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A Study on the Role of Customer Success and Its Impact on E-commerce Logistics Performance

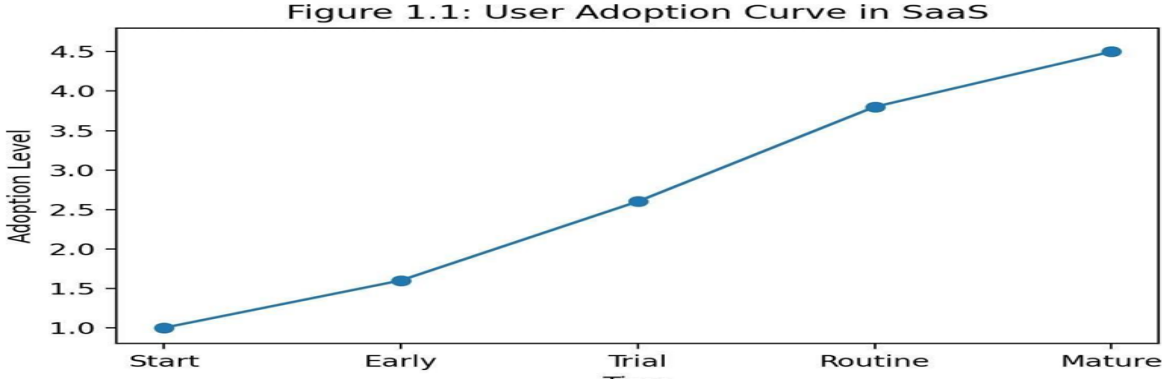
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Abstract: ***The e-commerce sector is expanding day by day and the growth is moving business towards cloud based logistics management .This study show how customer success supports the performance of Software as a Service in the e- commerce logistics performance .Main objective of customer success is to guiding customer as well as providing best support so they can use SaaS platform properly .Also in this study we had check that how onboarding , training, proper guidance and proactive engagement impacts e-commerce logistics performance. This study explain that when customer start to use SaaS software then delivery management , inventory management , route optimization and operation efficiency start to work effectively on time .This research also explain how customer success increase customer retention, reduce churn rate as well as help customer in generating revenue. So this is why customer success has been playing important role in todays modern business strategy.***
Keywords: SaaS Logistics Management, Customer success, Cloud-based Logistics

I. INTRODUCTION

In todays world digital transformation is happening in each and every industry which in their rapid growth . Business are using technology and cloud based software to manage their work efficiently .In e-commerce logistics companies are using SaaS software to manage their order management , inventory management, choosing shipping provider [delivery management] as well as for warehouse coordination so that they can do better in business as well as they can generate more revenue .SaaS software use has been increase means small seller and bigger seller both are using as it is easily to get but its implementation can be say successful when user can use it properly in managing their day to day operations .For their good adoption customer success is needed .As customer success will help them in solving problem as well as guide them how to use software so they can manage their work properly . Customer success teams conduct training so that they can guide the customer as well as make them comfortable with the software .In e-commerce logistics industry timely delivery as well as customer satisfaction is directly depend upon the how they mange day to day operations . If person is using software properly ten they will not face problem in late delivery , failed orders , unfulfillable order , they will be able to manage their inventory properly as well they will deliver product on right time to customer in budget with best shipping provider. In todays subscription based environment customer retention is very important as you all know nothing is free in this era. SaaS software is also based on subscription model here we give different types of model to customer like standard , professional . In standard suppose we give support to customer that they can manage one warehouse but in professional they can manage two warehouse etc . This research is mainly based on to analyze the role of customer success in contribution of managing e-commerce logistics .

Figure 1.1: User Adoption Curve in SaaS



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II. REVIEW OF LITERATURE

In recent years customer success importance has been increased especially in SaaS field . Before it was mainly knowing as customer support function but by the time when SaaS field it has become as a strong strategy for a business which is directly impacting the performance of customer .According to research software and logistics are not only depend on technical it also include operational efficiency. Before this in traditional way customer support were acting actively after knowing problem of customer but in todays era we give training to them so that they can avoid problem , they can tackle the problem when they face without any issue by this approach customer satisfaction has been increased and also customer retention has also been increased. With proper training and customer support customer become comfortable with the software, their confidence also increase also by that they are able to fulfill their customer demand on time their revenue generation will increase day by day .

Objectives of the Study

1) To understand the concept of customer success in e-commerce logistics .
2) To analyze the performance of e-commerce logistics with the help customer success.
3) How customer success work in customer retention and how customer success help customer in generating revenue as well as reducing churn run rate of customer .

III. SCOPE OF THE STUDY

This study basically show how customer success is important part in e-commerce logistics . Without them customer can not do anything as they help in solving problem as well as guiding as each step so that they can run their business properly without any problem and delay . Customer success also provide them training so to make customer comfortable with the software they provide them proper training in detail for almost 1 month . Customer success not only help them in training but also help them in generating revenue as well as help them in getting customer satisfaction .For company also they play important role as they reduce churn rate , increase customer retention as well as increase customer engagement.

IV. RESEARCH METHODOLOGY

In this research I had collect some data from research paper, articles as well as by the help of online sources also my I had collect my primary data on the basis of my work . This study mainly focus on how customer success has improve the work efficiency of e-commerce logistics by their support and training .

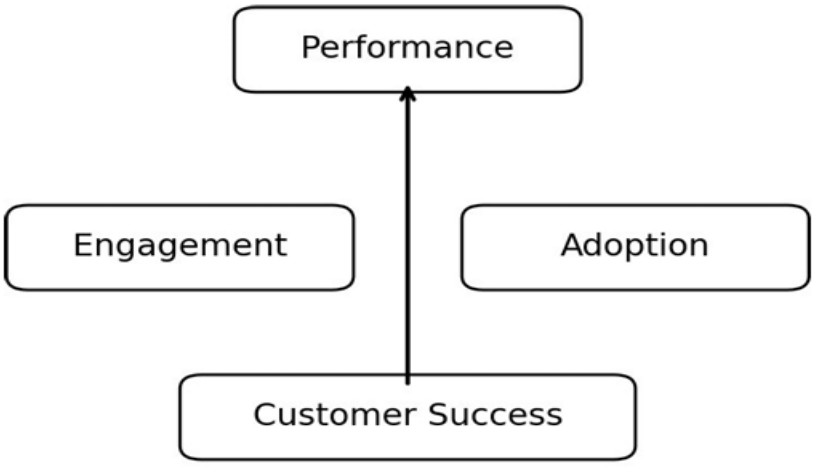
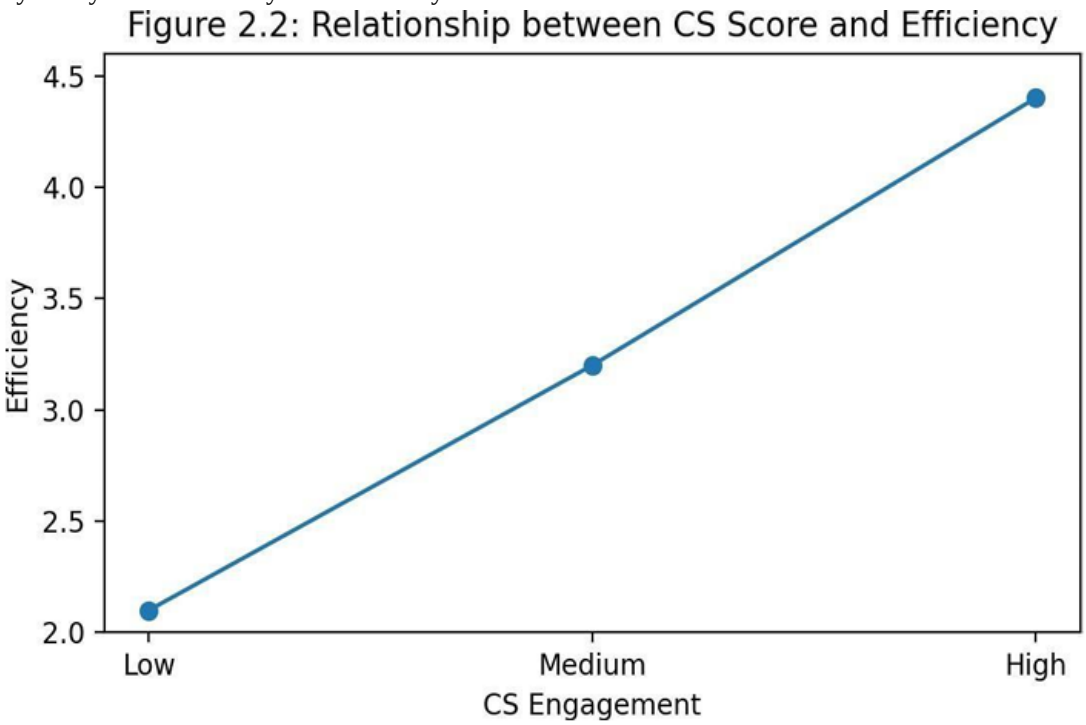


Figure 2.1: Research Model

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V. DATA ANALYSIS AND INTERPRETATION

After collecting information in research we got to know that how customer success is needed in e-commerce logistics, how they affect business performance of the customer , how they help customer in generating revenue as well as how they help a SaaS company to gain customer retention .Best customer success increase the label of adoption of the software among the customer as well as help in increasing their operational efficiency . According to interpretation customer success is not only a support it is a strategy which help customer as well as company in generating revenue as well as by the help of customer success they are able to manage their day to day work efficiently and effectively on time .



VI. FINDINGS

By the help of this research we got to know how customer success positively impact the performance of e-commerce logistics like from onboarding to training to making the customer comfortable with the software , helping customer in managing the operational efficiency. Today a SaaS company use customer success not only for support but also to increase customer retention as well as they help in generating company revenue also . By the help of good customer success company gain customer satisfaction also gain more customer engagement.

VII. CONCLUSION

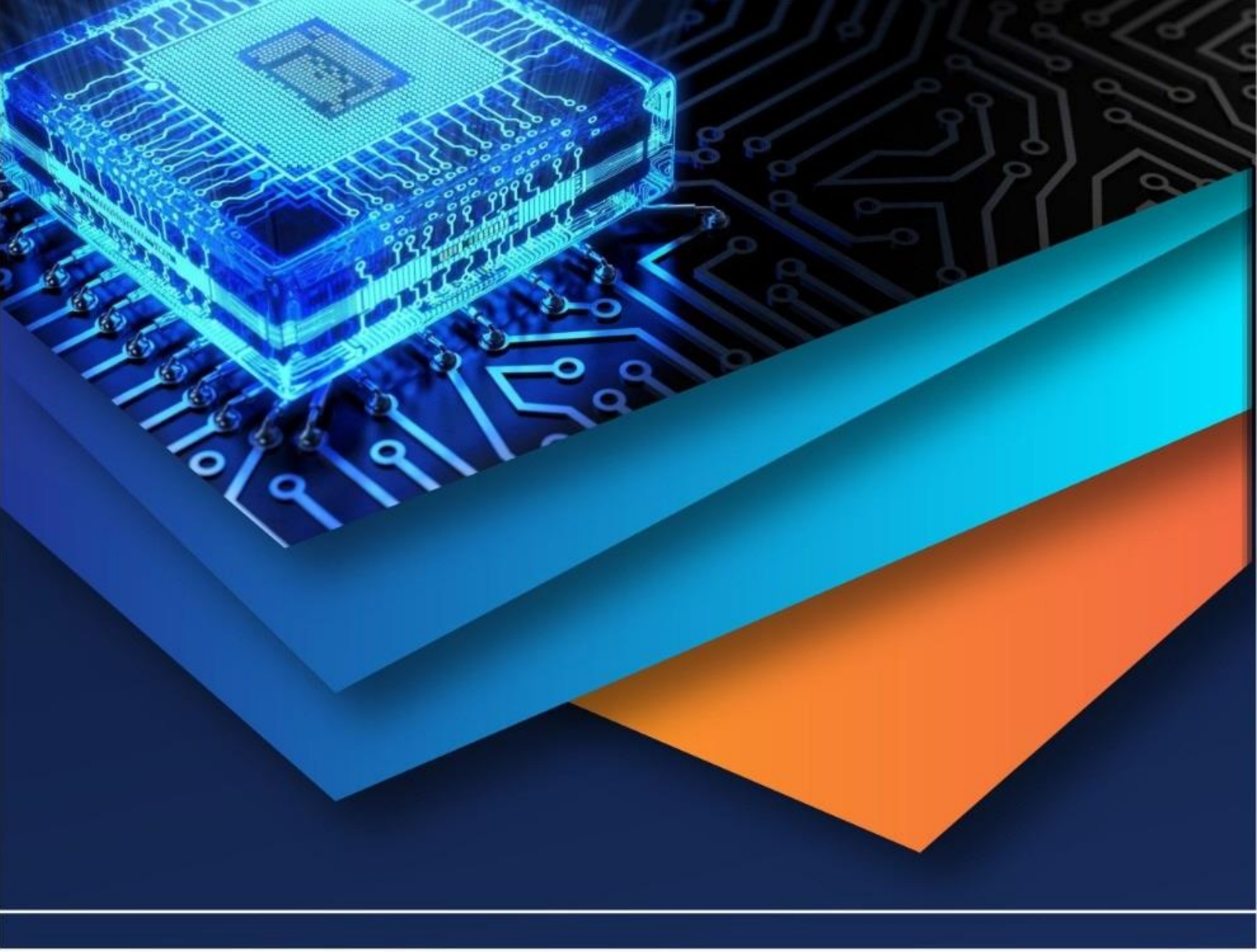
Conclusion of this study is that customer success is not only it is the strategy that help e-commerce logistics to grow rapidly in todays era . Its continuous support helps in managing operations smoothly on time without any delay.

REFERENCES

For this research I had collect and read many articles as well as many research paper as well as use online platform to get data also I had mention data based on my work .For example

[1] Ahmad, S., Utomo, D. S., Dadhich, P., & Greening, P. (2022). Study on packaging and logistics efficiency.
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