

Scaling Customer Operations for a **Leading Ecommerce Marketplace**

From a 25-FTE pilot to 1,650 FTE in 90 days, while improving buyer experience and expanding seller operations.



ABOUT THE CLIENT

A leading ecommerce marketplace connects a large base of consumers with independent sellers and small businesses across a fast-growing digital commerce ecosystem.

As the marketplace expanded, customer operations had to scale rapidly across buyer support and seller services while maintaining consistency across voice, email, chat, and social media.

CHALLENGES FACED

1

Growth was outpacing the operating model.

Rapid increases in transactions and customer interactions created pressure across both sides of the marketplace.

2

Rapid Scale Requirements

A 25-FTE pilot needed to expand to enterprise scale within weeks as transaction and contact volumes increased.

3

Fragmented Buyer Journeys

Buyer interactions were distributed across multiple channels and workflows, creating inconsistencies in service delivery and operational visibility.

4

Complex Seller Operations

Seller requirements extended beyond customer service into marketplace support, lending, advertising, catalog-related assistance, and seller enablement.

5

Cost and Experience Pressure

The operation had to scale rapidly while improving buyer experience and reducing the cost of customer interactions.

ACTION PLAN DEPLOYED

Fusion CX built a scalable marketplace support model around workforce flexibility, faster agent readiness, connected customer workflows, and dedicated seller operations.

- 1

Just-in-Time Workforce Scaling
 - Aligned workforce capacity with changing transaction and contact volumes.
 - Created the flexibility to ramp rapidly during periods of higher demand.
 - Scaled the operation from **25 FTE to 1,650 FTE within 90 days.**
- 2

Contact-Driver-Based Training
 - Structured training around the highest-volume buyer and seller contact drivers.
 - Prioritized the interactions agents were most likely to handle in production.
 - Accelerated agent readiness during successive hiring waves.
- 3

Connected Customer Workflows
 - Moved fragmented customer and order-management processes toward a more unified operating environment.
 - Improved workflow consistency across voice, email, chat, and social media.
 - Reduced operational fragmentation as marketplace volumes expanded.
- 4

Dedicated Seller Operations
 - Established dedicated support for seller lending operations and working-capital requirements.
 - Developed an advertising-sales framework to create monetization opportunities across the seller base.
 - Extended the engagement beyond traditional customer service into broader seller enablement.



Scale Journey



25 FTE
Initial pilot



1,650 FTE
Scaled within 90 days



2,390 total headcount
As the engagement expanded
~3 million transactions supported across channels

RESULTS

The engagement expanded from a small customer-service pilot into a large-scale marketplace operation supporting buyer experience, seller services, and commercial enablement.

Buyer Experience	Seller Operations	Scale
18% Lower cost of buyer interactions	<7 hours Lending operations disbursement turnaround time	1,650 FTE Ramped within 90 days
>87% Buyer CSAT	8× Seller advertising ROI	2,390 Total program headcount as the engagement expanded
>82% Customer Effort Score	83% Seller satisfaction	~3 million Transactions supported across channels

Key Takeaways

- 1

Build capacity for rapid growth.

High-growth marketplaces need workforce models that can expand faster than traditional hiring cycles.
- 2

Train around actual contact demand.

Contact-driver-based training can accelerate readiness during large-scale ramps.
- 3

Design buyer and seller operations differently.

Buyer support focuses on service and resolution, while seller operations can extend into financial, operational, and commercial support.
- 4

Extend CX beyond customer service.

Lending and advertising operations can broaden the role of customer operations into marketplace enablement.
- 5

Ready to Scale Marketplace CX?

See how Fusion CX can support high-growth ecommerce operations across buyer experience, seller services, and digital customer channels.

