# Two Most Important Words for any business

Handling of undesired scenarios/events like product replacements/refunds plays a crucial part in defining the customer experience, especially when it comes to the most competitive industry – the E-commerce business.

This is where one of our customers decided to build their Differentiation, by providing unmatched customer satisfaction, with faster delivery and quick returns, while competing with millions of other sellers on Amazon and other eCommerce platforms.

They were selling on Amazon (NA, Canada, Japan, Europe), Walmart, Fry's, Flipkart (India), and wanted to have a great customer experience across their business.

The challenge was that these marketplaces are like islands; self-sufficient, but disconnected from each other.

This in turn also creates islands of small businesses being run on the marketplaces, where data, operations,

workflows are disconnected between these islands.

The customer had to employ multiple hands to act as a bridge between these islands for consolidating finances, operations, workflows. This involves a lot of manual work of downloading data from all islands, creating multiple excel sheets, manual consolidations, creating dashboards, reports. This is all very time-consuming, error-prone, and non-scalable given that data from every marketplace is different in granularity, formats, capture mechanisms.



CoreView team studied the situation and came up with a state-of-the-art data engineering solution for Sam's business, which provided a consolidated view and control of the entire business across all eCommerce marketplaces.

This laid down the groundwork for delivering a seamless and exceptional customer experience at all customer interactions.

An intelligent customer Support Chat-Bot enabled almost free-flowing conversations with customers, which used all the intelligence and automation in the platform to fire appropriate actions, open, update tickets. This allowed a 24x7x365 delightful and consistent after-sales service.

**We at CoreView believe that technology can become a great competitive advantage when deployed in Customer Satisfaction, to build a loyal customer base with high engagement and returns.**

**How do you leverage technology for attracting and engaging more customers?**

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**RETAIL-SALES**
*with*
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