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PICKABOO.COM: A CUSTOMER CENTRIC SERVICE PROVIDER IN E-COMMERCE INDUSTRY IN BANGLADESH

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ABOUT PICKABOO.COM

Pickaboo.com is one of the largest one-stop shopping destinations in Bangladesh which was launched in 2016. Since 2016, it has been offering more than 6500 products of 100 different brands in different categories ranging from electronics to household appliances, latest smart phones, Camera, Computing & accessories fashion, health equipment and makeup. It is an online retailer that sells products to consumers directly (Pickaboo.com, 2018).

EFFECTIVE WEB STOREFRONT

Pickaboo.com is a licensed, authorized, and fully protected website that offers safe and secure checkout for all customers (Pickaboo.com, 2018). It is very aware of securing all the personal information through multiple security checks for the sole purpose of their customer's security and convenience. Users of digitized world seek things to be as simple and intuitive as possible. Moreover, users are able to navigate easily through their site, notwithstanding device they are viewing it on. Pickaboo.com ensured standard loading time for the ease of customers. Sometimes visitors need to be encouraged or reminded of what your business wants them to do on a specific page (Pinnacle Cart, 2018). While it may seem clear to you what action is required/recommended on a particular page, there's no reason to let your visitors wonder and Pickaboo.com used to do it effectively.

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OWN DELIVERY MANAGEMENT TEAM AND RETURN POLICY

It is a matter of peace of mind that comes with knowing that important product has arrived safely on time. Hence, Pickaboo.com uses its own delivery management team to deliver the products to customer timely and securely (Pickaboo.com, 2018). Pickaboo.com creates the value of "Delivering Happiness" with an excellent customer experience. To ensure a hassle-free product delivery at customers' point, they have their own logistics services, the most efficient delivery service. Its sophisticated delivery management system ensures that customers receive products at the same day if the order is placed by 12 pm. Pickaboo offers various delivery methods for all products for the most convenient and safe product delivery.

- Click & Collect Services
- Office Pickup/Collection
- Fast Pick & Same day delivery
- Sundarban Courier Service (Pickaboom, 2018)

It also deliveries products during weekends. In addition to delivery system, Pickaboo.com has customer centric return policy. It compensate BDT. 500 for FastPick Delivery if it fails to deliver on time (Pickaboo.com, 2018). Moreover, Pickaboo.com bears the shipping costs if fails to deliver on time for regular customer. After receiving product, if a customer finds wrong with the products, he/she can return products within three calendar days from the delivery date lest they are eligible for return. For example: If a buyer received product on the 10th of July, he/she had time until the 13th of July to contact Pickaboo's Customer Service center (Pickaboo.com, 2018).

KEEP UP WITH MARKET TRENDS

To go with the flow, in terms of market trends, Pikaboo.com always stand-in bringing variety of brands and vendors throughout the world. What customers desire to get comparing to the nearest competitors is also a concern for them. It has created most trusted online shopping platform where customers may find wide collection of best local and foreign brands' products. Similar to the competitors, they have EMI facility for their customers. To keep up with the market, it uses Sundarban Courier Service to deliver products to long distance.

SUPPLY PRODUCTS, SERVICES, AND INFORMATION ANYTIME, ANYWHERE

Customers can order products in 24/7 comparing nearest alternatives. Click & Collect with Pickaboo.com directly enables a customer to shop in a suited way. In most of the cases, orders are collected from their Office and therefore customers can collect the product directly from their office at least after 1 hour of placing order from all days in a week except Friday and public holidays. However, at the collection point, they will keep the order for 2 days.

TRACKING PREFERENCES AND TAILOR CUSTOMER SERVICES TO THE INDIVIDUAL

E-commerce site collects data on customers and their Web site behavior and choices through various tools such as user registration, cookie files, Web site behavior tracking software, and user feedback (Laudon & Laudon, 2016; O'Brien & Marakas, 2006). Pickaboo.com uses cookies, a tiny software stored in user's computer, to track their preferences. It is used to help automatic logins, password authentication and shopping cart functions as well as personal preference settings so on. Apart from this, Pickaboo.com uses Google Analytics to generate statistical and other information about the website. Therefore, Pickabo.com is able to see the traffic to the website, locations of customers from where they visit most and the products that are mostly searched in the website.

Pickaboo.com publishes interest-based advertisements provided by Google for the Pickaboo website which have been tailored by Google to reflect customers' search interests on the basis of their browsing history. Google tracks the user's web activity to determine customers' preferences and behavior across the web by using these tools.

ONLINE MARKETING

Pickaboo.com follows online marketing system thus they send messages through email to its prospective customers. One reason for which Pickaboo.com uses email marketing is that it is relatively inexpensive. In addition, Pickaboo.com sends text messages to it registered customers to make aware of the upcoming offerings. It also uses social media platforms to advertise its offerings based on pre-specified criteria such as age, occupation, education etc. Pickaboo.com wishes it loyal customers on their occasions such as birthday, anniversaries etc. though text messaging and email with gift cards.

PROBABLE QUESTIONS

- What is Pickaboo's business model?
- How does the Pickaboo achieve competitive advantage?
- Do you think that Pickaboo is customer centric business? Explain why or why not.

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