GUARDEVERY: ENSURING ACCURATE DELIVERIES

ADDRESSING DELIVERY DISCREPANCIES WITH INNOVATIVE SOLUTIONS

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Online shopping has revolutionized the way we buy products, providing a fast and convenient bridge between companies and customers. However, a major issue persists: users often receive something different from what they ordered. This leads to frustration and trust issues between buyers and sellers. Our solution, GuardEvery, aims to tackle this by offering a system that helps users easily identify discrepancies between the items they ordered and what's actually delivered

INCIDENT WHICH INSPIRED THIS IDEA

The idea for GuardEvery was born out of a personal experience. My aunt had ordered a traditional diya (lamp used for worship) online. While the delivered diya was the same color and size as shown in the image, the key feature—its depth—was missing. The shallow surface of the diya meant it couldn't hold a decent amount of ghee (liquid used in lamps), making it useless for its intended purpose. This incident made me realize how small discrepancies like these can lead to disappointment, and that's when I thought: 'What if there was a way to ensure the product you receive is exactly what you ordered?

ORDERED PIECE

DELIVERED PIECE

HOW IT WORKS

Receive the Item: You receive the item you ordered from the online store.

Open the App: Launch the *GuardEvery* app, which is designed to quickly capture and compare items.

Identify the Discrepancy: Notice any differences between the item you received and what you ordered. For example, in this case, the diya has a shallow surface, which is different from the deeper one shown in the image.

Capture the Evidence: Take screenshots of both the *ordered* product and the *delivered* product, highlighting the key differences (like depth in this case).

Report the Issue: With a simple comment or annotation, you can easily submit your complaint using these images. The app automatically generates a clear report that you can send to the seller, ensuring transparency and faster resolution.

RELEVANCE TO CUSTOMERS

GuardEvery is essential for online shoppers who face the frustration of receiving items that don't match what they ordered.

- Protects Interests: Quickly document and report discrepancies with visual evidence, ensuring customers get what they paid for.

- Saves Time: Skip the lengthy back-and-forth with customer service by providing clear proof of the issue.

- Builds Trust: Transparent communication with sellers leads to faster resolutions and increased buyer confidence.

- Improves Shopping Experience: Enhances overall satisfaction by reducing the risk of receiving incorrect or subpar products.

RELEVANCE TO BUSINESSES

1. Reduces Return Rates:
   By providing clear visual proof of discrepancies, businesses can quickly resolve complaints, reducing product returns and exchanges.

2. Improves Customer Trust:
   Offering a transparent, efficient process for addressing issues boosts customer satisfaction and loyalty, leading to positive reviews and repeat business.

3. Streamlines Issue Resolution:
   Clear documentation helps speed up the complaint resolution process, reducing the burden on customer service and improving operational efficiency.

4. Boosts Profitability Through Data Insights:
   GuardEvery not only resolves issues but also collects valuable data on customer complaints—like broken items, size/color mismatches, or pricing issues.
   Businesses can use this data to:

1. Identify Quality Issues: Spot trends in defective products or packaging.
2. Adjust Pricing Strategies: Ensure pricing consistency between listings and delivered products.
3. Optimize Inventory: Make more informed decisions on what to restock based on customer feedback.

5. Enhances Brand Reputation:
   A business known for handling complaints swiftly and transparently strengthens its brand and stands out in a competitive market.

IMPACT OF *GUARDEVERY* ON E-COMMERCE PLATFORMS

1. **Simplified Return Process:**
   1. Customers can quickly provide specific, **data-backed reasons** for returns, avoiding long, confusing return lists. This makes the process **faster and more user-friendly**.

2. **Data-Driven Insights:**
   1. By categorizing return reasons (e.g., depth, defects, quality), platforms gain valuable **data insights** that highlight **common issues**. This helps in improving **quality control** and making better inventory decisions.

3. **Enhanced Customer Satisfaction:**
   1. A **faster, hassle-free return process** leads to **higher customer satisfaction**, encouraging repeat business and better reviews.

4. **Reduced Return Rates:**
   1. Identifying issues early (like quality or size mismatches) allows platforms to **take proactive action**, like improving product descriptions or adjusting supplier standards, ultimately **reducing return rates**.

5. **Improved Product Listings:**
   1. Insights from *GuardEvery* help sellers **enhance product listings**, ensuring more **accurate descriptions** and helping customers make informed purchasing decisions.

6. **Competitive Advantage:**
   1. Platforms using *GuardEvery* can stand out by offering a **superior return experience**, attracting more customers who value **easy, transparent shopping**.

PROCESS USING DIYA INCIDENT AS EXAMPLE

KEY CONCEPTS OF GUARDEVERY

Discrepancy Detection

- *GuardEvery* helps customers quickly identify differences between ordered and delivered items, ensuring product accuracy. It focuses on visual proof, reducing the chances of disputes.

Simplified Reporting

- Easy complaint submission: Customers can take screenshots, add comments, and submit the issue with a simple interface. This makes reporting discrepancies fast and stress-free.

Data-Driven Solutions

- The app collects data on common issues (e.g., size, color, quality), giving both customers and businesses actionable insights. This helps businesses improve quality control and product listings.

Streamlined Resolution Process

- With clear documentation (screenshots and comments), complaints can be quickly processed by the seller, leading to faster resolutions—replacements or refunds.

Customer Trust & Satisfaction

- By providing a reliable platform to resolve discrepancies, *GuardEvery* enhances trust, making customers feel secure and more likely to continue shopping with confidence.

FUTURE ENHANCEMENTS

Real-Time Tracking

- Customers can track the status of their complaint in real-time, ensuring transparency and keeping them updated throughout the resolution process.

User Reviews on Product Accuracy

- After resolving discrepancies, users can leave reviews not only on the product but also on how accurate the product was vs. the listing. This helps future customers and sellers alike.

Simplified Reporting of Discrepancies

- A quick and intuitive reporting system within the app, where users can simply snap a photo and submit the issue, streamlining the process even further.

thank you