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SUMMER INTERNSHIP PROJECT 2024

REPORT TITLE

Improving Delivery Success and Efficiency: A Comprehensive
Approach to Reducing RTO for D2C Seller at ShipEasy

SUBMITTED BY

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MBA Batch: 2023-25

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DECLARATION

I, Mr. **Amit Ranjan Padhiary**, bearing university registration no **2306258238** (2023-25 batch), hereby declare that the project report titled “**Improving Delivery Success and Efficiency: A Comprehensive Approach to Reducing RTO for D2C Sellers at ShipEasy**” is based on my internship at Zentai Workforce Private Limited during the period 3RD JUNE 2024 to 17TH JULY 2024 and is an original work done by me under the supervision of **Mr. Rajesh Kumar Singh** and **Asst. Prof. (Dr.) Naveen L.** This report is being submitted to Biju Patnaik Institute of Information Technology and Management Studies, Bhubaneswar, affiliated to Biju Patnaik University of Technology, Odisha, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration. This project report has not been submitted to any other institute/university for the award of any degree or diploma.

Date:

Place:

Signature

INTERNAL GUIDE CERTIFICATE

This is to certify that **Mr Amit Ranjan Padhiary** bearing university registration no **2306258238** of 2023-25 batch, has completed his/her summer internship at **Zentai Workforce Private Limited**, from 3RD JUNE 2024 to 17TH JULY 2024 under the supervision of **Mr. Rajesh Kumar Singh** and has submitted this project report under my guidance in partial fulfilment of the requirements for award of the degree of Master of Business Administration at Biju Patnaik Institute of Information Technology and Management Studies, Bhubaneswar. To the best of my knowledge and belief, this project report has been prepared by the student and has not been submitted to any other institute or university for the award of any degree or diploma.

Date:

Place: Bhubaneswar

Signature of the Faculty/Internal Guide

Name:

Designation:

Dt: 25/07/2024

INTERNSHIP CERTIFICATE

This is to certify that **MR. AMIT RANJAN PADHIHARY**, has undergone his internship in the Head Office, **Zentai Workforce Private Limited** from **03.06.2024 to 22.07.2024** in the field of Operations as an **Operation Executive**.

During the internship program he has successfully completed Project Work on **“Improving Delivery Success and Efficiency: A Comprehensive Approach to Reducing RTO for D2C Sellers at Shipeasy.”**

He demonstrated a self-motivated attitude to learn new things. His performance exceeded expectations and was found Punctual, Hardworking, and Inquisitive.

We wish him a successful career ahead.



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I would like to sincerely thank ShipEasy and the Zentai Group of Companies for giving me the opportunity to do my internship with them. This experience has been incredibly valuable and has helped me learn a lot about the courier and logistics industry.

A special thank you to **Mr. Rajesh Kumar Singh**, my guide at ShipEasy, for his constant support and help throughout my internship. His guidance and expertise have been invaluable in helping me overcome challenges and complete this project.

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Place: Bhubaneswar

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CHAPTER - I

INTRODUCTION:

The aim of internship program at ShipEasy is to give interns real-world experience and useful insights into the logistics and e-commerce sectors. I was fully engaged in ShipEasy's dynamic environment as an intern, collaborating directly with a variety of teams and making a significant contribution to worthwhile projects. This program's main objective is to bridge the gap between academic's knowledge and real-world application by giving interns the experience and skills they need to succeed in the workplace.

With plenty of possibilities for learning, development, and meaningful contribution, the internship program seeks to completely engage interns in the fast-paced, dynamic environment of ShipEasy over the course of 45 days.

Purpose & Goals:

1. Provide an extensive learning experience covering all aspects of e-commerce and logistics.
2. Develop essential skills including teamwork, project management, analytical thinking, and problem-solving.
3. Bridge the gap between academic knowledge and practical industry practices.
4. Offer mentorship and practical experience to interns in order to prepare them for successful careers.
5. Promote unique thinking and creative problem-solving by assigning interns challenging tasks.

Understanding RTO in Logistics:

RTO stands for Return to Origin. In the logistics sector, this term refers to a situation where a shipped package cannot be delivered to the customer and is returned to the sender or seller. This can happen for various reasons, such as the customer not being available to receive the package, incorrect address details, or the customer refusing to accept the delivery.

RTO is an important issue for businesses because it leads to extra shipping costs and delays. Reducing the number of RTOs can improve delivery success rates, save money, and enhance customer satisfaction. My report focuses on strategies to reduce RTOs for D2C sellers, aiming to make the delivery process more efficient and reliable.

Alignment to Organizational Objectives:

Customer Obsession: A key component of ShipEasy's goals is enhancing customer satisfaction and loyalty, which we directly improve by reducing RTO rates and increasing delivery success.

Dive Deep: ShipEasy's principle of "diving deep" to address complicated challenges is aligned with an in-depth study and understanding of the root causes of RTO occurrences.

Operational Efficiency: Streamlining processes to enhance efficiency and effectiveness has a direct impact on the organization's overall performance.

Overview of ShipEasy

Company Profile:

At the forefront of the logistics and e-commerce industries, ShipEasy, a division of the Zentai Group of Companies, offers innovative and reliable shipping solutions. By providing a range of services to meet the various demands of online sellers, ShipEasy has carved out a space for itself in the market thanks to its dedication towards excellence and customer-centric attitude.

Goal:

Shipeasy's goal is to provide an easy-to-use platform that gives sellers access to cutting-edge technical tools and a seamless support system, allowing them to thrive in a competitive marketplace.

Vision

Shipeasy's vision is to become the leading worldwide platform for both branded and non-branded direct-to-consumer (D2C) sellers, transforming the way they ship their products and enhancing their brand awareness so they can connect with a broader customer base.

Introduction of the Department

During my internship at ShipEasy, I was part of the ShipEasy Development Team. This team plays a key role in promoting efficiency and creativity throughout the operation of the company. Our main goal was to improve delivery success and operational efficiency by developing and implementing strategies that reduced RTO rates.

SCOPE

The scope of my internship project covers several important areas and defines what I aimed to achieve during my time at ShipEasy.

Boundaries

My study focused on three key areas to reduce RTO rates for D2C sellers: **customer feedback**, **shipping costs**, and **packaging**. Furthermore, I wanted to increase delivery success rates. By focusing on these areas, I wanted to create strategies that would minimize common problems that lead to guarantee D2C sellers a more seamless shipping experience.

Research Limitations

Obtaining data was one of my biggest problems. It was occasionally challenging to obtain timely and comprehensive data, which made doing a thorough study challenging. In spite of this, I did my best to utilize the information at my disposal in order to derive insightful conclusions and useful suggestions.

Geographical and Temporal Context

The East of India was the primary focus of my research, particularly Bhubaneswar and West Bengal. I was able to understand and manage the specific challenges that sellers in these areas. I conducted research, analysis, and execution for the project during the course of my 45-day internship.

Ethical Considerations

I paid close attention to ethical issues like fairness and data privacy throughout my research. Keeping customer and shipment data private was important for maintaining integrity and trust. I also focused on fairness when presenting and assessing findings in order to provide accurate and unbiased feedback.

OBJECTIVE OF THE STUDY

- To identify key factors contributing to high RTO rates in logistics.
- To recommend practical solutions for D2C sellers to reduce RTO occurrences.
- To assess the impact of these solutions on delivery success and operational efficiency.

METHODOLOGY

The methodology of this study outlines the approach and methods used to collect and analyse data for the project aimed at reducing RTO rates for D2C sellers using ShipEasy's platform.

To ensure thorough analysis and accurate results, the research project used a mixed-method approach, combining primary and secondary data collection methods.

Primary Data Collection:

Primary data was collected through direct interactions with D2C sellers, courier partners, and ShipEasy's internal team members. This included:

Interviews and Surveys:

To understand the experiences, difficulties, and opinions of D2C sellers on RTO rates, structured interviews and surveys were conducted with them. Talking with courier partners also revealed possible areas for improvement and logistical challenges.

Observations:

In order to determine the reasons for RTO, observational techniques were utilized to evaluate packaging processes, shipping processes, and customer interaction points.

Secondary Data Collection:

Secondary data was sourced from existing records and databases within ShipEasy. This included:

Industry Reports and Case Studies: Relevant industry reports, case studies, and academic literature were reviewed to understand best practices and benchmark ShipEasy's performance against industry standards.

Internet Blogs and Competitor Data: Information from internet blogs and competitor data was used to understand current trends, challenges, and strategies in the e-commerce logistics sector.

ChatGPT and Online Forums: A wider range of viewpoints and helpful advice were gathered by utilizing insights from ChatGPT and online forums.

REVIEW OF LITERATURE

To gather relevant literature for this review, a systematic search was conducted using academic databases such as JSTOR, Google Scholar, and ResearchGate. Keywords used included "last-mile delivery optimization," "AI in logistics," "return to origin (RTO) reduction," "direct-to-consumer (D2C) delivery challenges," and "customer satisfaction in logistics." The search focused on peer-reviewed articles, industry reports, and case studies published over the past two decades. This approach ensured a comprehensive understanding of the latest advancements, strategies, and challenges in the field of last-mile delivery and RTO reduction.

1. Improving Shipping Efficiency Industry-Led Consortium Blockchain Smart Contract (Harshvardhan & Say Yen Teoh 2022):
 - The paper proposes an industry-led consortium blockchain with smart contracts to enhance shipping efficiency, reduce costs, and improve on-time delivery, benefiting D2C sellers like ShipEasy.
2. Improving Home Delivery Efficiency by Using Principles of Address Intelligence for B2C Deliveries (J.H.R. van Duin, W. de Goffau, Bart Wiegman, Lóránt Tavasszy 2016):
 - The research focuses on enhancing delivery efficiency through address intelligence, predicting rework potential in different zip codes. Pre-delivery customer contact for time windows is crucial for successful deliveries.
3. Smart Home Devices and B2C E-Commerce: a way to reduce failed deliveries (Arianna Seghezzi, Riccardo Mangiaracina 2023):

- This work introduces an innovative last-mile delivery solution that leverages AI-based technologies and proposes a novel approach for scheduling deliveries using smart home devices, which can significantly cut costs and enhance service levels
4. Optimizing Financial Strategies to Minimize Customer Returns in E-Commerce Ecosystems (Suryateja Perla and Poturi Chandra Shekar 2024):
 - The paper aims to offer practical recommendations for e-commerce businesses to enhance their financial management practices and mitigate the negative effects of customer returns on profitability. This is achieved through a thorough review of existing literature and empirical analysis, providing valuable insights for businesses operating in the e-commerce sector.
 5. A Circular Reverse Logistics Framework for Handling E-Commerce Returns (Pamal R. Nanayakkara, Madushan Madhava Jayalath, Amila Thibbotuwawa, and H. Niles Perera 2022):
 - The paper proposes a three-stage circular reverse logistics framework specifically designed for managing e-commerce returns, aiming to address the challenges posed by the industry's competitive nature and the need for sustainable practices.

CHAPTER – II

INDUSTRY OVERVIEW

India's logistics industry is an important component of the economy, supporting commerce, promoting economic progress, and creating jobs. With a market value of \$435.43 billion in 2023, the sector is projected to grow to \$650.52 billion by 2028, at a CAGR of 8.3%, contributing 5% to the nation's GDP and employing approximately 2.2 crore Indians. Despite its significance, the logistics infrastructure faces challenges that need to be addressed to sustain this growth trajectory.

Market Size and Growth

The Indian logistics market is witnessing rapid expansion, driven by the burgeoning e-commerce sector, technological advancements, and increased demand for efficient supply chain solutions. As of 2023, the market stands at \$435.43 billion and is expected to reach \$650.52 billion by 2028. This growth is propelled by a compound annual growth rate (CAGR) of 8.3%.

Additionally, the Indian logistics market is segmented into 2PL, 3PL, and 4PL models, with 3PL (third-party logistics) currently holding the largest market share. The market is also categorized by modes of transportation, including roadways, seaways, railways, and airways, with roadways dominating the landscape.

Infrastructure Challenges

Despite the promising growth, India's logistics infrastructure is plagued by insufficiencies, outdated equipment, and inadequate design. These issues hinder the sector's ability to manage the expected growth rates of 7-8% over the next decade. The Indian logistics industry is working to overcome these challenges through strategic investments and policy reforms aimed at modernizing the infrastructure.

PORTS



MARKET SIZE

Cargo Capacity at Major Ports (million tonnes)

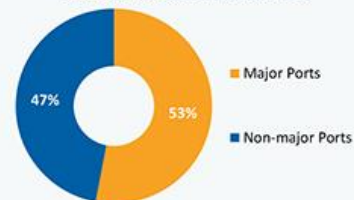


SECTOR COMPOSITION

Cargo traffic at major ports (million tonnes)



Market Share of Ports in FY24

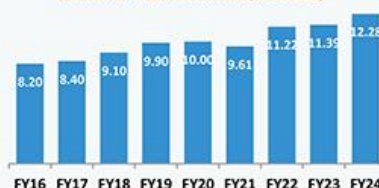


KEY TRENDS

Iron Ore traffic (million tonnes)



Container Traffic in India ('000 TEU)



Note: * Until January 2024



GOVERNMENT INITIATIVES



Project UNNATI



Major Port Authorities Bill, 2020



100% FDI through Automatic Route



ADVANTAGE INDIA

- **Robust demand:** India's 12 major ports handled 819.227 million tonnes of cargo in FY24, a 4.45% increase from 784.305 million tonnes in FY23, driven by strong growth in iron ore, raw fertilizer, coking coal, and container shipments, with Jawaharlal Nehru Port Authority handling over half of the total container volumes.
- **Competitive advantage:** India has a coastline which is more than 7,516.6 km long, interspersed with more than 200 ports.
- **Policy support:** In the Interim Union Budget 2024-25, the total allocation for the Ministry of Shipping was US\$ 281.24 million (Rs. 2,345.45 crore).
- **Attractive opportunities:** India plans to establish a new shipping company to expand its fleet by at least 1,000 ships in the next decade, aiming to reduce freight costs and capture more revenue from increasing trade, with joint ownership by state-run oil, gas, and fertilizer companies, along with the state-run Shipping Corporation of India and foreign companies, targeting a reduction of at least one-third in foreign freight outgoings by 2047.

Strategic Initiatives

India has identified four pillars to bolster its logistics industry:

Integrating Logistics Services: Streamlining end-to-end logistics services to enhance efficiency and reduce costs.

Enhancing Efficient Transport Infrastructure: Improving connectivity and transportation networks across various modes.

Meeting Core Sector Logistics Needs: Focusing on critical sectors such as agriculture, manufacturing, and retail.

Developing International Competitiveness: Positioning India as a global logistics hub by adopting best practices and modern technologies.

Technological Advancements

The industry is undergoing a digital transformation, utilizing technologies like the Internet of Things (IoT), blockchain, and artificial intelligence (AI) to enhance operational efficiency. These technologies improve supply chain visibility, reduce lead times, and optimize resource utilization. Investments in modern infrastructure, such as automated warehouses and advanced transportation networks, are also being made to meet the growing demand.

Government Initiatives

The Indian government is actively working to reduce logistics costs from the current 14.4% to 9-10% of GDP through the National Logistics Policy. This policy aims to create a seamless transportation network, promote multimodal transportation, and encourage infrastructure development. These efforts are expected to address supply chain bottlenecks, reduce inflationary pressures, and support overall economic growth.

Importance of Logistics in Economic Growth

Logistics is the backbone of global trade and a key driver of economic growth. Efficient supply chain management ensures the smooth movement of goods from production to consumption, reducing lead times and stockouts. It enhances operational efficiency, fosters trade relations, and leads to cost savings and improved profit margins.

Logistics also plays a crucial role in expanding business reach, tapping into new customer bases, and bridging geographical gaps. Innovative technologies in logistics, such as IoT, AI, and blockchain, improve agility and competitiveness, keeping companies ahead in the market. Moreover, the logistics sector promotes job creation, economic development, and environmental sustainability through efficient route planning, multimodal transport, and green initiatives. It contributes to local economies by establishing warehouses, distribution centers, and transport services.

Future Outlook

The Indian logistics industry is poised for substantial growth. The India Freight and Logistics Market is expected to reach USD 317.26 billion in 2024 and grow at a CAGR of 8.83% to reach USD 484.43 billion by 2029. The freight transport segment will account for the largest share by logistics function, with the freight forwarding segment being the fastest-growing. Strategic investments in infrastructure, technology adoption, and policy reforms will be essential to accommodate future growth and enhance global competitiveness. Modern warehousing and distribution centers, sustainable logistics systems, and efficient land acquisition processes are critical for the sector's development.

COMPANY PROFILE:

The Zentai Group of Companies, a well-known player in the logistics and manpower service industries, is the parent company of ShipEasy. Industrial operations, fleet management, IT services, and manpower service are among the various businesses in Zentai Group's portfolio. In order to improve its ability to operate and position in the marketplace, ShipEasy, as a subsidiary, makes use of the resources, knowledge, and strategic direction offered by Zentai Group.



ShipEasy has a streamlined organizational structure that maximizes operational efficiency and response. The company is divided into four major departments: logistics operations, IT development, customer service, and business development.

Each department contributes significantly to ShipEasy's key functions and customer service objectives.

Shipeasy is India's leading logistics software solution, providing automated shipping to any location in India at affordable shipping costs. Shipeasy is an Ecommerce shipping solution trusted by many businesses for its cost-effective rates, extensive reach, and excellent customer care. They have integrated with major courier partners to reach 29000 serviceable pin codes in India.

Organizational Structure

The company is organized hierarchically, with distinct roles assigned to each department, including finance, sales, marketing, and HR.

Organizational Chart and HR Policy

HR policy of ShipEasy prioritizes talent acquisition, development, and retention. The HR regulations seek to foster an inclusive and successful workplace. Important components include:

Talent development: It refers to comprehensive training activities designed to improve employee competencies.

Performance Management: It has a merit-based award system and conducts frequent performance reviews. Diversity and inclusion are terms used to describe efforts to promote workplace diversity.

Employee welfare: Employee welfare includes benefits such as health insurance, wellness initiatives, and flexible work schedules.

Financial Performance (2023- 2024):

Total Revenue: INR 3.5 crores

Operating Profit: INR 19 lakhs

Net Profit: INR 14.06 lakhs

Total Assets: INR 1.48 crores

Board of Directors

- MR. SOURAV PRAKASH ROUL (MANAGING DIRECTOR)
- MR. ZEESHAN KAZI (DIRECTOR)
- MR. RABINDRANATH ROUL (DIRECTOR)

SWOT Analysis of ShipEasy



SHIPEASY
TECH

PURPOSE

To identify strategic areas for improvement and growth by evaluating **ShipEasy's** strengths, weaknesses, opportunities, and threats for SIP Report.

S INTERNAL STRENGTHS

1	Low Shipping Charges
2	Automation and Efficiency
3	Extensive Network
4	24/7 Support
5	High RTO Reduction
6	
7	

W INTERNAL WEAKNESSES

1	Dependence on Technology
2	Limited Brand Recognition
3	Customer Perception
4	Integration Challenges
5	
6	
7	

O EXTERNAL OPPORTUNITIES

1	Growing E-commerce Market
2	Partnerships and Collaborations
3	Technological Advancements
4	Expansion into New Markets
5	Diversification of Services
6	
7	

T EXTERNAL THREATS

1	Intense Competition
2	Regulatory Changes
3	Economic Fluctuations
4	Technological Disruptions
5	Rising Operational Costs
6	
7	

Strengths

1. **Low Shipping Charges:** ShipEasy offers the lowest shipping rates among courier service aggregators. This cost advantage attracts a higher volume of D2C sellers seeking affordable shipping solutions.
2. **Automation and Efficiency:** Fully automated processes with AI-enabled features streamline operations. Reduces human errors, enhances operational efficiency, and ensures faster processing of shipments.
3. **Extensive Network:** ShipEasy covers over 29,000 pin codes in India. Wide network coverage allows ShipEasy to cater to a vast customer base, improving reach and service accessibility.
4. **24/7 Support:** Continuous customer support ensures reliability. Builds customer trust and loyalty by addressing issues promptly and efficiently.
5. **High RTO Reduction:** Proven strategies to reduce Return to Origin (RTO) rates by up to 30%. Lower RTO rates lead to higher successful delivery rates, reducing costs associated with returns.

Weaknesses

1. **Dependence on Technology:** High reliance on automated systems can lead to vulnerabilities. Technical issues or system outages can disrupt operations and affect service quality.
2. **Limited Brand Recognition:** ShipEasy has lower brand recognition compared to larger competitors. This can limit market penetration and customer acquisition efforts.
3. **Customer Perception:** ShipEasy may face challenges in establishing a strong brand presence in a market where competitors like Delhivery and Shiprocket are more well-known. Customers might perceive ShipEasy as a lesser-known option, which can impact their trust and preference for the service.
4. **Integration Challenges:** While ShipEasy offers multi-carrier integration, the process of integrating new carriers or updating existing integrations can be complex and time-consuming. This can lead to operational delays and frustration for businesses relying on seamless logistics solutions.

Opportunities

1. **Growing E-commerce Market:** The expanding e-commerce market in India presents significant growth potential. Increased demand for reliable and cost-effective shipping solutions can drive business growth.

2. **Partnerships and Collaborations:** Strategic partnerships with other platforms can enhance service offerings. Collaborations can lead to integrated solutions, improved market reach, and enhanced value proposition.
3. **Technological Advancements:** Continuous improvements in AI and automation technologies. Adopting advanced technologies can further streamline operations, reduce costs, and improve service quality.
4. **Expansion into New Markets:** Entering new geographical regions and markets can significantly increase ShipEasy's customer base and revenue. By targeting areas with growing E-commerce activities, ShipEasy can capitalize on untapped potential.
5. **Diversification of Services:** Broadening the range of services offered, such as warehousing, fulfillment, and specialized delivery options, can attract a wider variety of clients and provide additional revenue streams. This diversification can also help mitigate risks associated with relying on a single service offering.

Threats

1. **Competition:** Intense competition from other courier service aggregators. Competitors may offer similar or better services, potentially capturing ShipEasy's market share.
2. **Regulatory Changes:** Changes in shipping regulations and policies. Regulatory shifts can increase operational costs, complicate logistics, and require adjustments to compliance strategies.
3. **Economic Fluctuations:** Economic downturns can affect shipment volumes and profitability. Reduced consumer spending during economic downturns can lead to lower shipment volumes and decreased revenue.
4. **Rising Operational Costs:** Increases in fuel prices, labour costs, and other operational expenses can reduce profit margins and make it challenging to offer competitive pricing.
5. **Technological Disruptions:** Rapid advancements in technology might make existing systems and processes outdated quickly, requiring constant updates and investments to stay competitive. If ShipEasy cannot keep up with these changes, it may fall behind competitors who adopt new technologies faster. This can impact efficiency, customer satisfaction, and overall business performance.

MARKETING MIX OF SHIPEASY

The Marketing Mix

1 Product or Service

2 Place

3 Price

4 Promotion

Product or Service

1. **Courier Aggregation**: ShipEasy partners with multiple courier services to provide a wide range of delivery options for D2C sellers.
2. **RTO Reduction**: Specialized services aimed at reducing RTO rates, which is a significant issue for sellers.
3. **AI-Enabled Automation**: Leveraging AI to streamline shipping process, improve accuracy, and enhance efficiency.
4. **24/7 Customer Support**: Continuous support to ensure customer satisfaction and handle any issues promptly.
5. **Real-Time Tracking**: Allows customer to track their shipments in real-time, providing transparency and peace of mind.
6. **Customized Shipping Solutions**: Tailored solutions to meet the unique needs of different sellers.

Place

The Marketing Mix

1 Product or Service

2 Place

3 Price

4 Promotion

1. **Pan-India Reach**: Coverage of over 29000 Pin codes across India, ensuring wide accessibility.
2. **Strategic Partnership**: Collaborations with multiple courier partners to extend reach and improve delivery options.
3. **Website and Mobile App**: User-friendly platforms for managing shipments, tracking deliveries, and accessing customer support.
4. **Integrations with E-Commerce Platforms**: Seamless integrations with major e-commerce platforms to facilitate easy shipping for online sellers.

The Marketing Mix

1 Product or Service

2 Place

3 Price

4 Promotion

Price

1. **Lowest Shipping Charges**: ShipEasy offers some of the lowest shipping rates in the industry, making it an attractive option for D2C sellers.
2. **Transparent Pricing**: Clear and straightforward pricing structures with no hidden fees
3. **Volume Discounts**: Discounts and special pricing for sellers with high shipment volumes, encouraging larger businesses to partner with ShipEasy.

The Marketing Mix

1 Product or Service

2 Place

3 Price

4 Promotion

Promotion

1. **Search Engine Optimization**: Improving online visibility through optimized content and targeted keywords.
2. **Social Media Marketing**: Active presence on social media platforms to engage with customers, share updates, and run promotions.
3. **Discounts and Offers**: Special discounts and promotional offers to attract new customers and retain existing ones.
4. **Referral Programs**: Encouraging current customers to refer new business by offering incentives.

CHAPTER III

COMPETITORS ANALYSIS



1. SHIPROCKET

Overview:

- **Founded:** 2011
- **Operations:** Serves 220 countries
- **Pin Codes Covered:** 29,000+ in India
- **Clients:** Includes major brands like Gillette, Relaxo, and BodyCare

Features and Services:

- **Multi-Carrier Integration:** Connects with numerous carriers worldwide.
- **Order Tracking:** Real-time tracking for orders across multiple carriers.
- **Cash-On-Delivery (COD):** Supports COD transactions with integrated services.
- **Carrier Recommendation Engine:** Provides recommendations for optimal carrier selection.
- **Shipping Rates:** Offers competitive pricing for different shipping volumes.
- **Analytics and Reporting:** Advanced analytics and reporting for shipping performance and cost management.
- **Customer Support:** Includes support for resolving issues and inquiries.

2. PICKRR



Overview:

- **Founded:** 2015
- **Pin Codes Covered:** 29,000+ in India

Features and Services:

- **Multi-Carrier Integration:** Connects with 20+ carriers.
- **Order Tracking:** Provides real-time tracking for orders.
- **Fast Delivery:** Promises delivery within 24-48 hours.
- **E-Commerce Integration:** Supports integration with various e-commerce platforms.
- **Analytics:** Offers dashboards for performance and analytics.

3. DELHIVERY



Overview:

- **Founded:** 2011
- **Operations:** Serves 220 countries
- **Features:** India's largest 3PL provider, offers comprehensive shipping and supply chain management services.

Features and Services:

- **Comprehensive Shipping:** Full-service logistics including warehousing, fulfilment, and last-mile delivery.
- **AI and Machine Learning:** Uses advanced technology for route optimization and RTO reduction.
- **International Shipping:** Provides extensive international logistics solutions.
- **Analytics:** Advanced analytics for operational efficiency and performance tracking.

4. SHIPWAY



Overview:

- **Focus:** E-commerce automation with tracking, notifications, and return management services.

Features and Services:

- **Multi-Carrier Integration:** Extensive integration with various carriers.
- **Order Tracking:** Real-time tracking with notifications via SMS, email, and WhatsApp.
- **Return Management:** Automation of returns and refunds.
- **Customer Notifications:** Provides multiple communication channels for customer updates.

5. NIMBUSPOST



Overview:

- **Features:** Integration with 22+ carriers, multi-channel support, and advanced analytics.

Features and Services:

- **Carrier Integration:** Supports 22+ carriers.
- **Order Tracking:** Provides tracking and updates across multiple carriers.
- **Multi-Channel Support:** Integrates with various e-commerce platforms and sales channels.
- **Analytics:** Advanced analytics for performance and cost management.

Comparison of Services by ShipEasy and Competitors

FEATURES	SHIPEASY	SHIPROCKET	PICKRR	DELHIVERY	SHIPWAY	NIMBUSPOST
Multi-Carrier Integration	★★★★	★★★★★	★★★★★	★	★★★★	★★★★
Order Tracking	★★★★★	★★★★	★★	★★★★★	★★★★★	★★★★★
Cash-On-Delivery Services	★★★★★	★★★★★	★★	★★★★★	★★	★★★★
Failed Delivery/NDR Management	★★★★★	★★	★★★★	★★★★	★★★★	★★★★
Exchanges And Returns	★★	★★★★★	★★	★★★★★	★★	★★
Analytics And Reporting	★★★★	★★★★	★★★★	★★	★★★★	★★★★
Customer Support	★★★★★	★	★★	★★	★★	★★
COD Remittance	★★★★★	★★★★	★★★★★	★★★★★	★★★★	★★★★

Source Link: - <https://www.clickpost.ai/blog/pickrr-reviews>

<https://www.clickpost.ai/blog/nimbuspost-vs-shiprocket>

<https://www.clickpost.ai/shiprocket-vs-delhivery>

<https://www.clickpost.ai/blog/shipway-reviews>

CHAPTER IV

1. WHO IS YOUR CUSTOMER?

Current Customers:

- **D2C Sellers:** These businesses operate in various sectors including fashion, electronics, home decor, and beauty products, leveraging online platforms such as websites, Instagram, and WhatsApp to reach their customers. They rely on ShipEasy for reliable and efficient logistics solutions to ensure timely deliveries and customer satisfaction.
- **Small to Medium Enterprises (SMEs):** These enterprises often lack the resources to develop in-house logistics capabilities and depend on ShipEasy's comprehensive services for their shipping needs.
- **E-commerce Platforms:** Online marketplaces that require integrated logistics solutions to manage deliveries from multiple sellers.

Potential Customers:

- **New D2C Sellers:** With the continuous growth of e-commerce, new businesses are emerging and looking for reliable logistics partners to manage their shipping needs.
- **Traditional Retailers Transitioning Online:** Brick-and-mortar businesses that are expanding their operations to include online sales channels. They require robust logistics solutions to handle the increase in shipping demands.
- **Large Enterprises:** Established companies that may be looking to switch from in-house logistics to a more cost-effective and efficient third-party provider.

Non-Customers:

- **Brick-and-Mortar Only Sellers:** Retailers who exclusively operate physical stores and have not yet ventured into online sales may not currently use ShipEasy's services.
- **Businesses using In-House Logistics:** Companies that manage their logistics operations internally, although they might consider third-party solutions for cost savings and efficiency improvements in the future.

2. Who Buys, Influences, and Consumes the Product?

Buyers:

- **Business Owners:** D2C sellers and e-commerce businesses make the purchasing decisions for logistics services, focusing on reliability, cost-effectiveness, and customer service.
- **Procurement Officers:** Responsible for selecting logistics providers based on various criteria such as cost, reliability, and technological capabilities.
- **Logistics Managers:** Evaluate and decide on logistics partners based on operational efficiency and service quality.

Influencers:

- **Industry Experts and Consultants:** Their recommendations can significantly influence the choice of logistics partners.

- **Online Reviews and Testimonials:** Positive reviews and testimonials from other businesses can sway potential customers towards choosing ShipEasy.
- **Trade Shows and Networking Events:** Interactions and recommendations from peers during industry events can influence buying decisions.

Consumers:

- **End Customers:** Although they do not directly purchase logistics services, their satisfaction with timely and reliable deliveries indirectly influences the decision of D2C sellers to use ShipEasy.

Reference Groups:

- **Industry Peers:** Businesses within the same industry often share insights and recommendations about logistics providers.
- **Influencers and Bloggers:** Individuals with a significant online following who review and recommend logistics solutions, impacting the decisions of D2C sellers.

3. Types of Customers

Economic Customers:

- **Characteristics:** Highly price-sensitive and look for the most cost-effective logistics solutions.
- **Behaviour:** They compare multiple providers to find the best rates and may switch providers frequently to save costs.

Cognitive Customers:

- **Characteristics:** Analytical and data-driven, these customers seek detailed insights and reports to optimize their logistics operations.
- **Behaviour:** They value advanced technology, tracking systems, and data analytics to make informed decisions.

Passive Customers:

- **Characteristics:** Small businesses or individual sellers with minimal engagement in logistics management.
- **Behaviour:** They rely on the basic services provided by logistics companies and are less likely to switch providers frequently.

Impulsive Customers:

- **Characteristics:** E-commerce sellers who need quick and easy logistics solutions.
- **Behaviours:** They prioritize speed and convenience and may choose providers that offer the fastest onboarding and service activation.

4. Specific Factors Influencing Consumer Behavior

Cultural Factors:

- **Local vs. International Shipping:** Cultural preferences for supporting local businesses versus the demand for international products can influence shipping choices.
- **Festivals and Holidays:** Cultural events can lead to spikes in demand, requiring logistics providers to adapt to seasonal fluctuations.

Social Factors:

- **Industry Trends:** The logistics industry is influenced by trends such as sustainability and eco-friendly practices, which can affect customer choices.
- **Peer Recommendations:** Word-of-mouth and peer reviews within the industry play a significant role in shaping perceptions and decisions.

Personal Factors:

- **Business Needs:** The specific requirements of a business, such as shipping volume, delivery speed, and special handling needs, influence their choice of logistics provider.
- **Technological Savvy:** Businesses that are more tech-savvy may prefer logistics providers that offer advanced digital tools and integrations.

5. What Does the Customer Buy?

Need-Satisfying Characteristics:

- **Reliability:** Consistent and timely delivery services are crucial for maintaining customer satisfaction and repeat business.
- **Cost-Effectiveness:** Competitive shipping rates help businesses manage their budgets and increase profitability.
- **Technology Integration:** Advanced tracking and analytics tools enable businesses to monitor their shipments in real-time and make data-driven decisions.
- **Flexibility:** The ability to handle various types of shipments, from small parcels to large freight, ensures that businesses can scale their operations as needed.
- **Customer Support:** Access to responsive and helpful customer service for resolving issues quickly and efficiently.

6. How Customer Buys: AIDA Model

Attention:

- **Marketing Campaigns:** ShipEasy uses targeted online marketing, social media campaigns, and advertisements to create awareness among potential customers.
- **Brand Visibility:** Participating in trade shows, industry conferences, and networking events to increase brand visibility and attract attention.

Interest:

- **Engaging Content:** Creating informative and engaging content such as blog posts, case studies, and customer testimonials to generate interest.

- **Demonstrations and Webinars:** Hosting live demonstrations and webinars to showcase the benefits and features of ShipEasy's services.

Desire:

- **Highlighting Benefits:** Emphasizing key benefits such as cost savings, reliability, and advanced technology to create a strong desire for ShipEasy's services.
- **Customer Success Stories:** Sharing success stories and case studies of existing customers who have benefited from using ShipEasy.

Action:

- **Easy Onboarding:** Providing a simple and straightforward onboarding process to encourage potential customers to start using ShipEasy.
- **Incentives:** Offering incentives such as discounts, free trials, or special promotions to motivate customers to take action.

7. Buying Decision-Making Process

Customer Involvement:

- **High Involvement:** Large enterprises and businesses with complex logistics needs are highly involved in the decision-making process, carefully evaluating all options.
- **Low Involvement:** Small businesses and individual sellers may have lower involvement, relying on recommendations and basic service offerings.

Habitual Buying:

- **Regular Customers:** Businesses with established relationships with ShipEasy often continue using their services out of habit and satisfaction with past performance.

Dissonance:

- **Issue Resolution:** If there are issues with delivery or service quality, customers may experience cognitive dissonance, leading them to reconsider their choice of logistics provider and potentially switch to a competitor.

8. Where Customers Buy?

B2B (Business to Business):

- **Direct Partnerships:** ShipEasy forms direct partnerships with businesses that need reliable and scalable logistics solutions. These partnerships often involve long-term contracts and customized service packages to meet the specific needs of larger organizations.
- **Bulk Services:** ShipEasy offers bulk shipping services tailored for businesses that handle a high volume of shipments. These services include negotiated rates, dedicated account managers, and specialized handling to ensure efficiency and cost savings.

B2C (Business to Consumer):

- **E-commerce Platforms:** ShipEasy's services are seamlessly integrated with various e-commerce platforms, allowing individual sellers and small businesses to easily manage their shipping needs. This integration includes automated order processing, real-time tracking, and streamlined return management.
- **Individual Sellers:** Small-scale sellers operating through online marketplaces like Amazon, eBay, and Etsy use ShipEasy for their shipping needs. These sellers benefit from ShipEasy's affordable rates, reliable delivery, and easy-to-use interface.

Online:

- **Digital Channels:** The majority of ShipEasy's customers interact with the company through digital channels. The ShipEasy website and mobile app provide comprehensive tools for order management, tracking, and customer support. Online tutorials and resources help customers navigate the platform and optimize their shipping processes.
- **E-commerce Integrations:** ShipEasy integrates with popular e-commerce platforms like Shopify, WooCommerce, and Magento, offering a seamless shipping experience directly from the seller's online store.

Brick-and-Mortar:

- **Consultations and Local Support:** Although less common for logistics services, ShipEasy offers in-person consultations and local support for businesses that prefer face-to-face interactions. This approach is particularly useful for large enterprises and traditional retailers transitioning to online sales.
- **Hybrid Models:** Some businesses operate both online and physical stores. ShipEasy supports these hybrid models by providing logistics solutions that cater to both online orders and in-store pickups.

Distribution Policy:

- **Intensive Distribution:** ShipEasy adopts an intensive distribution strategy, making its services widely available through multiple channels. This approach ensures that a broad customer base can access and benefit from ShipEasy's logistics solutions.
- **Exclusive Distribution:** In certain cases, ShipEasy partners exclusively with select businesses to offer tailored logistics solutions. These exclusive partnerships are typically characterized by specialized services, dedicated support teams, and customized pricing models.

9. When They Buy?

Timing of Requirement:

- **Seasonal Peaks:** Businesses often experience spikes in demand during peak seasons such as holidays, major sales events (e.g., Black Friday, Cyber Monday), and new product launches. ShipEasy must be prepared to handle increased shipment volumes and ensure timely deliveries during these periods.

- **Regular Demand:** Many businesses, especially those with steady sales throughout the year, have consistent shipping needs. ShipEasy provides reliable and scalable logistics solutions to support their ongoing operations.

Customer Life Cycle:

- **New Businesses:** Startups and new businesses require comprehensive support as they establish their operations. ShipEasy offers onboarding assistance, flexible pricing, and educational resources to help new customers navigate the logistics landscape.
- **Established Enterprises:** Mature businesses with stable operations have different needs, such as optimizing logistics costs, enhancing delivery speed, and integrating advanced technology solutions. ShipEasy tailors its services to meet these evolving requirements.

Seasonal/Festival Patterns:

- **Festivals and Holidays:** During festivals and holidays, businesses often experience increased order volumes. ShipEasy adapts to these patterns by offering seasonal promotions, increased staffing, and expedited shipping options to ensure timely deliveries.
- **Sales Events:** Major sales events, such as Black Friday and Diwali sales, require logistics providers to handle a significant uptick in shipments. ShipEasy prepares for these events by enhancing its operational capacity and ensuring seamless coordination with e-commerce platforms.

10. How They Choose?

Multi-Attribute Models:

- **Evaluation Criteria:** Customers evaluate logistics providers based on multiple attributes, including cost, service quality, delivery speed, reliability, and technological capabilities. ShipEasy positions itself favorably by offering competitive pricing, high service standards, and advanced technology.
- **Weightage:** Different customers assign varying levels of importance to each attribute. For example, small businesses might prioritize cost-effectiveness, while large enterprises focus on reliability and scalability.

Perceptual Mapping:

- **Brand Positioning:** Perceptual mapping helps visualize how customers perceive different logistics providers. ShipEasy aims to be positioned as a reliable, cost-effective, and technologically advanced solution. This positioning is reinforced through marketing campaigns, customer testimonials, and industry partnerships.
- **Comparative Analysis:** By analyzing customer perceptions, ShipEasy can identify areas for improvement and opportunities to differentiate itself from competitors like Shiprocket and Shipway.

Conjoint Analysis:

- **Feature Valuation:** Conjoint analysis allows ShipEasy to assess the value customers place on various features and services. This analysis helps in prioritizing service enhancements, such as faster delivery options, advanced tracking tools, and personalized customer support.
- **Customer Segmentation:** Understanding the preferences of different customer segments enables ShipEasy to tailor its offerings and marketing strategies to meet specific needs and expectations.

11. Why They Prefer a Product?

Competitive Advantage:

- **Unique Selling Propositions:** ShipEasy differentiates itself through unique selling propositions such as advanced technology integration, comprehensive tracking systems, and superior customer support. These features address common pain points and enhance the overall customer experience.
- **Differentiation:** By focusing on key strengths like reliability, cost-effectiveness, and technological innovation, ShipEasy sets itself apart from competitors. For instance, while Shiprocket and Shipway offer extensive coverage and integration capabilities, ShipEasy excels in customer support and handling RTO (Return to Origin) scenarios.

Value Comparison:

- **Cost-Benefit Analysis:** Customers perform a cost-benefit analysis to determine the best value for their logistics investment. ShipEasy's competitive pricing, combined with high service quality and technological advantages, offers a compelling value proposition.
- **Return on Investment:** Businesses assess the return on investment (ROI) from using ShipEasy's services. This assessment includes factors like improved delivery success rates, reduced shipping costs, and enhanced customer satisfaction.

12. How Do They Respond to Company's Marketing Programs?

Sensitivity Test:

- **Pricing Changes:** ShipEasy measures customer response to pricing changes and promotional offers to gauge price sensitivity. By analyzing this data, ShipEasy can optimize its pricing strategies to attract and retain customers.
- **Promotional Campaigns:** The effectiveness of marketing campaigns, such as discounts, limited-time offers, and referral programs, is evaluated through sensitivity tests. This helps in fine-tuning marketing tactics to maximize customer engagement and conversion rates.
- **Service Enhancements:** ShipEasy introduces new features and services based on customer feedback and market trends. Sensitivity tests help in assessing the impact of these enhancements on customer satisfaction and loyalty.

13. Will They Buy Again?

Satisfaction and Delight:

- **Customer Satisfaction:** High levels of customer satisfaction lead to repeat business and long-term loyalty. ShipEasy prioritizes customer satisfaction by providing reliable services, responsive support, and continuous improvements.
- **Customer Delight:** Going beyond basic satisfaction, ShipEasy aims to delight customers by exceeding their expectations. This includes proactive communication, personalized solutions, and value-added services that enhance the overall experience.

CRM Methods:

- **Engagement:** ShipEasy uses customer relationship management (CRM) techniques to maintain regular engagement with customers. This includes personalized communication, loyalty programs, and feedback loops to ensure ongoing satisfaction.
- **Personalization:** Offering personalized services and recommendations based on customer preferences and past behavior helps in building stronger relationships. ShipEasy leverages data analytics to tailor its offerings and enhance customer experiences.

14. Emerging Trends

Changes in Customer Profile:

- **Demographics:** Shifts in demographics, such as an increase in younger, tech-savvy entrepreneurs, influence customer preferences and needs. ShipEasy adapts to these changes by offering user-friendly digital tools and innovative solutions.
- **Business Models:** Emerging business models, such as subscription services and on-demand delivery, require flexible and scalable logistics solutions. ShipEasy continually evolves its services to meet these new demands.

Cultural Changes:

- **Sustainability:** Growing emphasis on sustainability and eco-friendly practices impacts customer choices. ShipEasy incorporates green logistics initiatives, such as carbon-neutral shipping options and sustainable packaging, to appeal to environmentally conscious customers.
- **Globalization:** Increasing globalization leads to more cross-border e-commerce and the need for international logistics solutions. ShipEasy expands its network and capabilities to support global shipping needs.

Demographic Shifts:

- **Age:** Changes in age demographics, with more young entrepreneurs entering the market, affect the demand for advanced technological solutions and efficient logistics services. ShipEasy caters to this demographic by offering intuitive digital platforms and robust support.
- **Location:** Urbanization and shifts in location demographics lead to increased demand for logistics solutions in densely populated areas. ShipEasy optimizes its operations to handle high volumes and ensure efficient deliveries in urban regions.

CHAPTER V

ACTUAL WORK DONE, FINDINGS, AND ANALYSIS

1. Training Experience in the Organization

During my internship at ShipEasy, I was deeply involved in the company's daily operations, especially focusing on the high Return to Origin (RTO) rates. My role required a hands-on approach, working directly with D2C sellers, analysing shipment data, and collaborating with different internal teams to create and implement effective strategies. Keeping a detailed daily diary helped me document my tasks, observations, and progress toward my SIP report objectives.

From the beginning, I was encouraged to take initiative and suggest new ideas. My work covered various areas of the business, including customer service, logistics, and product development. This wide-ranging exposure not only improved my understanding of the challenges faced by D2C sellers but also developed my problem-solving skills. My daily entries highlighted the continuous learning and the process of implementing and refining strategies.

2. Analysis and Findings

Reducing RTO for D2C Sellers

A key objective of my SIP report was to identify factors contributing to high RTO rates and recommend practical solutions for D2C sellers. Through constant communication and collaboration with our customers, I identified several critical issues and successfully implemented effective solutions.

Case 1: Improving Packaging

Problem Identified: One of our customers, a seller of dry fruits, often had issues with shipment damages. Their hero product, Honeynut Madhubadam—a mix of honey, nuts, and other dry fruits—was frequently damaged during transit. This led to the destruction of shipments by the courier team and financial losses due to zero liability policies for liquid items.

Solution Implemented: Recognizing the packaging problems, I worked with the seller's product team to improve their packaging. The changes included:

- Using bubble wrap for better protection.
- Labelling packages with “handle with care” and “contains liquid item” notices.
- Using stronger containers to prevent breakage.

Impact: These changes reduced shipment damages by approximately 80%. The improved packaging not only protected the product but also restored customer confidence, leading to more repeat purchases and positive reviews. This case highlighted the importance of good packaging for product safety and customer satisfaction.

Case 2: Reducing Fake Orders

Problem Identified: Another seller had a high RTO rate due to many fake orders. These fake orders disrupted operations and increased costs unnecessarily.

Solution Implemented: To solve this problem, I introduced a two-factor authentication process for COD orders. This involved:

- Sending an IVR call to the customer after they placed an order.
- Asking the customer to press 1 to confirm their order; if they did not, the order was automatically cancelled.

Impact: This step greatly reduced the number of fake orders, leading to better demand forecasting and inventory management. The authentication process also made customers more accountable, ensuring only real orders were shipped.

Case 3: Handling COD Issues

Problem Identified: A third seller faced high RTO rates because many customers refused to accept COD orders. This delayed payment and strained the seller’s working capital while doubling shipping costs for returned orders.

Solution Implemented: To address this, I suggested charging a non-refundable ₹199 shipping fee for COD orders. This strategy had several benefits:

- It covered shipping costs if the order was cancelled or returned.
- It discouraged unnecessary COD orders, as customers now had a financial stake in the transaction.

Impact: Introducing the non-refundable fee significantly reduced the number of refused orders. It also improved the seller's cash flow and ensured more reliable revenue. This strategy showed the importance of aligning payment methods with customer behaviour to improve operations.

Additional Measures:

WhatsApp Business Account: To further improve communication and customer engagement, I helped sellers set up WhatsApp business accounts. These accounts were used for:

- Sending bulk messages about offers and discounts.
- Sending payment and delivery reminders.
- Checking customer availability before delivery.

Impact: Using WhatsApp for direct communication improved customer response and reduced missed deliveries. It also strengthened the relationship between sellers and customers, leading to higher satisfaction and loyalty.

Non-Delivery Report (NDR) Management: I also worked on issues related to NDRs. Delivery personnel often updated statuses with false reasons like “customer not available” or “refused to accept.” To address this:

- I cross-checked these statuses by contacting customers directly.
- If I found discrepancies, I quickly raised tickets or emailed the courier partner to correct the situation and speed up delivery.

Impact: This proactive approach ensured more accurate reporting and timely deliveries, improving overall customer satisfaction and trust in the delivery process.

3. Challenges Faced and Learning from the Internship

Challenges:

- **Unresponsive Courier Partners:** Delays in resolving issues due to unresponsive partners required persistent follow-ups and escalations.
- **High Volume of Customer Interactions:** Managing a large number of customer queries and complaints required efficient time management and prioritization.

- **Complex Logistics Operations:** Understanding the details of logistics operations involved a steep learning curve and demanded careful attention.

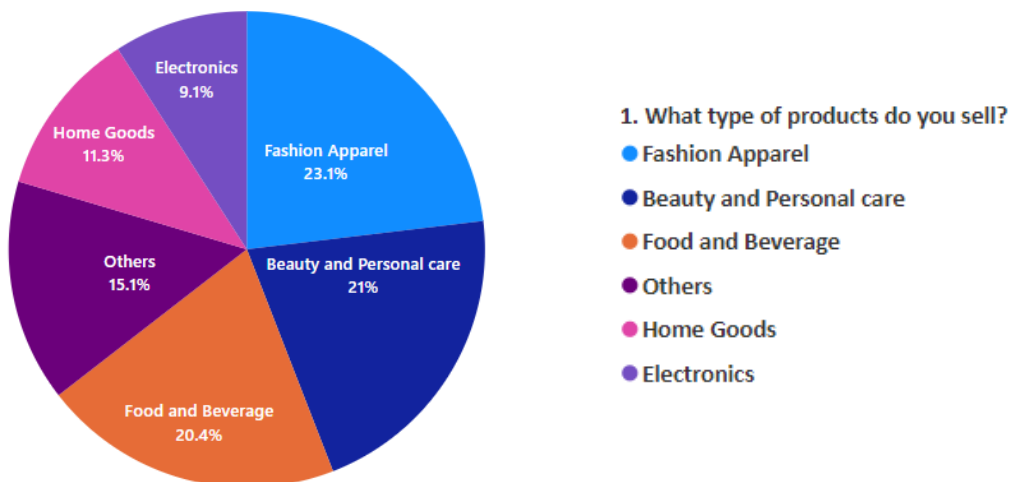
Learning:

- **Effective Communication:** Clear and persistent communication with stakeholders is crucial for timely problem resolution.
- **Proactive Problem-Solving:** Identifying potential issues early and developing proactive solutions can greatly improve operations.
- **Customer-Centric Approach:** Keeping a customer-focused approach ensures solutions meet customer needs, leading to higher satisfaction and loyalty.
- **Collaborative Efforts:** Working closely with different teams and using collective expertise can lead to more innovative and effective solutions.

DATA ANALYSIS

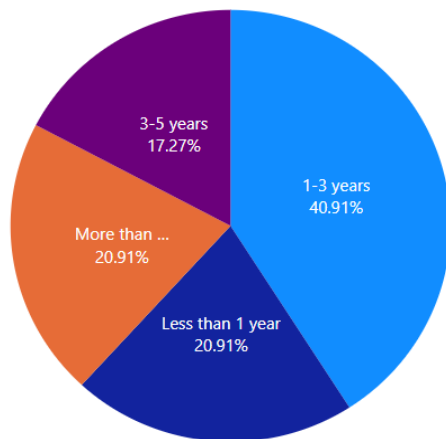
To collect relevant information for this study, an Interview Schedule was developed, focusing on factors influencing the choice of courier services. The Interview Schedule served as a guide for gathering insights on this topics and issues related to the project. The questions were designed to understand the preferences and priorities of 27 D2C sellers when selecting a courier partner.

1. What type of products do you sell?



Data Interpretation: 23.1% of sellers deal in fashion apparel, 21% in beauty and personal care, and 20.4% in food and beverages. Home goods (11.3%) and electronics (9.1%) follow, with 15.1% in other categories. This shows potential growth areas for ShipEasy.

2. How long have you been in business?

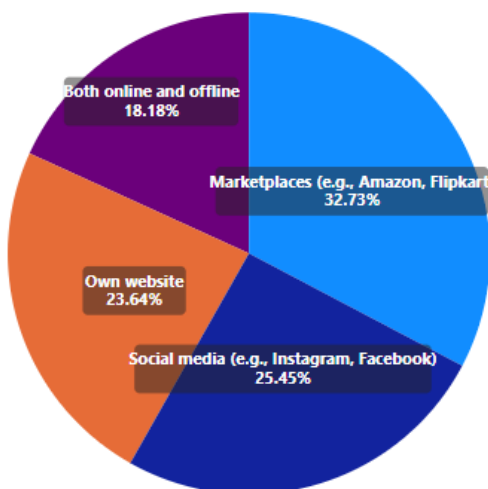


2. How long have you been in business?

- 1-3 years
- Less than 1 year
- More than 5 years
- 3-5 years

Data Interpretation: 40.91% of sellers have been in business for 1-3 years, 20.91% for less than 1 year, and another 20.91% for more than 5 years. 17.27% have been in business for 3-5 years. ShipEasy can tailor its services to meet the needs of both newer and more established businesses.

3. What is your primary sales channel?

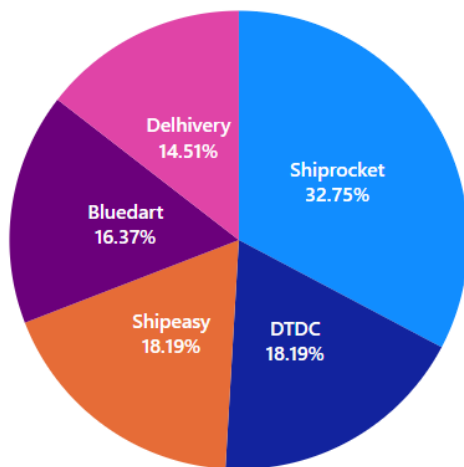


3. What is your primary sales channel?

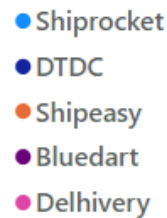
- Marketplaces (e.g., Amazon, Flipkart)
- Social media (e.g., Instagram, Facebook)
- Own website
- Both online and offline

Data Interpretation: 32.73% of sellers use marketplaces like Amazon and Flipkart as their primary sales channel. 25.45% rely on social media, 23.64% on their own website, and 18.18% use both online and offline channels. ShipEasy can provide customized support for each sales channel to enhance efficiency and reduce RTO.

4. Which courier services do you currently use?

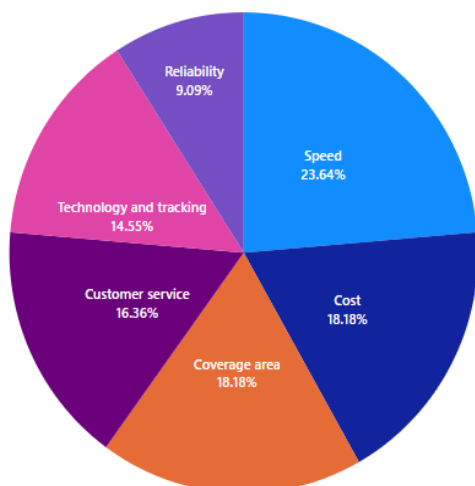


4. Which courier services do you currently use?



Data Interpretation: 32.73% of sellers use Shiprocket, making it the most popular courier service. ShipEasy and DTDC are used by 18.18% of sellers each, followed by Bluedart at 16.36% and Delhivery at 14.5%. ShipEasy can focus on its strengths and unique offerings to attract more sellers from competitors.

5. What factors influence your choice of courier service?



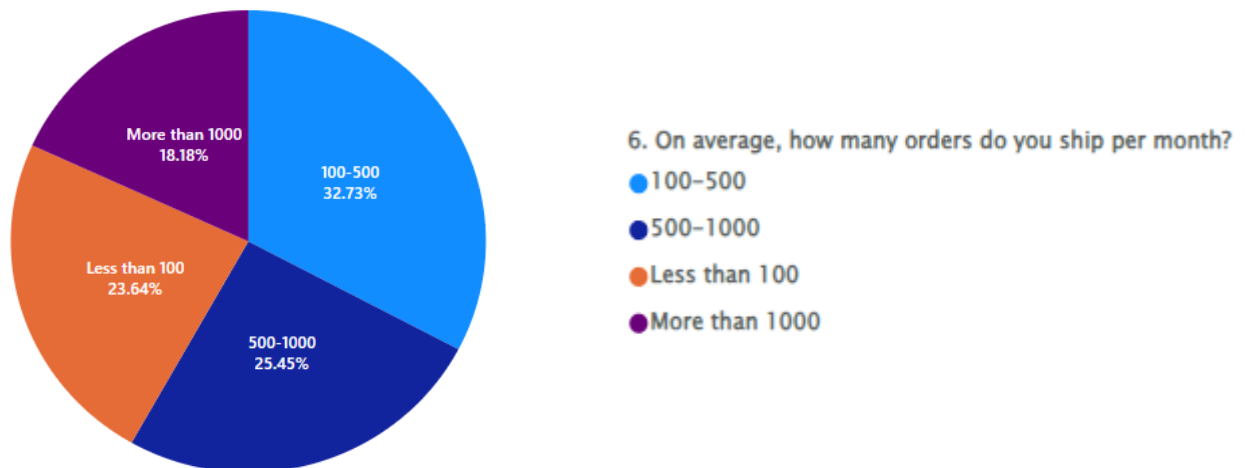
5. What factors influence your choice of courier service?



Data Interpretation: Speed is the most influential factor at 23.64%, followed by cost and coverage area, each at 18.18%. Customer service is important for 16.36% of sellers, while

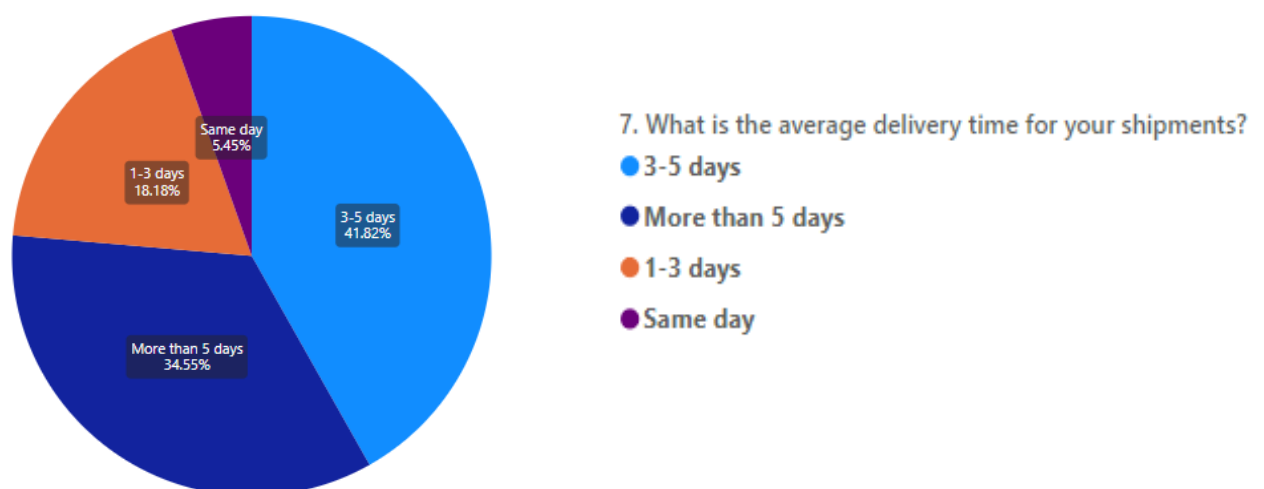
technology and tracking are key for 14.55%. Reliability influences 9.09% of sellers. ShipEasy can enhance speed, coverage, and customer service to attract more customers.

6. On average, how many orders do you ship per month?



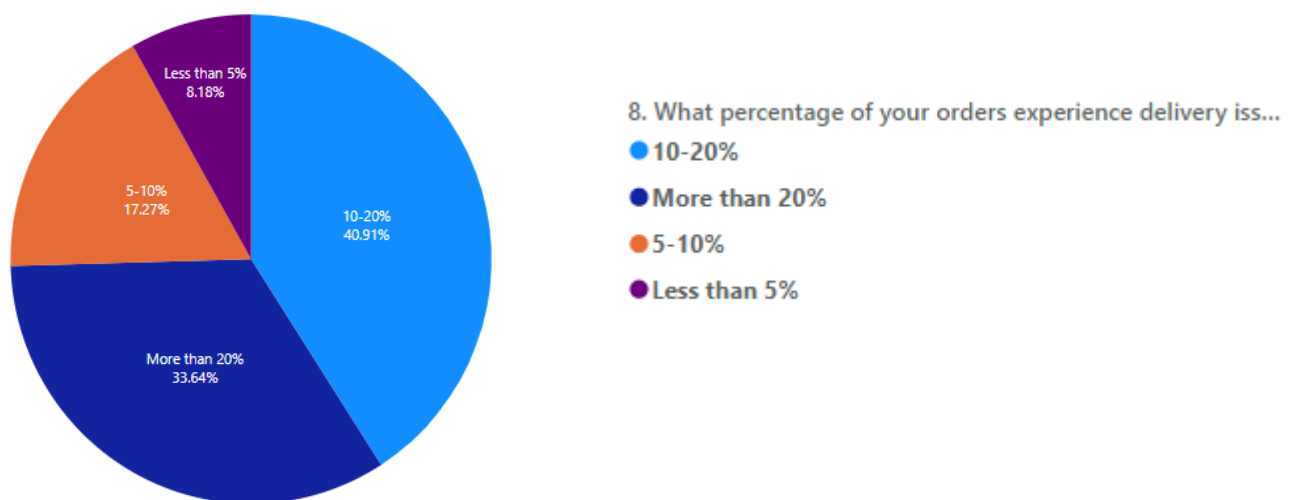
Data Interpretation: Most sellers (32.73%) ship between 100 and 500 orders per month, indicating this is the most common range. About 25.45% ship between 500 and 1000 orders, while 18.18% handle over 1000 orders. The remaining 23.64% ship fewer than 100 orders. ShipEasy should tailor its solutions to support the largest segment (100-500 orders) while addressing the needs of both high and low-volume shippers.

7. What is the average delivery time for your shipments?



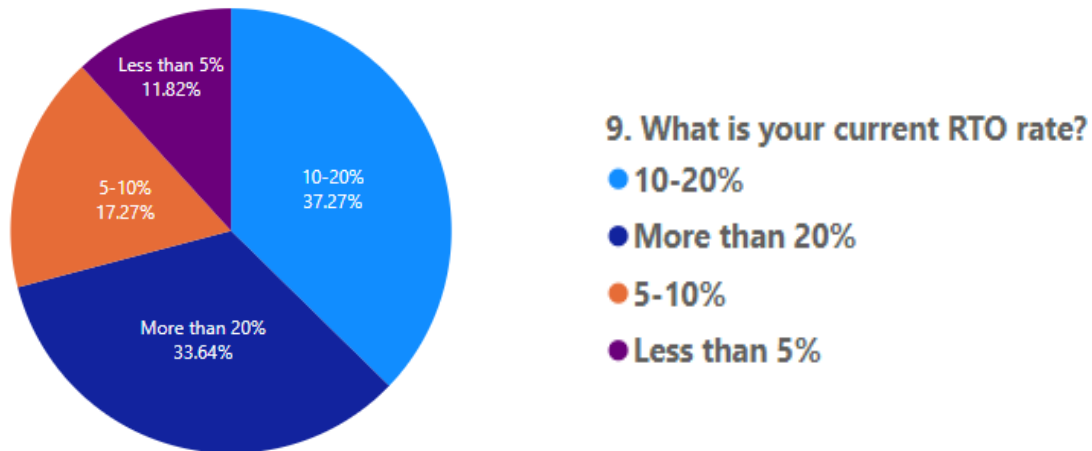
Data Interpretation: The majority of shipments (41.82%) are delivered within 3-5 days. About 34.55% take more than 5 days, while 18.18% are delivered in 1-3 days. Only 5.45% of shipments are delivered on the same day. ShipEasy should focus on improving delivery times, especially for the 3-5 day and more than 5-day ranges, to enhance customer satisfaction.

8. What percentage of your orders experience delivery issues (e.g., delays, returns, damages)?



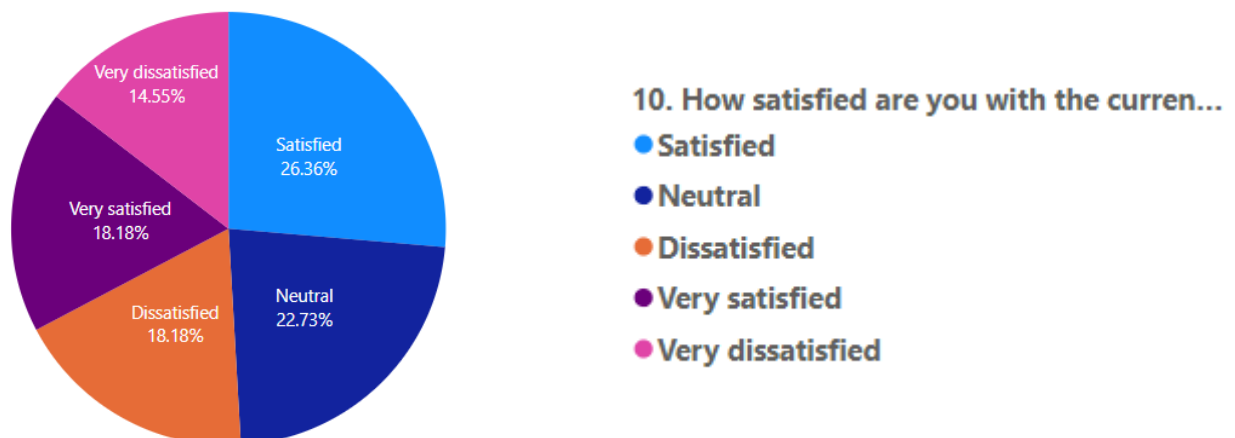
Data Interpretation: A significant percentage of orders (40.91%) experience delivery issues in the 10-20% range, and 33.64% have issues exceeding 20%. Fewer orders face issues in the 5-10% range (17.27%), and only 8.18% have issues in the less than 5% range. ShipEasy should prioritize addressing delivery issues, especially for the larger problem ranges, to improve overall service quality.

9. What is your current RTO rate?



Data Interpretation: Most sellers have an RTO rate in the 10-20% range (37.27%), with a significant portion (33.64%) exceeding 20%. RTO rates are lower in the 5-10% range (17.27%) and least common below 5% (11.82%). ShipEasy should aim to lower RTO rates, focusing especially on those with higher percentages to improve overall performance.

10. How satisfied are you with the current technology solutions provided by your courier service?



Data Interpretation: Satisfaction with current technology solutions is mixed. About 26.36% of sellers are satisfied, while 18.18% are very satisfied. However, 18.18% are dissatisfied and 14.55% are very dissatisfied. A neutral stance is held by 22.73%. ShipEasy should focus on addressing concerns and enhancing technology solutions to improve overall satisfaction.

CHAPTER VI

CONCLUSIONS

The following conclusions have been drawn based on the comprehensive analysis of the research findings:

Order Volumes and RTO Rates:

The research indicates that the predominant segment of sellers ships between 100 and 500 orders per month. This volume represents the largest portion of the market, suggesting that a significant number of sellers operate at this level. However, a considerable number of sellers experience high Return to Origin (RTO) rates, particularly in the 10-20% range (37.27%) and above 20% (33.64%). This high RTO rate highlights a critical issue that impacts operational efficiency and customer satisfaction. The substantial proportion of high RTO rates indicates that there are underlying issues that need to be addressed to improve delivery success and reduce operational losses.

Delivery Times and Delivery Issues:

The data reveals that a majority of shipments are delivered within 3-5 days (41.82%), which is a reasonable timeframe for many customers. However, a significant portion of shipments (34.55%) takes more than 5 days, which can lead to dissatisfaction among customers expecting quicker delivery. Furthermore, delivery issues, such as delays and damages, are a prominent concern. A large percentage of orders experience problems, indicating that the current systems and processes are not sufficiently robust. These issues underscore the need for improved logistics, better handling procedures, and more efficient delivery mechanisms.

Technology Solutions:

Satisfaction with the current technology solutions provided by courier services is varied. While 26.36% of sellers report being satisfied and 18.18% are very satisfied, there is a notable dissatisfaction among 18.18% who are dissatisfied and 14.55% who are very dissatisfied. This mixed feedback suggests that while some sellers find the technology adequate, there is significant room for improvement. Enhancing the technology solutions to address the concerns and requirements of users could lead to higher satisfaction and better service delivery.

Factors Influencing Courier Service Choice:

Speed is identified as the most influential factor in choosing a courier service, with 23.64% of respondents prioritizing it above other factors. Cost and coverage area are also important, each influencing 18.18% of respondents. Customer service and technology and tracking are significant but less so, influencing 16.36% and 14.55% of respondents respectively. Reliability is the least influential factor at 9.09%. This indicates that to attract and retain customers, courier services must focus on enhancing speed, expanding coverage areas, and improving customer service.

SUGGESTIONS

Based on the conclusions drawn, the following recommendations are proposed:

Reduce RTO Rates:

Implement comprehensive strategies to tackle the main causes of RTO. This could involve improving customer communication, optimizing delivery attempts, and enhancing verification processes for bulk COD orders. Training delivery personnel to better handle customer interactions and implementing technology that alerts customers about delivery times and attempts could significantly reduce RTO rates. Additionally, analyzing RTO patterns and addressing specific issues such as customer unavailability or inaccurate addresses will help in targeting and reducing RTO incidents.

Improve Delivery Times:

Focus on enhancing logistics and operational efficiencies to expedite delivery times. Invest in advanced routing technology, streamline warehouse operations, and optimize inventory management to reduce delays. Establishing partnerships with reliable logistics providers and improving the overall supply chain process can help in achieving faster delivery times. Regularly reviewing and refining delivery processes will also ensure that the timeframes meet customer expectations more consistently.

Enhance Technology Solutions:

Upgrade the technology solutions offered to address the dissatisfaction expressed by a segment of sellers. Incorporate advanced features such as real-time tracking, user-friendly interfaces, and robust support systems. Regularly update technology to incorporate feedback from users

and to adapt to new technological advancements. Providing comprehensive training and support to users on how to effectively utilize these solutions will also contribute to higher satisfaction levels.

Focus on Key Factors Influencing Choice:

Prioritize improvements in speed, coverage area, and customer service, as these are the most critical factors for customers. Enhance service speed by optimizing logistics and operations, expand coverage areas to reach a broader customer base, and invest in training for customer service representatives to improve interaction quality. Implementing these improvements will help in meeting customer expectations and differentiating the service from competitors.

Regular Feedback and Evaluation:

Establish a system for continuous feedback from both sellers and customers to regularly assess and improve service quality. Utilize surveys, focus groups, and performance metrics to gather insights and identify areas for improvement. Implementing a structured approach to feedback collection and analysis will enable the organization to make informed decisions and adjustments to strategies and solutions, ensuring that they remain relevant and effective.

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ANNEXURE

D2C Seller Questionnaire

Section 1: General Information

1. **Company Name:**
2. **Contact Person:**
3. **Position/Title:**
4. **Contact Email:**
5. **Contact Phone Number:**
6. **Website URL:**

Section 2: Business Overview

1. **Please provide a brief description of your business.**
2. **What type of products do you sell?**
 - Apparel and Accessories
 - Electronics
 - Home Goods
 - Health and Beauty
 - Food and Beverage
 - Others (please specify)
3. **How long have you been in business?**
 - Less than 1 year
 - 1-3 years
 - 3-5 years
 - More than 5 years
4. **What is your primary sales channel?**
 - Own website
 - Marketplaces (e.g., Amazon, eBay)
 - Social media (e.g., Instagram, Facebook)
 - Physical stores
 - Others (please specify)

Section 3: Logistics and Delivery

- 1. Which courier services do you currently use?**
- 2. What factors influence your choice of courier service?**
 - Cost
 - Speed
 - Reliability
 - Coverage area
 - Customer service
 - Technology and tracking
 - Others (please specify)
- 3. On average, how many orders do you ship per month?**
 - Less than 100
 - 100-500
 - 500-1000
 - More than 1000
- 4. What is the average delivery time for your shipments?**
 - Same day
 - 1-3 days
 - 3-5 days
 - More than 5 days
- 5. What percentage of your orders experience delivery issues (e.g., delays, returns, damages)?**
 - Less than 5%
 - 5-10%
 - 10-20%
 - More than 20%

Section 4: Returns and RTO (Return to Origin)

- 1. What is your current RTO rate?**
 - Less than 5%
 - 5-10%
 - 10-20%
 - More than 20%

2. **What are the primary reasons for RTO?**
 - Incorrect address
 - Customer not available
 - Refused delivery
 - Damaged in transit
 - Others (please specify)
3. **What measures have you taken to reduce RTO?**
4. **What challenges do you face in managing returns?**

Section 5: Technology and Support

1. **Do you use any logistics or shipping management software? If yes, please specify.**
2. **How satisfied are you with the current technology solutions provided by your courier service?**
 - Very satisfied
 - Satisfied
 - Neutral
 - Dissatisfied
 - Very dissatisfied
3. **What additional features or improvements would you like to see in logistics technology?**
4. **How would you rate the customer support provided by your courier service?**
 - Excellent
 - Good
 - Average
 - Poor
 - Very poor

Section 6: Future Needs and Expectations

1. **What are your main goals for the next 12 months regarding logistics and delivery?**
2. **What improvements would you like to see in the courier services you use?**
3. **Are you planning to expand your business to new regions or countries? If yes, please specify.**
4. **How can ShipEasy better support your logistics needs?**

Section 7: Feedback and Suggestions

- 1. Do you have any additional comments or suggestions for improving the logistics and delivery process?**
- 2. Would you be interested in participating in a follow-up discussion or interview?**