

Frame 1:

RU Nazdeek

Frame 2:

Once upon a time in Bengaluru . . .

The screenshot shows a web browser window displaying the Flipkart Seller Dashboard. The URL is <https://suv-ui.vip.nm.flipkart.com/sellerDashboard/index.html?sellerId=wsb4fr1q8itc2po7#dashboard/shipment/activeV2/LOC73f1f0c6476a4b99...>. The dashboard has a blue header with navigation tabs: Home, Listings, Inventory, Orders, Payments, Growth, Reports, and Advertising. The main content area displays three orders, each with a product image, title, and detailed information.

ORDER DATE	ORDER DETAIL	PRICE & QTY	DISPATCH	BUYER DETAILS
Order Date: Oct 30, 2018 Status: APPROVED	Item ID: 11377317782451300 ID: OD113773177824513000 FSN: CPRF5ZU8EUYHWWX SKU: NHC 650	Quantity: 1 units Total: Rs. 409	After: 10:50 AM, Oct 30, 2018 By: 02:00 PM, Oct 30, 2018	Yangchin Lhamu Itanagar
Order Date: Oct 30, 2018 Status: APPROVED	Item ID: 11377315207407300 ID: OD113773152074073000 FSN: CPRF5ZU8EUYHWWX SKU: NHC 650	Quantity: 1 units Total: Rs. 399	After: 10:45 AM, Oct 30, 2018 By: 02:00 PM, Oct 30, 2018	Priya Tiruppur
Order Date: Oct 30, 2018 Status: APPROVED	Item ID: 11377342016277100 ID: OD113773420162771000	Quantity: 1 units Total: Rs. 555	After: 11:30 AM, Oct 30, 2018 By: 02:00 PM, Oct 30, 2018	Swati Kumari Buxar District

Frame 3:

Bubble 1: Am I close to my customers?

Bubble 2: How can I deliver my products faster and reduce shipment charges?

Bubble 3: How can I bring down the customer cancellations and improve customer experience?

Frame 4:

After checking Regional Utilization (RU) under Performance Overview, I realized that my RU score was low because most of my customers were from South India.

Frame 5:

RU helped me find a fulfilment center closer to my customers.

Ramesh is at his new fulfilment center in Bengaluru

Frame 6:

<<A seller on a stage, holding an award and delivering a speech to the other sellers>>

:

- Faster delivery of products
- Reduced shipment cost
- Fewer customer cancellations
- Improved customer experience

Frame 7:

The sellers and the customers lived happily ever after . . .

So when RU moving Nazdeek to your customers?

SLC:

RU Nazdeek to your customer?

Regional Utilization (RU) can help you find where the demand for your products is higher. Based on that, you can join a Fulfilment Center closer to your customers and enjoy these benefits.

- Faster Delivery**
- Lower Shipment Cost**
- Fewer Customer Cancellations**
- Improved Customer Experience**

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GIF 1 (FB Post)

Frame 1

RU Nazdeek?

Frame 2

Regional Utilization (RU) score tells you ki aapke products ki demand kis area (zone) me high hai aur aap uss zone se door hain ya nazdeek.

Frame 3

A good RU score will mean you are closer to your customers, which will lead to:

- Faster delivery of your products
- Lower Shipment Cost
- Fewer Customer Cancellations
- Improved Customer Experience

Frame 4

Go to Performance Overview under the Growth tab and check your RU score now.

Homepage Card

RU Nazdeek to your customers?
Check your RU score and find out.

<<Check RU score>>

Post Copy

Kya hai ye Regional Utilization (RU) aur kya hain iske benefits? In sawaalo ke jawab janiye!
[Click here](#) to check your RU score now.

GIF 2 (FB Post)

Frame 1

RU Nazdeek?

Frame 2

Accha Regional Utilization (RU) score matlab jahaan demand wahaan aap, jisse aapko milti hai faster delivery, reduced shipment cost aur fewer customer cancellations.

Frame 3

You can improve your RU score by:

1. Onboarding with a Flipkart Fulfilment warehouse closer to the demand zone.
2. Using Multi-Location facility to fulfill your orders from a different zone.
3. Setting up your own warehouse closer to the demand zone.

Frame 4

Go to Performance Overview under the Growth tab and check your RU score now.

Post Copy:

A good Regional Utilization (RU) score means you can help you grow. Find out how you can improve your RU score. [Click here](#) to check your RU score now.