

airisX Limited

Case Study #1

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Presented by: Terry Woltman

airisX:

Address	Room 1207, Energy Plaza, 92 Granville Road
City, state, ZIP Code	Tsim Sha Tsui, Kowloon, HK
Phone number	+1.702.751.3519
Contact name	Terry Woltman
Title	CEO
Phone number	+1.702.751.3519
E-mail address	terry@airisx.com
Solution group	Business Services
Solution offering	Managed Services
Project name or title	CONFIDENTIAL

Case Study for CONFIDENTIAL

Company profile

Client 1 is a medium-sized Amazon seller based in China. They manufacture their own products in China, which are then shipped to Amazon's FBA fulfillment centers within the US for fulfillment. They currently only sell in the US market, but would be open to additional sales geographic regions in the future.

FURTHER DETAILS:

- Small household electronics, exercise equipment and much more. Established in 2008.
- Revenues in 2016: \$7.5 million.
- Estimated marketing, branding, support budget for 2017: \$150,000.

Business situation

Client 1 had significant problems and cost inefficiencies in their existing internal Amazon sales process, requesting airisX to assist them in streamlining and expanding their capabilities. airisX looked at the client's entire process and organization and identified a number of initial key areas that would provide the greatest impact to the client's success, and hence, bottom-line.

Solution

airisX Limited provides Chinese Manufacturers significant value added services to allow them to globalize their business via Amazon's international platform. A transition plan was identified and the airisX implementation team migrated the services to our Service Delivery team for on-going support and service.

The key areas of value add were:

1. English collateral and US-specific marketing and branding strategy
2. 7 day / per week customer support with native English
3. Market research and industrial design

Based on these findings, airisX created a transition plan for the client and implemented a solution.

MARKETING AND BRANDING

After review the client's 140+ products and platform strategy, it was determined that the packaging, copyediting, manual translations and other aspects were not well designed for the US marketplace. This had often resulted in negative

customer experience due to unclear operations manuals and an overall feeling of “cheap Chinese product” in product reviews. Though the product itself was not necessarily low quality, but rather perceived value and customer experience were under-appreciated factors in the design process. airisX provided project based experts to redesign the packaging to better reflect the latest trends in the US marketplace. Additionally, all copyediting was rewritten to better communicate product selling points, remove incorrect grammar, and better reflect an American English tone.

The manufacturer’s brand website and general brand image was completely revamped. airisX worked closely with the manufacturer to weave portions of their rich history into the brand story and to make sure their brand remained true to their company values. The brand was updated for modern times and a general brand guideline was created to make sure the brand kept to a consistent look across product lines. Graphic assets were rebuilt through a mixture of 3D product renderings and lifestyle photo shoots.

In addition to communication through visuals and graphics, airisX was able to educate the client on the importance of direct communication lines between the brand and the customer. This helps build brand equity as the brand can offer more favorable solution packages to the customer than Amazon can – resulting in a superior customer experience.

OUTSOURCED CUSTOMER SUPPORT

Client 1 was supporting their American Amazon customers from internal staff within China, but unfortunately these staff members did not have a strong process in place, tools for tracking and metrics, nor strong English skills. Additionally, Client was unaware of various Amazon recommended best practices, such as the 24-hour required response rate that would help boost their ratings, reviews and product placement in search.

airisX first codified all common issues from the client’s support ticket history, designing a process for easy identification of support requests with templates. Our teams implemented a full support back-end system, allowing for end-to-end tracking and metrics of support requests. Upon a new support request, a ticket is opened within airisX’s system, allowing for tracking of all issues, including time to respond, volume, customer support ratings, escalated issues and much more.

Since the client migrated their entire support team to airisX, we were able to implement a full 7-day response team with redundant coverage, ensuring all support requests are handled promptly and correctly. The system is able to handle multiple levels of escalation, to internal support managers and all the way to manufacturing engineers. This ensures all issues are handled within 24 hours and resolved to the best ability of the organization.

Finally, the support team that was implemented internally in airisX has experience in Amazon sales issues and are native speakers. The client’s

customers now interact with the brands in their native language and with support that understands their language.

MARKET RESEARCH

Finally, the client expressed a deep desire to not just better service clients through their brand reach and world-class support, but to also perform deep product and market analysis to proactively build better products. airisX was able to assemble a team that actively monitors the client's reviews to classify specific opportunities, allowing them to improve the engineering and quality assurance programs implemented by the manufacturer, hence improving listing performance.

This data is then analyzed to locate the best options, which our manufacturing experts use to decide the most cost effective options for implementing a change to the manufacturing process to incorporate client's review feedback.

Furthermore, airisX developed a novel competitor offering research protocol that generated a series of recommends on competitor's flaws that their engineering team could then incorporate into their design process. This resulted in tactical product offerings that addressed unmet demand while avoiding cost-waste on low demand features. airisX was then contracted to develop the industrial design that would allow the company to maintain a cohesive look while at the same time offering features that were in demand by customers.

Benefits

Client 1 has realized real gains in their business far beyond the costs of the service. They have seen their search rankings, both on Amazon and externally, rise over 150% through the marketing efforts.

Native English copyedit and support have lead to a 90% increase in sales.

Finally, the support initiatives and manufacturing changes have led to a 200% decrease in negative reviews (though the better copyedit likely contributes to this as well) and a 30% rise in average same listing sales.

Products and services used:

DETAILS:

- Transition Team, Business Process Design and On-going Account Management.
- Managed Customer Support Services.
- Proprietary internal support tracking system.
- Competitor offering research protocol
- Manufacturing Engineering Services.
- *No third-party products or services used for the solution.*

Services provided by other groups or companies:
No third-party products or services used for the solution.