

A Whitepaper on Vendor Connect



If you're building a platform that connects buyers and sellers of a specific product, you're on the brink of something big. The entire world says so. A lot of hot young marketplaces have transformed the industries they cater to.

Online marketplaces, big and small, are thriving. In fact, retailers plan to spend 32 percent more to sell their products in online marketplaces in 2016.

All of these marketplaces are driven by technology. But the users do not want to be dealing with technology or robots. Sellers expect services to be infallible and continually improving as well.

How can you now use technology to create experiences that make life easier for both the buyer and seller and make business sense in the long term?

What's new about marketplaces?

Marketplaces have been around for many years now. But the way they function in the recent years has been heavily influenced by the advent of technology.

Picture this, a few years ago, if you were looking for a painter, you would either call up a marketplace or go on their website and search for painters in your area. The marketplace would hook you up with a few painters. And by "hooking up," we mean that you get a bunch of phone numbers from them. You pick one at random, or call all of them up to compare quotes and finally pick one painter to do your job. Phew! Just typing all of that out was tiring.

Here are some of the drawbacks with this method of working:

1. No way to monetize without dispute: with this method of working, there is always bound to be dispute about the number of leads any vendor receives from a marketplace. And since there is no dispute free way for a marketplace to prove the number of leads sent to a vendor, monetisation becomes a tough game.
2. No control over what happens after the connect: after a vendor and a buyer are connected, the marketplace holds no control over what happens next.
3. Privacy nightmare: exposing a buyer's number without a discretion is a big cause for concern about privacy.
4. Vendors' convenience is not taken into account: When a buyer requests for a service or a product, the marketplace hooks them up with the phone number of the vendor. However, if the vendor happens to be at an inconvenient time/place to take calls, it is a lost lead for them.

Exotel allows marketplaces to decisively all all the problems mentioned above.



Marketplace startups are unique because they aren't just serving one base of customers. They connect buyers and sellers, service providers and consumers. They have to make sure users are having a good experience with each other as well as their company.



-Anand Iyer, Former Head of Product at Threadflip

Exotel helps Quikr connect buyers and sellers with increased efficiency

Quikr's new product

Quikr has introduced a new product called Quikr Services. It has a database of vendors who offer a plethora of services. With a large number of companies offering similar services, the best way for Quikr to differentiate their offerings was to ensure that the customer interaction happened smoothly and in an efficient manner.

Quirk's aim

1. Ensuring smooth customer interaction

Not bombarding the user with calls from irrelevant vendors

Have the customer speak to multiple service providers to get the best experience possible

2. Monetisation of the Quikr Services

Track leads passed on to vendors

Easy dispute resolution

Exotel checks all the right boxes to help Quikr achieve their aims.



Exotel's cloud telephony is the central technology for this (Quikr Services) product



-Praveen Chandran, Product Head for Services vertical, Quikr

The process

When a potential buyer logs in a request on the Quikr Services app, they're connected with the appropriate vendors.

Exotel first calls up the relevant vendor. The vendor can either choose to reject or accept the call. If the vendor accepts the call, they can talk to the client. After buyer finishes talking to vendor 1, Quikr checks with them if they'd like to speak to more vendors. If the buyers says yes, Exotel connects them to 4- 5 more relevant vendors.

Smooth Customer Interaction

1. Since the calls are connected via Exotel, the buyer can speak to as many vendors as they'd like to without revealing their phone number. Privacy, check!
2. The buyer also can pick the correct vendor without being bombarded endlessly with calls!

Monetising Quikr Services

As soon as a call is completed, Exotel sends Quikr all the relevant call data. Quikr now analyses information like if the call was answered, what was the duration of the call, etc to monetise Quirk services.

Charge vendors:

If the call lasts less than 30 seconds, Quikr does not charge the vendor for the lead since the call did not last long enough to have a tangible outcome. “Exotel’s team really helped with this solution. Exotel customized the

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Exotel’s team really helped with this solution. Exotel customized the product for us and made this feature available.

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says **Praveen**

Analyse data to improve services:

Quikr analyses data for various other reasons such as determining how many service providers does a customer speak to on an average, what is the proportion of service providers that answer the calls, what are the general problem areas and so on.

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So, say for instance a group of service providers are not answering calls, we send the data to our ops team to help figure out a solution and possibly educate the service providers.

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says **Praveen**

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“Our level of efficiency has drastically increased ever since we’ve started using Exotel. It’s increased by at least 3X”,

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says **Praveen**

3 reasons why Exotel gets a thumbs up from Quikr

Quikr's product manager mentioned three specific things that he liked about Exotel.

Exotel's APIs - "Exotel's APIs are very clearly defined. Our tech team could integrate them in no time. It's easy to incorporate in any product", says Praveen.

The Relationship Managers - "Personally my experience with Exotel was great because the relationship managers and service was very prompt. Even if we had a non- standard requirement, we could get it implemented within a time frame. Your team was willing to go that extra mile to help", says Praveen.

Exotel's Uptimes - "Exotel's uptimes so far have been great. We haven't really experienced any problems", says Praveen.