

SELLER NP CHECKLIST				WEEK DAY						
STEPS	MONITORING AREA	IMPACT	DAILY CHECKLIST FOR SELLERS	1	2	3	4	5	6	7
1	Order Pendency	<p>Delay in Shipments will result in:</p> <ul style="list-style-type: none"> • Cancellation of order by customer resulting in loss of sale • Impact on rating on Network which will impact future sales through Network. 	<p>Check Seller level order pendency (No of orders & average aging of pending orders).</p> <ul style="list-style-type: none"> - Coordinate with sellers where pendency is high for faster shipment. 							
2	Seller Cancellations	<p>High Cancellation will result in:</p> <ul style="list-style-type: none"> • Impact on rating on Network which will impact future sales through Network. • Buyer Apps can apply criteria to filter out non- performing sellers who will then not be visible to buyers resulting in loss for Seller NP as well 	<ul style="list-style-type: none"> - Check Seller Cancellations (Number of cancellations, % cancellations for seller, Seller wise % share of cancellations for Seller NP) - Align discussions with the Sellers basis the data. - Understand issues & recommend process improvements, checklists, conduct training on inventory management, order management or pricing as required. - In case of repeated failures issue warning and then deactivate unless corrective actions taken by seller and verified by Seller NP 							
3	Assortment check	<ul style="list-style-type: none"> • If the assortment of Sellers goes down it will result in decrease in sales/potential future sale for the Seller NP 	<ul style="list-style-type: none"> - Check Seller level assortment status and comparison with past data of assortment - Identify gaps & discuss with sellers to maintain/increase width and depth of inventory. 							
4	Buyer Escalations	<ul style="list-style-type: none"> • Not reverting on time will result in breach of SLA for such requests. • Breach of SLA will result in compliance breach wherein buyer can escalate the issue as per the IGM policy of Network 	<ul style="list-style-type: none"> - Check Buyer escalated open cases aging, where seller has not reverted timely/appropriately on Buyer return/refund/cancellation requests. - Discuss/work with sellers for resolution. 							
5	Receivables	<ul style="list-style-type: none"> • Delay in receivables will result in seller NP investing higherworking capital to run the business. Cost of doing business will go up proportionately. 	<ul style="list-style-type: none"> - Create/Download Pending Payments to be received from Buyer NP - Escalate to Buyer NPs where there are delays. - Follow up on older open Payment pending escalations. 							
6	Payments	<ul style="list-style-type: none"> • Not paying timely to sellers will result in sellers delisting with the seller NP or going to an alternate Seller NP. 	<ul style="list-style-type: none"> - Check Seller pending payment cases - Align for payment as per SLA and update where UTR received. 							
7	Seller Escalations	<ul style="list-style-type: none"> • Not resolving issues will lead to seller dissatisfaction & possible exit from NP • Higher bandwidth of Seller NP will go on issues rather than working on growth. 	<ul style="list-style-type: none"> - Check escalation received from Sellers: payment delays, in-transit damages, delivery delays by on network logistics and ensure closures. 							
8	Managing low Performers	<ul style="list-style-type: none"> • It is important for Seller NP to track and work with top non-performing sellers • Improving operations of such sellers will result in greater impact on Seller NP performance. 	<ul style="list-style-type: none"> - Create seller level data to draw insights on top sellers dragging down operations at Seller NP level. - Set up meetings with Top non performing sellers (high time of shipment, high seller cancellations, high out of stock) & then - Help resolve issues faced by seller - Communicate warnings, or - Disable as per the severity of the issue. 							
9	Seller Training	<ul style="list-style-type: none"> • Training helps Sellers improve their operations which will result in better overall performance of Seller NP. 	<ul style="list-style-type: none"> - Identify gaps in skills of sellers - Conduct training sessions for Sellers in order management, inventory management, using order management dashboard 							
10	Seller Expansion	<ul style="list-style-type: none"> • This exercise will help NPs to not just be dependent on current sellers and their assortment for sales and help reduce seller dependency. This will also increase sales through new assortment. 	<ul style="list-style-type: none"> - Identify assortment gaps in categories - Align BD team for new seller onboarding. - Review pipeline and movement in seller acquisition funnel. - Train new seller onboarded with the Seller NP for business operations 							
11	Account Management	<ul style="list-style-type: none"> • This will help Seller NP to work with high Potential Sellers and develop them to extract maximum business for these sellers and Seller NPs. • Working closely with such sellers will also provide seller NP with feedback to streamline and improve Seller NP processes. 	<ul style="list-style-type: none"> - Identify key accounts sellers (basis current performance, assortment, scale in ONDC and other channels, financial strength, experience in digital sales). - Set up discussions for growth with these sellers. - Follow up on updates on previous discussions. 							