

Coupang

Coupang is Korea's largest online retailer, powered by a dynamic end-to-end e-commerce and logistics network. They provide exceedingly fast shipping speeds on millions of items including fresh groceries. They have designed and built over 100 unique fulfillment centers, covering 25 million square feet and housing millions of products. This translates into 70% of the Korean population living within 7 miles of a Coupang logistics center.

Services:

Salesforce Sales Cloud | Salesforce Experience Cloud (Seller Onboarding) | Salesforce Experience Cloud (Korean + Content Management System) | Salesforce Marketing Cloud | Google Analytics | UX/UI Design | Integrations with Support Software (Zendesk) | Integration with Fraud System (Forter) | Integration with Sharepoint File Server using Workato



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BUSINESS CHALLENGES

- **Seller Acquisition**

The business has ambitious growth targets and manual intervention was needed to manage the complex lead allocation process amongst BDRS and account managers, but the manual process had become a bottleneck.

- **No automated Marketing Journeys**

As part of the seller acquisition drive, they were unable to leverage marketing automation to convert leads.

- **Slow and problematic seller registration process via email**

Sellers from overseas markets would have to submit emails and word forms to register on the platform.

- **Limited data flow:**

Inadequate and non-integrated self-service registration process.

- **Lack of data governance**

Data was prone to be compromised due to human error and gaps in different processes.

- **Seller guidance and support:**

Content and the user experience was hindering sellers from problem shooting and contributing to a high churn rate.



Industry sector
**E-commerce
and digital distribution**



Size of business
37,000 employees



Number of users
500+



Company turnover
12 Billion (2020)



Solution type
Multi-Cloud

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IMPLEMENTED SOLUTIONS

- **Smart Lead routing**

Custom-developed automated lead routing solution.

- **End-to-end customer management:**

Lead, Account, Contact and Opportunity management system on Salesforce Sales Cloud CRM.

- **Automated Data insert:**

We developed an automated data feed that allowed Coupang to drop lists of new leads directly into Salesforce and removed all the manual effort of using the data loader.

- **Online Marketplace registration:**

A fully functioning website Layer leveraging our expertise in UI/UX for optimised registration.

- **Customer community:**

Custom designed multilingual community (Korean and English Version) including the following features: user profiles, application and document submission, support requests, educational content.

- **Marketing Consultancy:**

We worked with Coupang to Design and develop their lead acquisition Campaign.

- **Marketing Cloud:**

We configured and implemented Marketing Cloud and created multiple drip campaigns.

- **End-user automated engagement:**

Email marketing automation and surveys.

- **Cross Domain Tracking:**

We added cross domain tracking Google Analytics for the customer community in order to track customer journeys across multiple coupang platforms eventually leading to a conversion.



RESULTS



- **Increased seller acquisition:**

New monthly seller sign-ups increased by 31%.



- **Increased operational effectiveness:**

Optimized internal team performance with a vast drop in manual intervention required to complete tasks.



- **Reduced Global Seller Sign up Time:**

More secured data management across integrations, data flow and data handling.



- **Accurate Reporting on Content:**

They are able to optimise their content's quality by utilizing the insight into content engagement provided by Salesforce CMS reporting.

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CLIENT FEEDBACK

Having shortlisted Seamless Ideas from several Salesforce Partners put forward, we were extremely impressed with their knowledge and approach in the RFP stage. They quickly understood our business, challenges and had skills and expertise outside of the Core platform which meant we could work with a single vendor across Salesforce, Marketing UX/UI and website design. This was really appealing to us as we had extremely challenging timelines.

Since the implementation went live we have increased our seller acquisition by 31% for our local market in South Korea. This has been well received by the board and we are in continuous talks with Seamless on how we can further improve our process and systems across the organisation.

Our Global team has seen an increase in applications and has reduced the average application process time by 53% allowing us to onboard more international sellers and increase our Global reach.

Tommie O'Brian, Sales Director, Coupang PLC

