Case study on how buyer seller chat can be used on classifieds

This case study on CroplaChat will give you an in-depth analysis on the needs and advantages of application developed to be used on web and smartphones, by Technoduce Info Solutions Pvt Ltd, for acting as a medium between the buyer and seller of any product.

PURPOSE

The entire planet has become smaller, with its geographical borders confined within internet and networks. The entire business-world in the current economy has gone digital. People are no longer separated by distances, mountains and seas. All they need to do to get close is to click a button.

Hence trade also needs a digital space. An online classifieds where buyers and sellers can meet for their individual purposes. But when they do meet, how do they communicate among themselves? Can they discuss their personal details on a neutral space open to the eyes of the public?
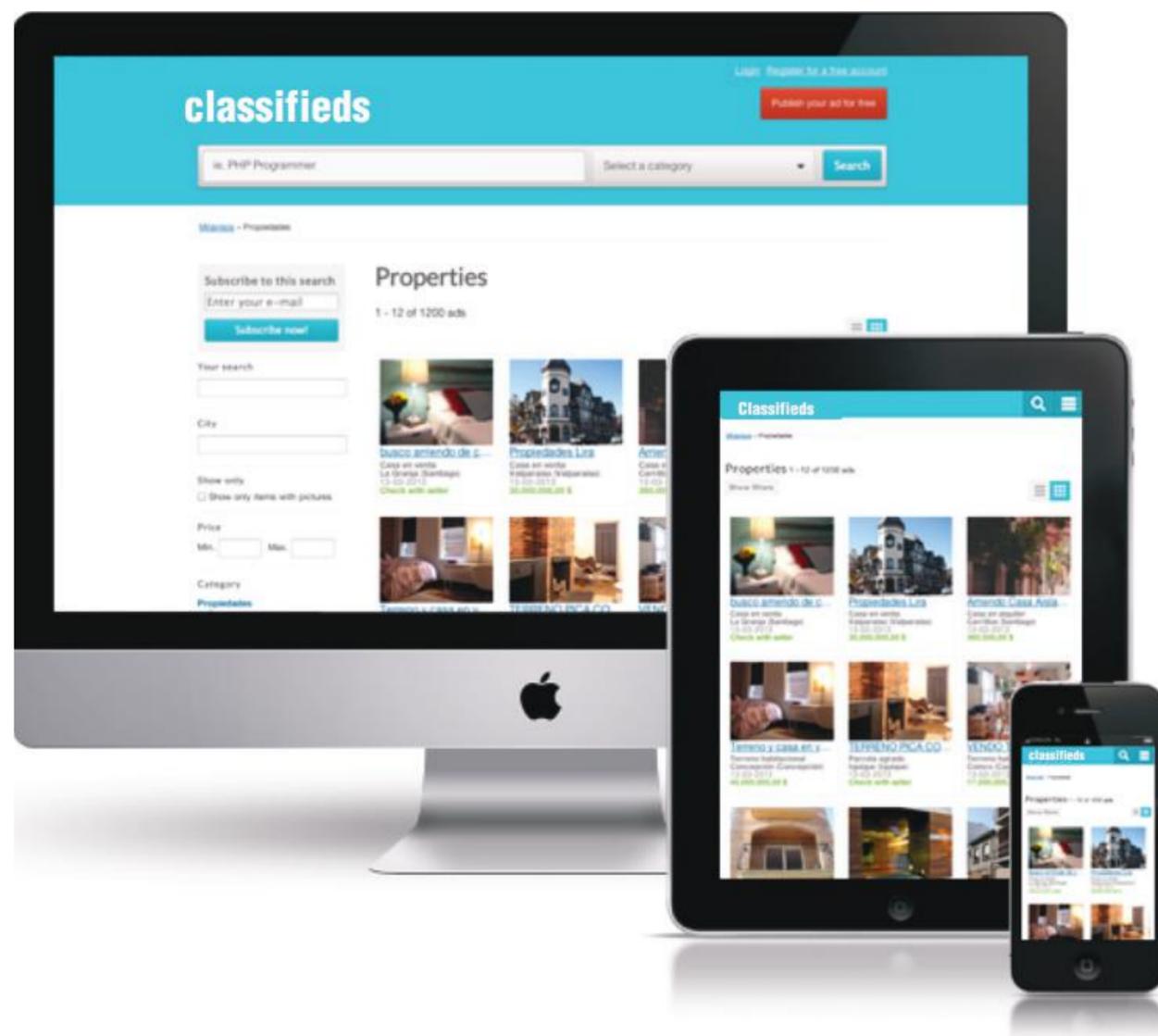
For this, a special tool is required, in which the two sides of a transaction can discuss their trade in private. A tool that leaves the traditional form of talk on the phone and is shifted to computers and androids. A tool that should make discussion between the seller and buyer as simple as a click!

- **Instant chat between buyers and sellers**

- **Secure medium of communication between both the parties**

- **Access chat from web and smartphones prior to avoid spam calls**

Solution

A solution has been developed by Technoduce Info Solutions Pvt Ltd in the form of application that runs on web and smartphones, named CroplaChat. It is an SDK that brings together the buyer and seller.

Browsing through classifieds-pages or posting products on them has already been made simple with several online stores. CroplaChat SDK takes it one step ahead by bringing the buyers and sellers closer through chat.

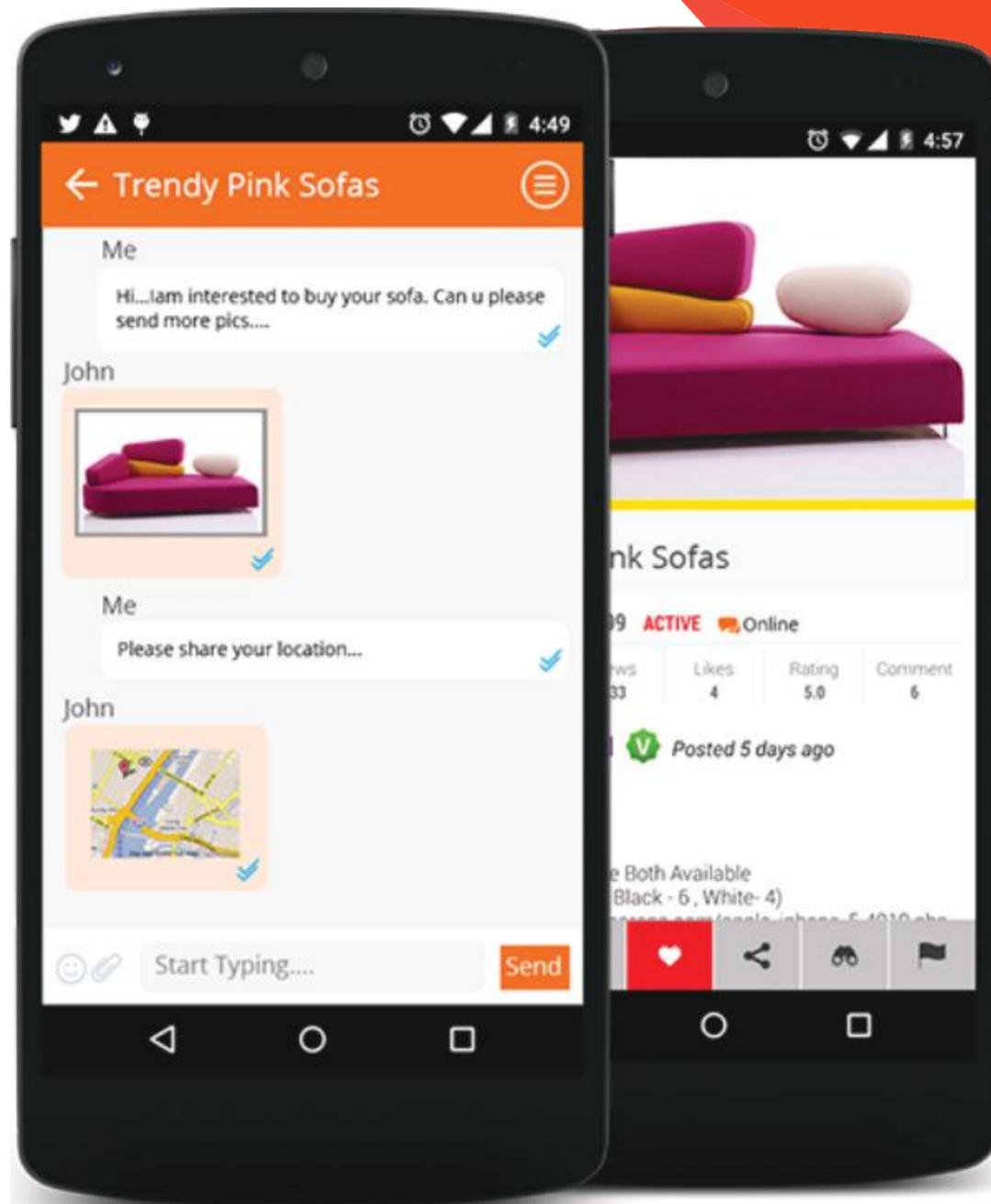A buyer may pose interest in what a seller has to offer, without revealing his or her name and location.

- **SDK can be integrated on web, androids and iOS.**

- **Simple chat between buyer and seller to discuss terms of transaction.**

- **Identities of both sides kept secure.**

- **Information can be share as image and video giving buyer a clear view about the particular.**

Outcome

The immediate benefit that will arise out of installing such an app will be the transparency in the passage of information. Buyers and sellers of products can discuss the necessary terms of price and delivery. And this, without revealing contact details.

The CroplaChat gives an advantage to both sides of the transaction. The outcome of integrating this application into your classifieds site will be more clarity at the time of checking ads posted in online.

The seller on his or her part can share more details only with genuine buyers. The necessary details can be discussed in real-time, in a convincing manner. Any doubts or queries that the buyer may have is cleared instantly. Proper information regarding date and time of delivery can also be mutually agreed.

- **Instant clearance of queries**

- **Easy to use in all kinds of chat**

Contact Details

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