

airisX Limited

Case Study #2

Version 2: Apr 17, 2017

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airisX:

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Solution group	Business Services
Solution offering	Managed Services
Project name or title	CONFIDENTIAL

Case Study for CONFIDENTIAL

Company profile

Client 2 is a large size Amazon seller based in the US that manufactures in China via contract manufacturers. They also source existing products for resale on the Amazon platform in the following markets:

- United States
- Canada
- France
- Mexico
- Japan (*in development*)

Client sells thousands of products across the various international Amazon marketplaces they operate on. They utilize a variety of fulfillment methods to warehouse and delivery products to their customers, including: Amazon FBA, private and contracted warehouses, and drop shipping.

FURTHER DETAILS:

- Full catalog comprising thousands of products across almost every category. Established in 2015.
- Revenues in 2016: \$25 million.
- Estimated outsourced marketing, branding, and support budget for 2017: \$400,000.

Business situation

Client 2 had significant scaling problems leading to high cost overruns in their existing internal Amazon sales process due to massive growth, requesting airisX to assist them in standardizing and expanding their capabilities, while also cutting expenses. airisX evaluated the client's entire organization, catalog, supply chain and manufacturing processes to identify a number of initial key areas that would provide the greatest impact to the client's on-going success.

Solution

airisX Limited provides Chinese Manufacturers significant value added services to allow them to globalize their business via Amazon internationally. 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. Implement standardized marketing/branding strategy (manager) with regional specifics (Digital Marketing)
2. Graphics design, translation
3. Copyedit, market strategy, etc (Marketplace Management)
4. Decrease costs (CSR team) and increase customer success
5. China sourcing and QC

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

MARKETING AND BRANDING

After reviewing the client's full catalog and listings (over a thousand products), and platform strategy, it was determined that the copyediting, graphics and other branding efforts were not well designed for the company's placement in the marketplace. airisX provided project based experts to evaluate all current listings, leading to a re-write of over 60% of current listings. Additionally, all copyediting was redone to better position the products and remove incorrect grammar to better reflect an American English tone.

There was a lack of branding cohesion across the client's product offerings and airisX was tasked to create a cohesive strategy. airisX worked with the client to create consistent packaging concepts that would improve customer satisfaction and perceived value. A previous lack of manufacturer contact details and missing warranty information created a negative customer experience. airisX was able to fix this problem across their entire product catalogue at scale through efficient design.

Digital Marketing

The client's managed Digital Marketing group is headed up by a strategist that outlines the current market and develops new and emergent strategies for implementation by the team. This included creating a social media presence from scratch that focused on not only providing a platform for customers to reach out to the client but to also reinforce the client's brand image. Promotions were run weekly to drive traffic to new product offerings. Informative posts were also created weekly to educate customers on new ways to use a product or to attract new customers to try it out. Satisfied customers were encouraged to write posts to the client's social media accounts in order to build a sense of community.

Marketplace Managers

The Marketplace Management team works hand-in-hand with the Client, Digital Marketing, Customer Support and Account Management teams, offering guidance on latest trends and implementing Amazon Platform specific solutions

to increase sales and decrease costs. This includes: new listings, removal of old listings, updated products, release of new products, inclusion in FBA and other Amazon solutions as available.

The Market Managers are experts in their given area of operations, generally broken down by language, currently English (US, Canada, and UK), French and Spanish (Spain and Latin/South America), with Japanese being contemplated.

OUTSOURCED CUSTOMER SUPPORT

After a full review and analysis, it was found that the client's support expenses did not match their team's output or value add, adding significant expenses to the client's operations while yielding minimal value. The airisX transition team documented the entirety of the client's process, making significant process changes and providing our support tool with standardized responses. This was completed on a rolling basis, migrating portions of the client's products to the airisX solution over several months, allowing for a controlled handoff from client staff to our managed services while allowing the client to feel in control of the process.

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. The system is able to handle multiple levels of escalation, to internal support managers, the account management team and all the way to the client's internal structure. This ensures all issues are handled optimally 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, while producing significant cost savings for the client.

CHINA MANUFACTURING SERVICES

Struggled with procuring new products and with consistent quality from their contracted manufacturing lines without being present in China at all times.

Sourcing

As airisX works directly with a great many manufacturers in China directly, we were able to source a dedicated staff to liaison between the Client and several manufacturing companies in the county. The Sourcing Expert works on the client's behalf to negotiate contracts, advise the client on local business norms and culture as well as bridge the language gap to ensure smooth communications between contracted partners and the client.

Quality Control

The client requested airisX's expertise to maintain the quality of the contracted manufactured goods. Due to airisX's strong presence in the sector, we were able to source specific talent to represent the client on-site for period reviews and audits of the BOM and design specifications versus the outputted product.

Benefits

Client 2 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, raise over 20% through the dedicated digital marketing team's efforts.

The airisX marketplace management team is today completely managing the client's Amazon presence, providing strategic insights to the client, working hand-in hand with them to identify trends, recommending the end-of-life of products that are not performing well or no longer relevant, and the modification of existing products and introduction of new products based on client feedback.

Through significant business process design and implementation of the airisX internal support tools, we were able to reduce custom responses from almost 100% of all support requests to less than 35%. Through lowered costs, increased process, and the quality control resource located in China, support expenses decreased by 57% while mean time to resolve issues decreased by 23% and customer satisfaction saw a climb of 33%. Delivered defective or subpar product complaints have been reduced by over 70%.

Through the sourcing resource located within China, the client has been able to procure new products faster than ever, adding new categories and products month over month.

Products and services used:

DETAILS:

- Transition Team, Business Process Design and On-going Account Management.
- Managed Customer Support Manager and dedicated team.
- Proprietary internal support tracking system.
- Digital Marketing Manager and dedicated team.
- Marketplace Manager and dedicated team for regional specific requirements.
- Manufacturing Services (China).
- *No third-party products or services used for the solution.*

Services provided by other groups or companies:

Contracted manufacturing by airisX partners.