



SUPERSEDES: None	REVISION NO: 00
EFFECTIVITY DATE:	PAGE NUMBER: 1 OF 3

DETAILS			
Name			
Job Title:	Omnichannel Staff		
Department:	Omnichannel	Immediate Supervisor:	
		Direct Reports: Position/Number	
Works With: A. Internal – All Departments and Stores B. External –			
JOB OBJECTIVE			
To provide support in the day-to-day operations of Wilcon's online shop by coordinating with stores for order fulfillment and assisting with online order processing issues, managing partner third-party logistics (3PL), and maintaining operational accuracy and customer experience across Wilcon's online shop and marketplace platform.			
KEY RESULT AREA (action- reason-result/s formula)		KEY PERFORMANCE INDICATOR	
<u>Key Result Area 1 – Store Support and Order Coordination</u> - Ensure timely and accurate support for Wilcon stores in processing online orders by addressing concerns related to Magento, ETP, Infor integration, invoice printing, and data verification for order fulfillment. Key Activities: - Coordinate online orders to stores through the Viber group chat. - Assist stores with all order fulfillment processes, including order acceptance, receiving, and invoice printing. - Address issues related to non-integration, incorrect unit of measure (UOM), RS (Replacement Slip)/CN (Credit Note), and other order concerns		Order Support Response Time: Measures the average time taken to assist store inquiries related to online orders. Target: Response within 1 hour from inquiry receipt. Order Issue Resolution Rate: Measures the percentage of online order issues (ETP, integration, printing) resolved within 24 hours. Target: 95% resolution rate per month. Order Coordination Timeliness: Measures the timeliness of notifying stores about new online orders through the Viber group chat. Target: 100% notification within 30 minutes of order confirmation.	

<u>Key Result Area 2 – Marketplace Operations and Maintenance</u> • Oversee daily operations and updates related to the Wilcon-managed marketplace (Lazada - Franke), ensuring accuracy in listings, pricing, inventory, customer response, and promotions. • Key Activities: - Upload and manage SKUs and campaigns in Lazada. - Process new OTP and pricing updates. - Monitor and respond to Lazada reviews and chat inquiries. - Conduct weekly inventory checks and update stock. - Edit product descriptions and handle customer chat escalations.	Product Upload Accuracy Rate: Measures the accuracy and completeness of SKU uploads and campaign entries in Lazada. Target: 100% accuracy for uploads and campaigns • OTP and Pricing Update Compliance: - Measures the timeliness and accuracy of implementing OTP and pricing changes in Lazada Target: 100% compliance within 24 hours after OTP release. • Customer Chat Response Time: - Measures the average time to respond to Lazada customer inquiries and chats. Target: Initial response within 30 minutes during operational hours.
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SUPERSEDES: None	REVISION NO: 00
EFFECTIVITY DATE:	PAGE NUMBER: 2 OF 3
	Inventory Update Accuracy: Measures the correctness of weekly stock checks and updates posted on Lazada. Target: 100% weekly inventory report submission and stock accuracy. • Review Response Rate: - Measures the responsiveness in addressing Lazada product reviews, particularly negative or inquiry-based feedback. Target: 100% acknowledgment or response to reviews within 24 hours.
<u>Key Result Area 3 – Customer Support and Conversion Management</u> • Monitor abandoned carts, assist customers with pending or canceled orders to complete their purchase, and support CRM-endorsed customers encountering order placement issues through to successful completion. • Key Activities: - Monitor abandoned cart data and maintain accurate and updated interaction records. - Reach out to customers with abandoned carts, pending orders, or canceled orders to encourage them to finalize their purchase. - Assist CRM-endorsed customers who encountered difficulties placing their online orders, guiding them until a successful transaction is completed.	• Abandoned Cart Monitoring Accuracy: - Measures the consistency and accuracy of abandoned cart monitoring and record updates. Target: 100% daily monitoring and weekly record updating. • Customer Engagement Rate: - Measures the percentage of customers with abandoned carts, pending, or canceled orders contacted for follow-up. Target: 100% customer engagement within 24 hours after identification. • Purchase Conversion Rate: - Measures the percentage of abandoned cart, pending, and canceled order customers who complete a purchase after engagement. Target: At least 30% (realistic and practical) monthly conversion. • CRM-Endorsed Customer Completion Rate: - Measures the percentage of CRM-endorsed customers successfully assisted through to completed online orders. Target: 100% completion rate for all CRM-endorsed cases.

Key Result Area 4 – Others

- Perform additional tasks and responsibilities that support e-commerce and marketplace operations, which are not explicitly covered under the main KRAs but are essential to the overall success of online operations.
- **Key Activities:**
 - Handle special assignments and ad hoc projects related to e-commerce or marketplace operations.
 - Support internal process improvements, documentation, and testing initiatives as needed.
 - Assist with 3PL reporting, online shop updates, and related tasks outside regular daily activities.

● Timely and Quality Completion of Assigned Tasks:

- Measures the completion of additional tasks, special assignments, or ad hoc responsibilities within the agreed-upon timelines and expected quality standards.

Target: 100% completion within the deadline and compliance with task requirements.

SUPERSEDES: None	REVISION NO: 00
EFFECTIVITY DATE:	PAGE NUMBER: 3 OF 3

Others		
● Performs other tasks that may be assigned from time to time.		
JOB SPECIFICATIONS		
Education	● Bachelor’s degree in Business Administration, Marketing, E-commerce, Information Technology, or a related field.	
Experience	● At least 1 year of experience in e-commerce operations, customer support, or order fulfillment. ● Preferably familiar with e-commerce platforms, order management systems, Magento backend, Lazada Seller Center, and third-party logistics (3PL) operations.	
Training/License/ Certification	● Training or certification in E-commerce Operations or Digital Marketing ● Project Management certification is a plus. ● Familiarity with tools like Magento, Salesforce, or other CRM and order management systems.	
Technical Skills or Competencies	● Proficiency in e-commerce platforms and back-end systems. ● Proficiency in Microsoft Office tools, especially Excel and Word. ● Strong analytical skills for data interpretation and performance monitoring. ● Competence in using reporting tools and software (e.g., Excel, Google Analytics, BI Tools). ● Familiarity with e-commerce platforms and order management systems	
Essential Traits or Competencies	● Strong communication skills (both written and verbal) for customer and store coordination. ● Customer-focused mindset with attention to detail. ● Attention to detail and accuracy in handling order information, pricing, and updates. ● Ability to multitask and prioritize tasks in a fast-paced environment. ● Basic knowledge of marketplace operations. ● Flexibility and willingness to take on additional tasks as needed. ● Ability to work collaboratively with cross-functional teams. ● Strong problem-solving and troubleshooting skills to support online order issues. ● Customer-focused mindset with a proactive approach to assisting. ● Organizational skills to maintain accurate records and reports.	
JOB DIMENSIONS		
Decision-Making Required	● The role involves assessing fulfillment-related concerns, identifying the appropriate course of action, and initiating coordination or escalation when necessary. All decisions are made in close collaboration with the Omnichannel Supervisor and follow the direction set by the Omnichannel Manager.	
Impact of Decisions Done	● Decisions made in this role directly affect order accuracy, timeliness of fulfillment, and overall customer satisfaction, with operational efficiency and internal coordination also impacted.	
Innovation Required	● The position contributes to continuous improvement by recommending enhancements in order handling processes and participating in user testing and feedback for platform updates.	
Working Conditions	● The position is primarily office-based, with regular coordination with the Omnichannel Supervisor and Manager to align on goals and performance improvements. It also involves collaboration with other business units and departments and may require extended hours or work during holidays when necessary to support business operations.	
Accountability of the Position	● The position is accountable for ensuring timely and accurate processing of orders, proper documentation of issues, and the consistent updating of trackers and reports used by the Omnichannel team.	
Nature of Information Handled by Position	● The role handles sensitive customer data including personal and order information, along with operational details from various platforms such as Magento, Lazada, and internal coordination logs.	
Prepared by:		Reviewed by:
		Approved by:

Date:	Date:	Date:
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