

Q3 technologies

Leading publishing marketplace

Q3 maintains efficient application support solution for a leading business in publishing domain

Case Study - Leading publishing marketplace

Company Profile

Client is a website for online shopping from the earth's biggest selection of Books and was established in 1995. It carries over 1.5 million titles. In order to market ourselves to sell those 1.5 million titles, we have created various "online storefronts" on website such as Amazon.com, Ebay.com and Abebooks.com. These websites have an enormous Client base which affords smaller, reputable businesses exposure to more people in an attempt to sell their items and gain exposure, while affording their own customer's the opportunity to shop around for the best price.

- » Client developed a market place as a solution to the problems encountered from over 10 years of selling on various marketplaces and which could resolve problems they faced as marketplace sellers and design a sound seller friendly platform which would allow sellers to upload, maintain and sell their books through the .com. In addition to maintaining our own website and Market-Place, client has maintained itself as the power seller on these Marketplaces. This is largely due to our pricing, which are considerably discounted.
- » Client has affiliated and uploads the inventory and the in-stock to other partner sites. They are: Amazon.com, amazon.co.uk, amazon.ca, amazon.de, abebooks.com, buy.com, alibris.com, textbookx.com, half.com, ebay.com, valore.com. it received electronic orders from these sites apart from their own website and the process follows where the orders are bi-furcated and passed to the respective publisher/wholesaler and the ASN or the shipping file received from them in return to the orders and the books delivered to the end-buyer. The money transaction is handled by Paypal.com.

Business Situation

Solution

Q3 Technologies has been a technology partner since January 2005. The areas in which we provide service to this USA client are:

Technology

Q3 also gives a technical touch to the two services provided to client in USA. The technical areas with Marketplace that we handle are the FTP account setup, reviewing the upload errors to the finer detail which involves in going to the level of viewing the contents of the uploaded files We also work on to fetch different kinds of reports that would enable us to counter-act on the delayed shipments and also to reduce high cancellations. Q3 also covers the monitoring of the error logs, which is taken care at the grass-root level and is taken to the level that the errors does not get repeated.

- » Support process being continuous due to different time zones.
- » Business model and culture at Q3 entails ownership of the process. It is not only the team members who are dedicated to a client; it is the whole company management which works in complete tandem and efficiency to ensure that the relationship is seamless and successful.
- » Support was achieved in a very cost effective solution on account of being able to cut down resource costs.