

INDUSTRY



CLIENT

One of the leading online marketplaces

THE PROBLEM



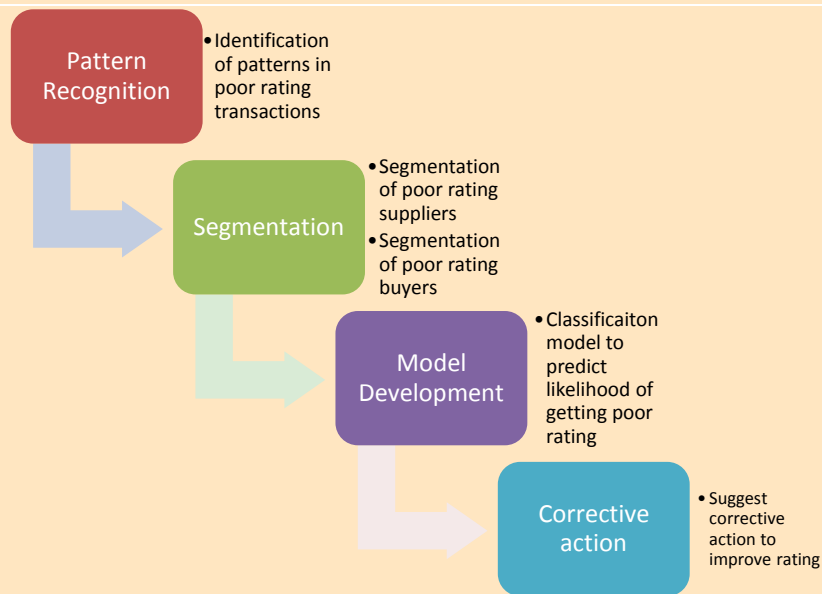
Low credibility score of the marketplace

A substantial proportion of transactions on client's marketplaces received poor rating thus bringing down credibility of the marketplace. The revenue of the marketplace slowed down due to improper activities of some of the buyers as well as sellers.

SOLUTION OFFERED



To reach to the root of the problem and then solve it appropriately, following approach was adopted:



OUTCOME:



Over a period, it was observed that the proportion of poor-rated transaction went down gradually. The impact was observed from both the sides: sellers as well as buyers

- The buyers that excessively abused the system were eliminated by discouraging purchases from their accounts
- The sellers that were consistently performing poor (or were likely to perform poor for certain categories) were eliminated or encouraged to deal into specific categories only