

# Cataloguing and listing

## CATALOGUING AND LISTING SERVICE HELPS SELLERS TO SET UP SHOP THROUGH AMAZON FLY

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### SUMMARY

Amazon is one of the largest online marketplaces in the world and its sellers are the backbone of this E-Commerce giant. Amazon Fly is the platform that enables these sellers to launch themselves on Amazon by taking care of account set up and product listings.

With half a decade of experience with Amazon Fly, the team at IndiVillage has worked with scores of sellers to launch their accounts with Amazon - standard product descriptions and edited images of their products. This process has enabled the hassle-free induction of new sellers onto the Amazon seller base.

### CHALLENGE

Capturing and processing of data is what sets the base for any online

marketplace. There has been an exponential growth of data in the past few years, and this is one of the main challenges that threaten the foundation of any E-Commerce business. In order to resolve this issue for Amazon Fly, IndiVillage helps in managing a vast expanse of data while maintaining its quality.

It has been noted that **23%** of product returns are due to inaccurate product descriptions or a lack of high-quality images. Buyers do not trust the product or the platform selling the product if the listings are not standardized. When the number of products that have to be cataloged is large, the workforce required to do the same is also high. Upholding the same standard approach throughout the data management cycle is the task that has been assigned to us by Amazon Fly.

## SOLUTION

Amazon Fly is a service available on the Amazon Service Provider Network (SPN) that enables sellers to create accounts and list products that they want to sell. As an SPN partner, IndiVillage receives a list of nearly 80 sellers, every 11 days. The team dials each seller and following a script, collects information needed to create their account on the platform. The item name, pricing details, stock availability, product images, and product descriptions are collected for every product and listed on the platform in accordance with the Amazon standards. Occasionally, if there are missing details, the team researches the product description and matches it with available industry products online. Image editing is also done when there is any inconsistency between the provided images and the standard.

## RESULTS

With the support of IndiVillage, Amazon Fly has been able to create 9200 accounts through a five year period and cataloged a large number of products on to their listings.

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