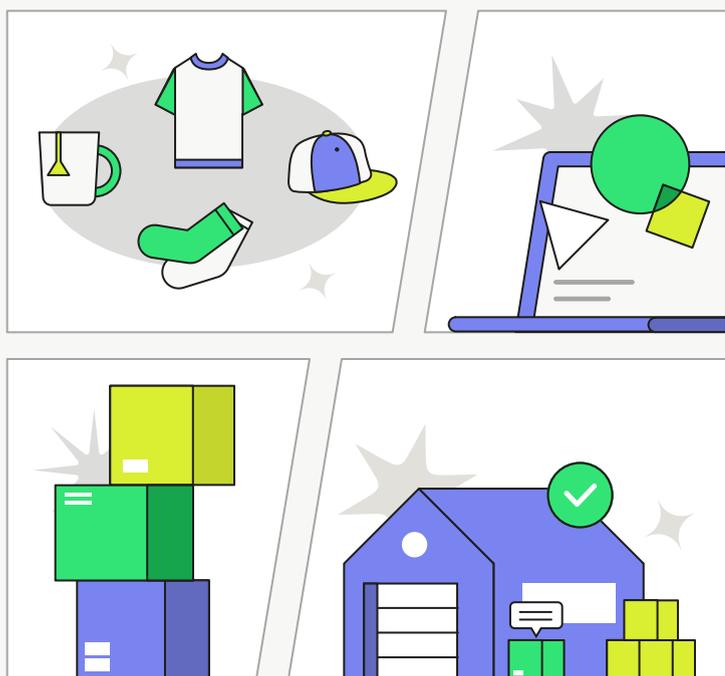


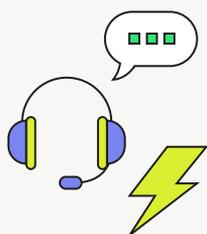
# Wish, ChannelAdvisor and eDesk: the formula for Pertamina's success



With more than 34,000 products for sale, eCommerce merchant Pertamina's product inventory is extensive—from clothing and fashion to home goods and pet products. In late 2021, Pertamina was sourcing new marketplaces to expand their global customer base. Research suggested their business model would align well with Wish's broad category structure and international reach.

Because they sell on a global scale via many channels, Pertamina is accustomed to complex marketplace onboarding processes. Their team was pleasantly surprised by Wish's easy onboarding flow. "The onboarding process was quite straightforward, and so was the integration," says Steve Brighty, Head of eCommerce & Marketplaces at Pertamina. "Not all marketplaces have this type of much needed integration solution in place."

## Supportive solutions



"Wish has enabled us to grow our business through a central platform that pushes products into many worldwide regions," Steve says. As a company, Pertamina is hyper-focused on customer service. They've been impressed by access to comprehensive customer service metrics on Wish. "Wish provides us with the insights required to provide the best possible buying experience," comments Steve. "We utilize metrics in the Wish portal to monitor customer happiness and react accordingly."



**ChannelAdvisor** has also been critical to Pertamina's multi-channel success. "We chose ChannelAdvisor due to its ability to integrate with key marketplaces, and also from a 3PL logistics perspective," Steve says. "Integrations and automation play a key role for everything we do here at Pertamina. We've used many similar platforms over the years, but ChannelAdvisor stands out because of support from their team, which helps our business grow."

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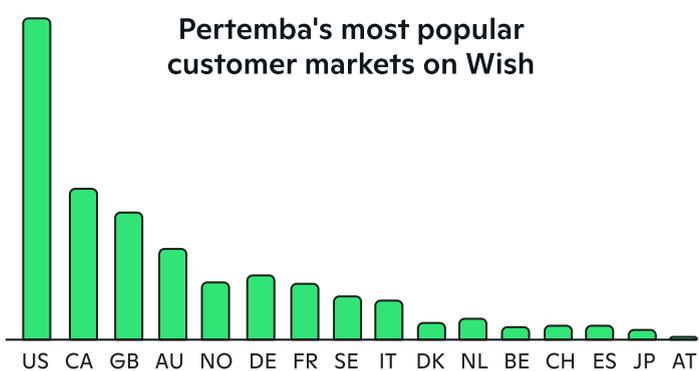
Working with Pertamina, we've been able to help support their International marketplace expansion goals. By utilizing our centralized platform to consolidate orders, optimize product data, and inventory syncing, the company has been able to have a successful start on Wish.

- Jack Tonkin, Account Manager at ChannelAdvisor

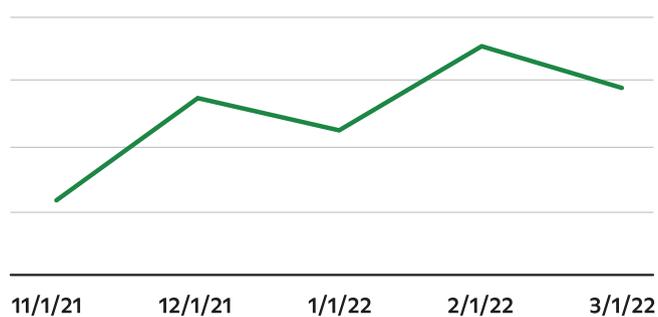


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Pertemba's most popular customer markets on Wish



Exponential order growth on Wish



**eDesk** has also helped Pertamina achieve their customer service goals. An integrative customer support system, eDesk consolidates customer requests from all marketplaces, webstores, social and support channels into a single shared system. Pertamina uses eDesk to prioritize customer service by query type (cancellations, returns or product questions) and marketplace SLA targets. This allows them to effortlessly scale their sales reach and provide excellent, simplified customer experiences.

## Looking to the future with Wish

Pertemba will soon grow their offerings on Wish, with a plan to activate sales in additional global regions in the coming months. Steve concludes, "Logistically we have everything set up within the UK to allow us to facilitate business worldwide. The Wish platform will allow us to quickly start selling in these regions to maximise sales potential and growth."

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