

Retail & E-commerce

Support your retail channels with
a dedicated operations team in India.



Customer queries often start with an information gap

Each product, channel and order adds information to maintain. When catalogue details differ, delivery status is unclear or returns lack a next action, customer teams spend time reconstructing events. Organised records and visible exceptions give local teams more capacity for customers, merchandising and trading decisions.

WHERE WORK BUILDS UP

BUSINESS CONSEQUENCE

Product and inventory records differ across channels

Staff repeat checks and corrections before approved updates can go live.

Order and return exceptions are scattered

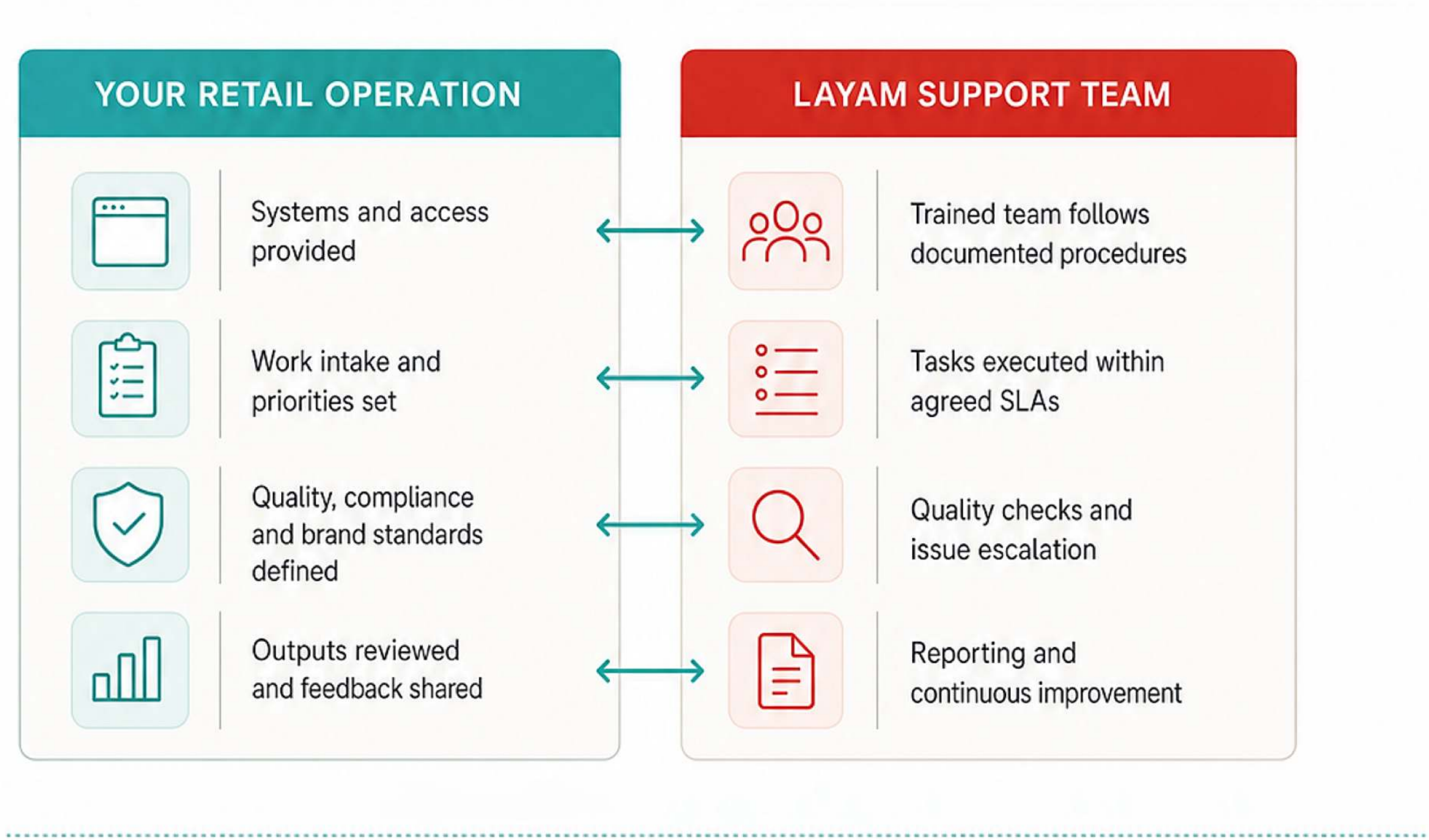
Customer teams chase status across systems and suppliers.

Reporting and supplier administration absorb capacity

Operational preparation competes with merchandising and commercial work.

Dedicated support behind your retail channels

Layam can build an India-based team for catalogue, order and returns administration within your systems and brand standards. An Offshore Development Centre (ODC) can focus on defined workflows; a Global Capability Centre (GCC) can support a longer-term internal capability. Managed, co-managed, build-operate-transfer and client-owned options are scoped to your governance and ownership needs. Volume plans, service-hour coverage and training are agreed around the operation. Seasonal capacity changes follow an approved scope and mobilisation plan.



Keep brand standards consistent through the workload

Agree system access, permitted customer contact, brand tone, quality checks and escalation thresholds before onboarding. Queue reviews track priorities and response deadlines. Documented procedures and trained backup coverage support continuity through peaks and channel changes.

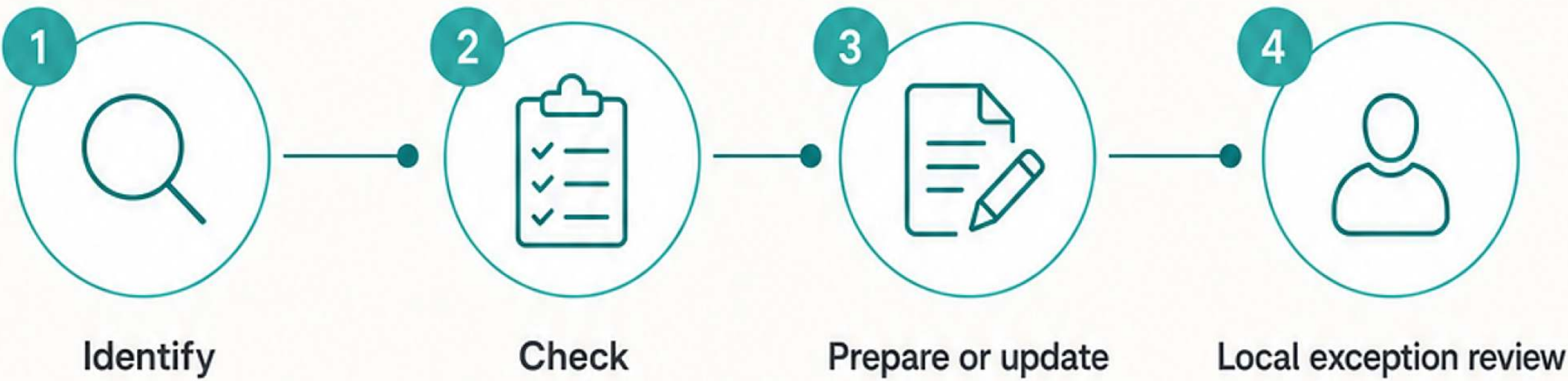
Layam supports recruitment, onboarding, protocol training, HR and payroll, IT setup and performance coordination. Delivery reviews address accepted output, repeat errors and capacity needs.

Support from product information to returns

CAPABILITY	OUTPUT FOR YOUR AUSTRALIAN TEAM
 Catalogue administration	Prepared product attributes, approved content updates and validation lists against channel standards.
 Order and delivery administration	Current status records, tracked dependencies and exceptions requiring local intervention.
 Returns and customer-workflow support	Classified requests, prepared documentation and actions within approved policy and contact permissions.
 Inventory and supplier records	Checked item and supplier information, approved updates and discrepancy queues.
 Operational reporting	Order, return and backlog summaries with owners, ageing items and recurring issues.

Give every order exception a clear next action

The team checks order and delivery records, updates the exception queue and prepares the next action under your rules. Refunds beyond delegated limits, disputes and commercial exceptions go to the Australian owner. Authorised actions and outcomes are recorded in the approved system.



Refunds beyond delegated limits, disputes and commercial exceptions go to the Australian owner.

Measure record quality, queue progress and local time



More consistent product records

Accepted updates without correction and required-field completeness.



Clearer order and returns queues

Age of unresolved items and overdue actions by owner.



More capacity for customers and trading

Net administrative time released after supervision and review.



More dependable peak support

Accepted work against agreed service levels, with full delivery cost visible.



Commercial and customer authority stays with you

Your Australian team retains merchandising decisions, pricing, supplier negotiations, refund-policy authority, sensitive customer escalations and customer-experience ownership. Layam manages the agreed support execution within delegated task limits.



Operational experience behind the retail support team

Layam combines offshore workforce support with broader experience in stores, inventory and logistics. Role selection, supervision, reporting and ongoing team support are organised around your administrative workload.

For retail and e-commerce, channel-specific skills and brand standards shape the team's remit. Your leaders can review accepted updates, outstanding exceptions and service performance through one operating relationship.