look for the convenience. Of course, what else could be better than an option to shop while lying on your couch and when everything is available online? Be it the furniture for the home or the grocery needs to clothing requirements and even the electronic appliances. You tap on the search bar and type your requirement there. And voila! Numerous choices galore! More to this, the prices that are offered online are much more pocket-friendly.

But our argument is, when the e-commerce industry has expanded, there is a requirement to understand the consumer demands which are fluctuating every now & then. Consumer demand is of course the basic and the most important information that an e-retailer needs to know before selling online. What are the interests of the consumers, what brand they use, what is their budget, what is their experience post sale, is the customer willing to come back and shop etc? And it all just doesn't restrict to a customer's shopping needs but also their experience on a particular website. Customer has easy options in the online world. For example, when buying it from Amazon, if it doesn't work, they can shift to Flipkart, Myntra or eBay or whatever suits their needs while navigating through a website. It has become much more difficult to stay ahead of the competitors because the consumer has acquired all the power. And to reach the customer at the right time, with the right choice is what the marketers today are dealing with. The race is about grabbing on to "your customer" and not letting them go.

However, the data that needs to be analyzed is not restricted to this. It is also about measuring the ROI i.e. Return On Investment. To fetch the relevant data,

one needs efficient and apt tools for the business. The analysis comes secondary. Let's talk about a few tools that every marketer and any online business can adapt, to not only understand their customer & current trends but to also have an insight on how to increase sales.

1. Piwik

An alternative to Google Analytics, it gives the marketer a tool to analyze the revenue, orders and conversion rates and details product statistics. The unique feature is that it shows all those visitors on the portal who purchased the item, who came to the last point of purchasing the order but left the portal. It is 100% free software (at least for now!), is privacy compliant, and of course no data storage limits. Check out the tool at <https://piwik.org/>. Big businesses like Forbes, T-mobile use this tool. for their analytics needs.

2. Kissmetrics

Isn't it easy to get the filtered data, the one without the unnecessary details? That's what Kissmetrics will do for you. It tracks the customer path on the website along with the applied filters. Moreover, it easily tells the marketer the consumer trends & practices over time. Try it out <https://www.kissmetrics.com/>. The advantage that Kissmetrics brings with it is the integration of third-party tools like Shopify or Magento (e-commerce website building software). However, it is a bit expensive. Nonetheless, the features it provides are worth paying a good amount.

3. Clicky

This tool is apt for the mid-size and small businesses. It gives the website administrator a real-time analytics and gives the marketer a chance to respond to the customer quickly. It is really good for the businesses that have a limited budget. Explore Clicky at <https://clicky.com/>.

Talk to Google!

We all are aware of Google Assistant, a tool in our android phones. Some of us even have a real-time conversation with it asking for suggestions or answers to our queries. Recently, Google Assistant has been upgraded to add a new feature. It is now possible to give your command via voice-search and Google Assistant will give you answers as per your needs. It can now give localised results for service providers like electricians, plumbers, cleaners etc. And, of course it doesn't stop there. You ask it to dial a phone number and Google Assistant will dial it for you linking your mobile to it!