

# DiBi

Bridging the customer retailer gap



# Problems Identified

Currently, local businesses rely on fragmented methods to manage their customer relations, bills and expenses, costing them time and effort instead of focusing on business growth.

## Businesses

### Customer Churn

Local businesses have no **organised record** of their customers, preventing effective business insights and scope for customer engagement.



**86%** consumers switch brands **due to a lack of service or communication.**

### Following Financials

**55%**

of businesses bear a late fee due to **effort-heavy bill collection** leaving them occupied, uninformed about present trends and unprepared for the future.

**25 million SMEs** are the Total Addressable Market

## Customers

### Missing Bills

Lost/Scattered bills make it difficult to **reimburse expenses, track future payments and renew warranties.**



### Tracking Expenses

**65%**

of customers undergo a friction-heavy UX, by manually adding bills on existing apps with **no categorization based insights and analysis.**

## Problem Statement

India's businesses from the Tier-2 and Tier-3 cities are yet to optimise their methods for bill collection, expense management and customer engagement, owing to the lack of effective digital methods or required technical awareness.

## Our Vision

We are a business-centric startup solving for the loss of productivity in local businesses utilising technology in a novel manner to optimise financial practices and bridge the customer-retailer gap, through a common financial ecosystem.

# Validation and User Research: Businesses

We conducted our business-centric user research in a tier 2 city, which is a reasonable validating ground for our problem statement. The MOM test questions were structured such that the vendors explained their invoicing, expense tracking and engagement strategies while pointing out the flaws in the current practices.

## Important Questions

1. How do you keep track of your expenses and profits?
2. Does it take significant time and effort to do the same?
3. How do you reach your customers for discounts or sales after purchase?
4. What do you do to ensure your customers return to shop again?

**Interviewees** (80 Vendors across different categories)

Fashion

Electronics

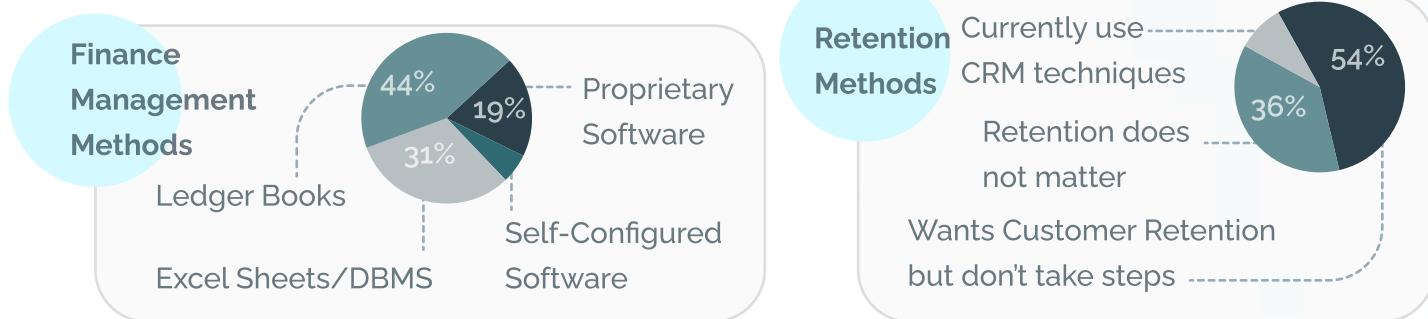
Fine Dining

Supermarkets

Hardware

Pharmaceuticals

## Insights



## User Interviews & Pain Points

"We use ledger books to track in and out payments, but it does take a lot of time and effort to do it before the store closes daily."

Time and effort in traditional finance management methods

"We use Excel for tracking payments. The difference from ledger books is that data is stored online. But the manual effort is still there. Also, there have been instances where we have forgotten to enter some amounts, which did not add up later."

Human error and need for automation

"We do not make any dedicated efforts for engagement; we don't think it is worth paying salaries for a separate team/staff."

No retention efforts despite desire either due to cost-efforts hesitation or lack of awareness

"We collect customer names and contacts, just for record keeping."

"We wish to have customers visit our shop again, and for that good customer service has been our policy. We are not sure what steps to take beyond that."

## Market Stats

₹75.83 Bn

Annual revenue in the Customer Relationship Management Software Segment at a CAGR of 19.36%

\$900 Bn

Indian retail industry's market valuation, dominated by mom-and-pop stores, accounting for 75-78% of the consumer goods market.

# Validation and User Research: Businesses

## Creative Experiment

We conducted a creative experiment to test the importance of engagement in customer retention. On touring the city, we identified two mid-tier fashion retailers for comparison purposes, such that budget or location bias is avoided. It was observed that Shop A had a solid customer base compared to Shop B.

To understand customer behaviour, we talked to customers of both shops about their shopping experiences. The experiment was done on off-season weekdays to prevent skewed results. We also calculated a rough NPS\* figure to validate the insights. Team members took shifts to interview customers leaving both shops, and the conversations were later analysed to understand the general opinion.

In the case of Shop A, customers felt that the employees were interactive and friendly. Repeat customers also mentioned that they knew the owner well and maintained cordial relations. Moreover, they often enjoyed on-the-spot discounts and special post-sale coupons inviting repeat purchases. With shop B, customers rated the customer service as average, with minimal interaction between employees and customers. We also observed that the number of repeat customers was quite low compared to Shop A.



Customers definitely value and prioritise engagement while choosing a shop, validating the need for engagement.

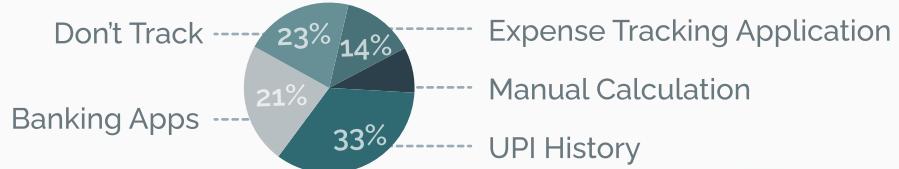
# Validation and User Research: Customers

A user research survey, filled by around 400 general consumers, and MOM Test interviews of over 50 individuals across different age groups, economic backgrounds and professional stages were done to understand the pain points of general customers.

## Important Questions

1. How often do you calculate your expenses and how do you do it?
2. Have you ever faced any problem when doing so?
3. Do you analyse your spending habits?
4. Which bills do they keep safely and why?
5. Have you ever lost your bill and got into trouble for that?

How are they  
Tracking Expenses?



## Insights from Primary Research

**“** I receive around 40-45 bills per month, and I store most of them because I need to submit them to my office for reimbursement. I store them in my bag, but many get damaged or lost.”

**“** I'm usually on a tight budget; so I have to track my expenses. I have tried a few finance management apps, but the categorizing was not good and involved a lot of manual effort. Right now, I do my tracking through UPI history, which is very tedious because I have to surf through multiple apps to gather the information.

Need for  
Bills

- Exchange / Return
- Warranty
- Expense Tracking
- Reimbursement

78%

People lost important  
bills frequently

Expense  
Tracking Pain  
Points:

- Time Consuming
- Difficulty to Visualize Expenses
- Lack of Efficient Apps
- Difficulty to track Cash Payments
- Lack of Categorization

## Market Statistics

40%

of Indians use digital formats like UPI for money transfers.

34%

higher chance of spending while using online payment methods.

16.5%

CAGR for the demand for personal finance apps

# The Solution

*Empowering businesses beyond a Point of Sale*

DiBi is a customer engagement software easily integrable into any Point of Sale (PoS), allowing local businesses to intelligently interact with their customers, organise their bills and overview their finances.

A *POS or point of sale* is a device that is used to process transactions by retail customers. Examples include a cash register and electronic PoS terminals like Tally and WiX processing credit and debit cards.

## Business End

Our product offering is a web-based dashboard allowing business owners to initiate and automate customer engagement and overview their finances with no extra effort or expense beyond their existing Point of Sale.

### Invoice Management

- Data Access:** DiBi (integrated into the PoS) extracts phone, email, discounts availed and other spending behavioural details from each purchase.
- Transactions:** Business owner can add invoices by scanning paper bills directly, including bills from vendors onboarded on DiBi and fetching establishment bills (eg. Water & Electricity) from online platforms.

### Integrating Billing and Engagement

DiBi sends an E-Bill to the customer through a WhatsApp Bot allowing the business to collect customer feedback and interact with them on a personalised basis.

Business owners can view all these records at one place in a Customer dashboard. Once enough data is collected, the Business owner is notified of engagement opportunities prompted by DiBi's software. They can even push personalised messages through:



Invoice no.	Customer name	Category	Product	Time & Date	Amount	Status
2018/INV/0001	Guruprasad	Electronics	Laptop	14/02/2023 15:00hrs	₹800	Unpaid
2018/INV/0001	Guruprasad	Electronics	Laptop	14/02/2023 15:00hrs	₹800	Unpaid
2018/INV/0001	Guruprasad	Electronics	Laptop	14/02/2023 15:00hrs	₹800	Canceled
2018/INV/0001	Guruprasad	Electronics	Laptop	14/02/2023 15:00hrs	₹800	Paid
2018/INV/0001	Guruprasad	Electronics	Laptop	14/02/2023 15:00hrs	₹800	Paid
2018/INV/0001	Guruprasad	Electronics	Laptop	14/02/2023 15:00hrs	₹800	Paid
2018/INV/0001	Guruprasad	Electronics	Laptop	14/02/2023 15:00hrs	₹800	Refunded
2018/INV/0001	Guruprasad	Electronics	Laptop	14/02/2023 15:00hrs	₹800	Paid
2018/INV/0001	Guruprasad	Electronics	Laptop	14/02/2023 15:00hrs	₹800	Paid
2018/INV/0001	Guruprasad	Electronics	Laptop	14/02/2023 15:00hrs	₹800	Paid

Daily

Average Order Value <span style="color: green;">▲ 5.6%</span> ₹2,65,755	Total Value Sold <span style="color: green;">▲ 5.6%</span> ₹12,27,621	Total Customer Count <span style="color: green;">▲ 5.6%</span> 1,21,729
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Customer List

Tanvi Shahani Female, 2 visits per week	Average Order Value ₹1,21,729 Last visit 11th Feb	View details →
Prakhar Rajpal Male, 1 visit per week	Average Order Value ₹1,21,729 Last visit 11th Feb	View details →
Vedaprakash Rajan Male, 5 visits per week	Average Order Value ₹1,21,729 Last visit 11th Feb	View details →
Sahil Nizam Male, 2 visits per week	Average Order Value ₹1,21,729 Last visit 11th Feb	View details →

Inventory Categorization

23,563 items purchased

Formats: Casual, Stationary

Previous Campaigns

Number of Campaigns: 560

Number of Users: 6,90,090

Start

Customers

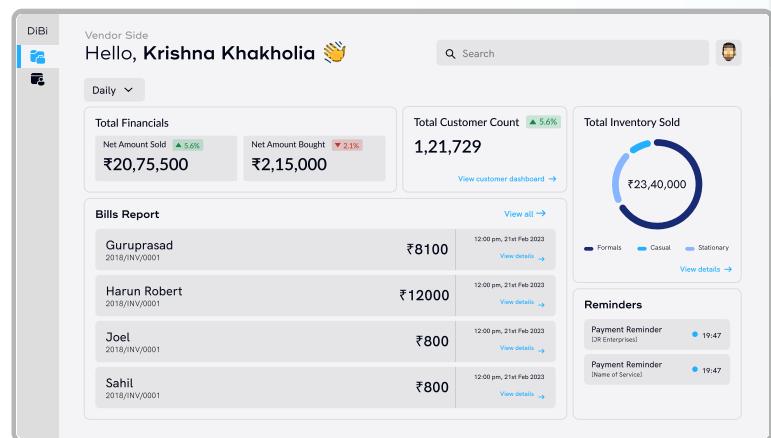
- Engagement (Digital Bill)
  - Customer Segment
  - Customer Segment
  - Customer Segment
- Engagement (3rd Party)
  - Customer Segment
  - Customer Segment
  - Customer Segment

Search campaigns

## Comprehensive Business Dashboard

DiBi uses a unique ID related to each business owner, creates an inbox of bills, fetches data into the Business dashboard, informing about:

- Bills to Pay
- Payments In
- Payments Out
- Overall Financials (Revenue)



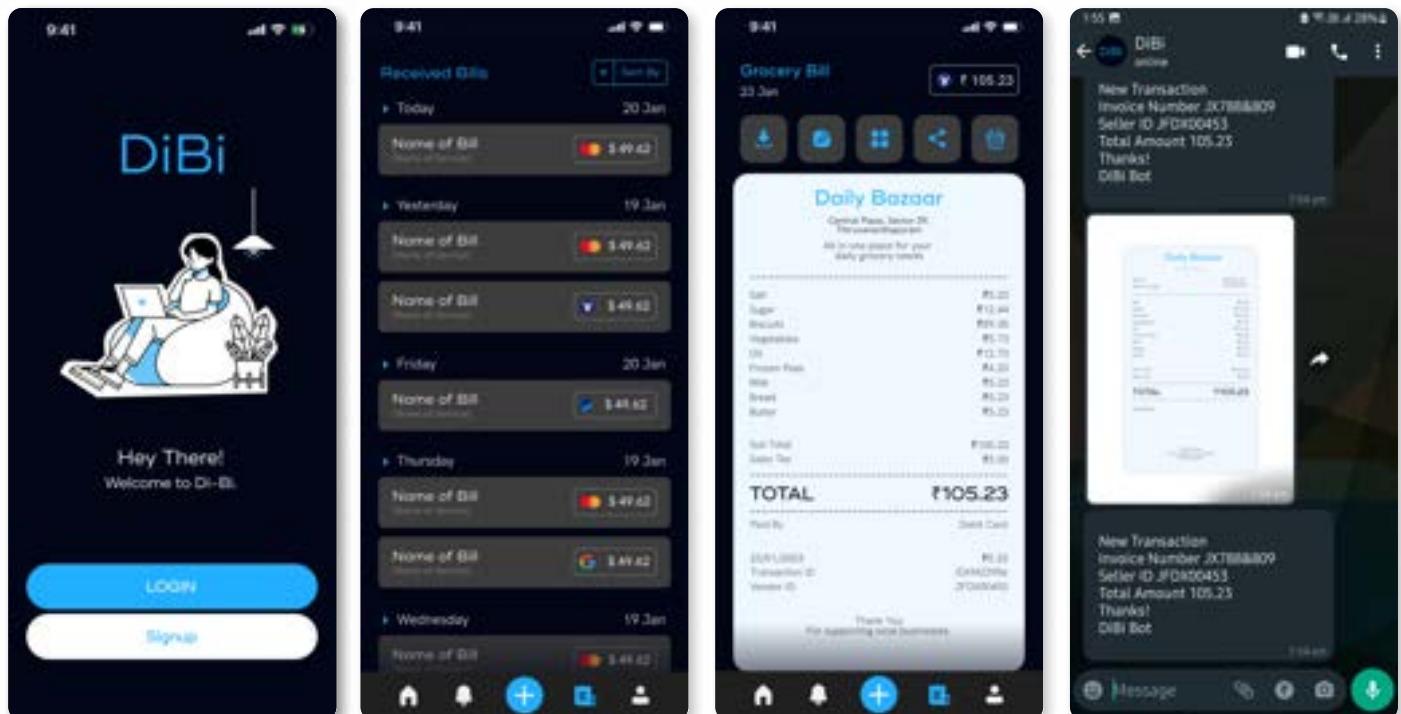
*“Building on the network of shops onboarded and spending data collected from multiple sources, we plan on evolving from a business centric solution towards a common ecosystem by doubling down on our Consumer App. This will help the consumers organise their bills and manage their expenses more effectively in one common app.*

## Customer End

DiBi plans to launch an app for its consumers to improve the minimal functionality of the Whatsapp Bot into a comprehensive app for all things expenses.

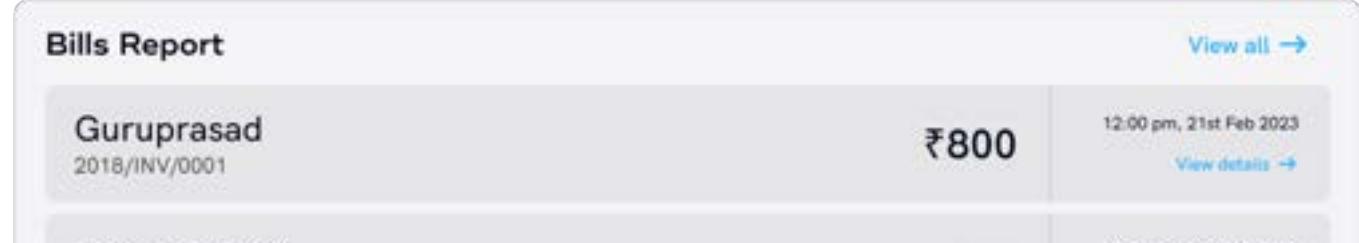
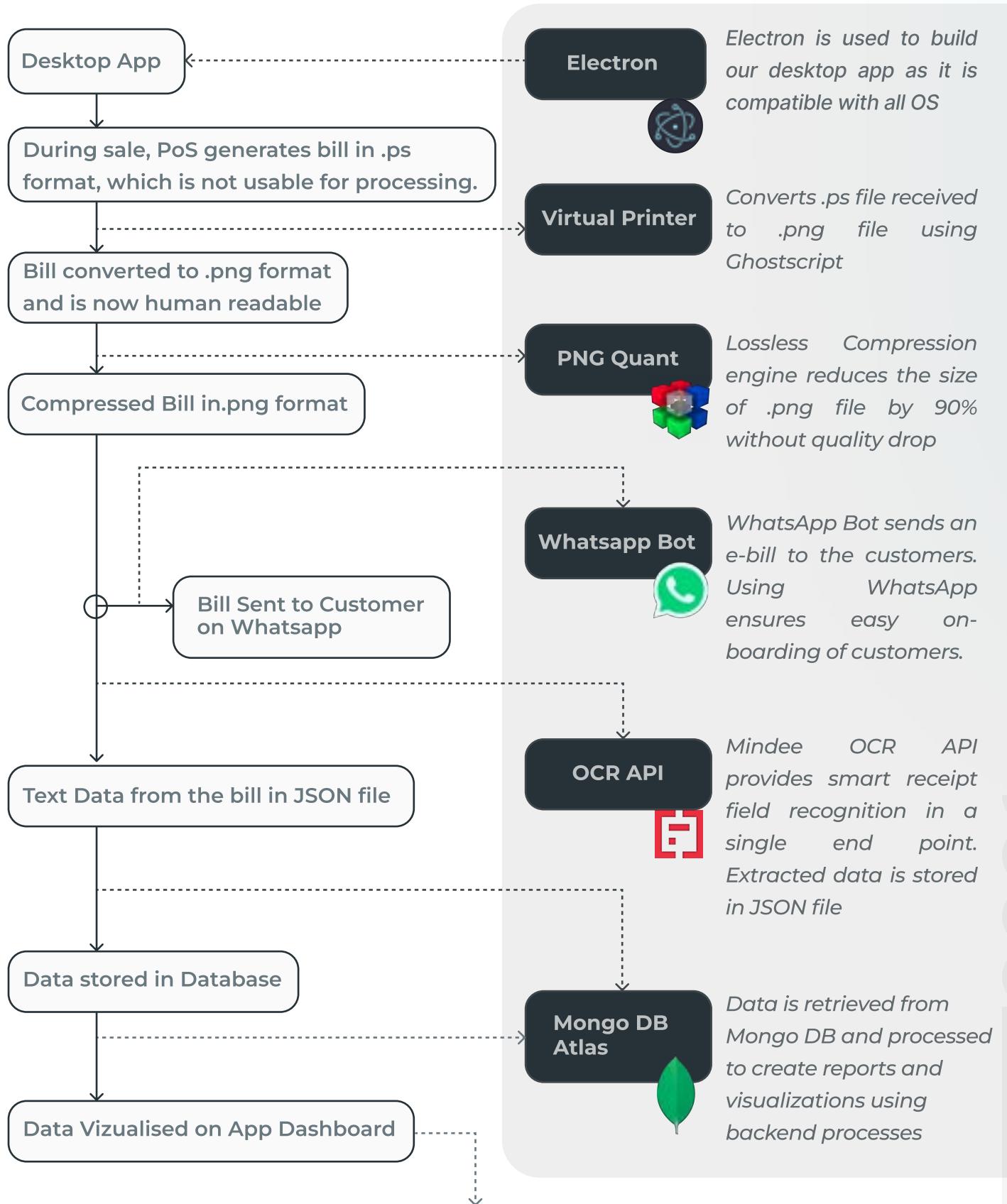
### Value Proposition

To Customers	<ul style="list-style-type: none"> <li>● Record all kinds of bills in one place</li> <li>● Understand and organise all your expenses</li> <li>● Skip the hassle in reimbursement, exchange and warranties</li> </ul>
To Businesses	<ul style="list-style-type: none"> <li>● Optimise CRM efforts through personalised notifications</li> <li>● Improve engagement through interactive product improvements like in-app surveys, games, etc</li> </ul>



# The Technology

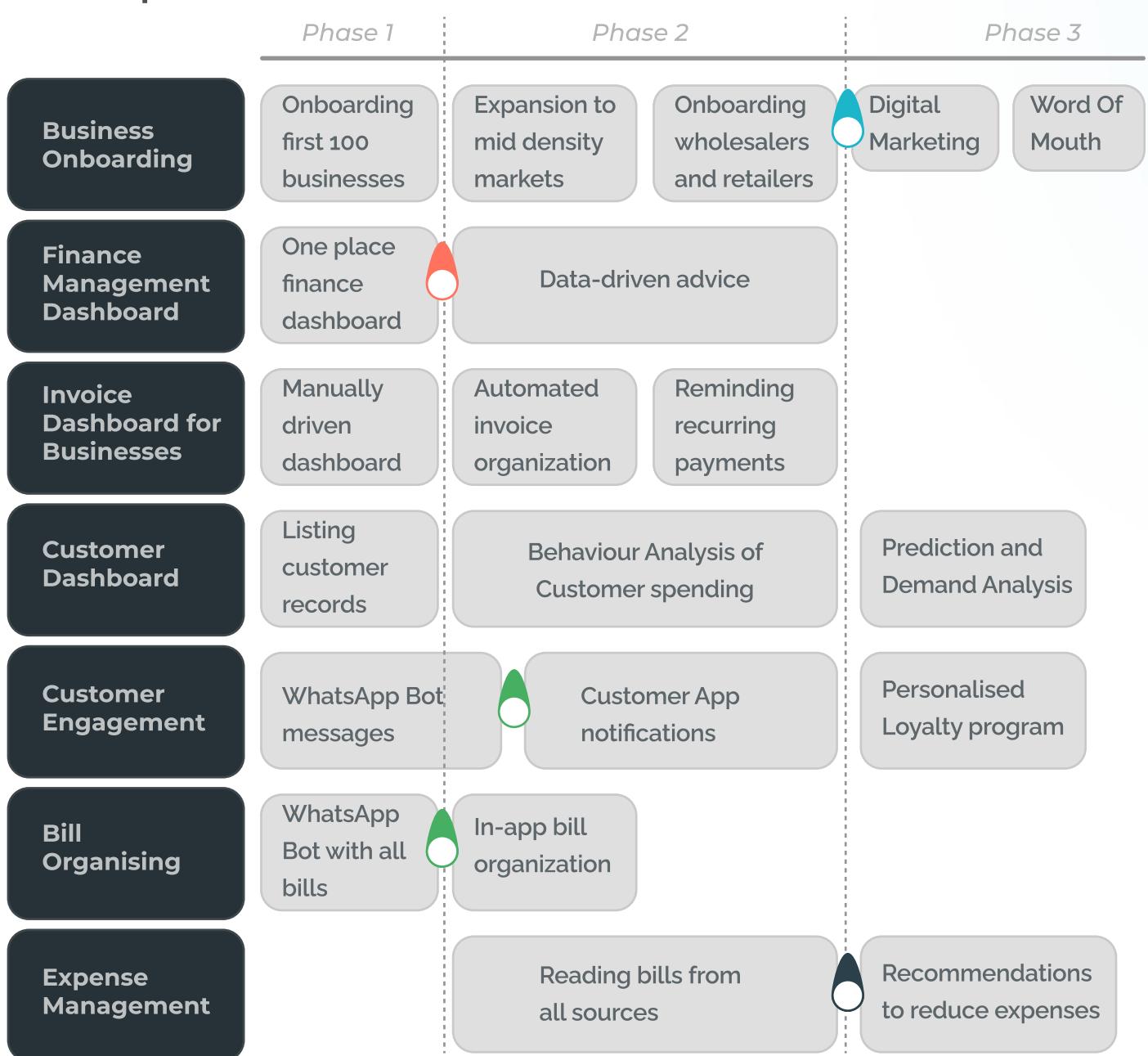
We are building a desktop app because a website works in a sandbox environment, therefore would require explicit permissions from the user for storing files and sending notifications.



## Competitive Analysis

	CRM	Customer+Business	Bill collection & Categorization
Zoho	✓	✗	✓
Cashbill	✗	✓	✓
Axios	✗	✓	✓
Bill.com	✗	✓	✗
Dibi	✓	✓	✓

## Roadmap



Success in Tier 2

100 shops onboarded

500 stores onboarded

50,000 app downloads

# Implementation Analysis

We used a unified approach to assess potential risks in our solution by utilising two key analytical tools - **PESTEL Analysis** and **AARR Analysis**. This provided us a more comprehensive understanding of potential risks and allowed us to proactively address them.

## Business

Potential Pitfalls	Mitigation
<b>Onboarding of a significant customer base</b>	<b>Referral marketing program</b>
Required for optimal customer engagement, targeted-marketing and customer-profiling.	Onboarding businesses operating in central marketplaces to introduce a large customer base to DiBi which will further inspire other shops in the area to make the switch.
<b>Onboarded businesses offering similar services</b>	<b>Personalized marketing solutions</b>
Due to which businesses may worry about the risk of losing their customers to competitors.	Tailored marketing plans and flexible schedule for each onboarded business.
<b>Manual process of entering data</b>	<b>Uniform compatibility with PoS systems</b>
To simplify transactions, all vendors engaged in the value chain must be onboarded.	Ensuring simple tech integration processes and automating recurring expenses for all vendors.

## Consumers

Potential Pitfalls	Mitigation
<b>Privacy and Cyber Security</b>	<b>Periodic Security Audits and Data Encryption</b>
Issues may rise as digital analysis of financial data is challenged by significant concerns regarding privacy.	These techniques will reduce Cybersecurity and Privacy threats.
<b>Excessive Notifications</b>	<b>Clubbing Related Messages</b>
Can cause annoyance to customers, leading to app deletion or neglect.	To reduce the number of engagement messages sent to customers.
<b>Onboarding significant number of businesses</b>	<b>Uniform compatibility with PoS systems</b>
Required to make the bill collection seamless for customers.	Ensuring simple tech installation processes and providing maximum value for businesses.

# Appendix

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## Statistics:

- [Late fee due to invoice payments](#)
- [After Purchase Service](#)
- [Customers shifting brands](#)
- [Customer experience statistics](#)
- [SMEs in India](#)
- [People Who Use Payment Apps Like Google Pay And PhonePe More Likely To Overspend](#)
- [Money management apps grow users by 46%](#)
- [Average customer retention rates by industry](#)
- [Customer Engagement Retail Trends for 2022 | Twilio](#)
- [Growth of SMEs](#)

## Future Scope:

We have planned three phases

Phase 1: We will onboard shopkeepers in tier 2 cities by providing them with a complete financial dashboard, digitising their billing, and providing CRM through whatsapp bots

Phase 2: Catering to the customers onboarded through the network of retail stores, we will launch an app for customers enabling bill organisation and expense tracking. This app will also make the CRM more effective, replacing the WhatsApp bot.

Phase 3 : We can implement the following depending on the market and outcomes from the previous phases.

Customer	Business
We can help customers classify different kinds of expenses. They can then set their own financial targets and our AI-backed model can help them save money and manage their expenses effectively.	We can act as Chartered Accountants for the businesses associated with us and help them pay their taxes and recommend ways to save money and improve their financial health.
We can integrate our app with UPI helping our customers keep track of all online payments in one place.	We can eventually help businesses with inventory management, thereby giving them a one-stop solution for inventory management, digitalizing bills, and CRM.
We can act as a digital bank by serving as a decentralised payment portal for all bills and allowing them to create an account wallet and expand into financial services.	We can even launch our own PoS to include payments processing, removing the business's dependence on multiple softwares.

# Appendix

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## AARM Product loopholes

Stakeholders	Acquisition	Activation	Retention	Referral
For Businesses	<p><b>User familiarity with dashboard:</b> Complex navigation makes locating and using all features very difficult, resulting in high bounce rates.</p> <p><b>Software compatibility &amp; Technical Requirements:</b> Ease of integration should be increased.</p>	<p>Confusion in categorising business and personal bills.</p> <p>Difficulty in obtaining bill details for customers with multiple bank accounts</p> <p>Identifying insightful customer metrics, customised for each business.</p> <p>Security concern in uploading and storing essential documents</p> <p>Quantifying the success of a CRM campaigns</p> <p>Determining the specifications within a store's category pie chart &amp; discount offers</p>	<p>Metric Analysis: Validating the utility of the success metrics</p> <p>Consider regular customer feedback in decision making</p> <p>Annual addition of expenses due to multiple vendors not being onboarded requires manual management of bills.</p> <p>Concentration of consumers in one business despite similar product</p>	Business initiated organised referrals between businesses will be difficult
Stakeholders	Acquisition	Activation	Retention	Referral
For Customers	<p>Transition from Whatsapp Bot to DiBi Application</p> <p>What is the incentive to download the App?</p> <p>Is it good enough?</p> <p>Software compatibility: Ease of integration should be increased.</p>	How is a family able to keep their bills in one place if they are doing payments using multiple accounts		

## AARM Product solutions

Stakeholders	Acquisition	Activation	Retention	Referral
For Businesses	<p>Navigate the platform efficiently with the Dashboard Navigator and familiarize yourself with the Dashboard</p> <p>Integrate the DiBi plugin software with PoS effortlessly, as it has minimal technical requirements.</p>	<p>Two layer categorisation: First Layer of Categorisation:</p> <ol style="list-style-type: none"> <li>1. Bank Account &amp; Personal Account</li> <li>2. Payment Tags— Personal or Business (GPay)</li> </ol> <p>Assign a unique identification number to each customer for easy tracking and identification</p> <p>Identifying insightful customer metrics, customised for each business</p>	<p>Metric Analysis: Validating the utility of the success metrics</p> <p>Consider regular customer feedback in decision making</p> <p>Recurring expenses would be automated</p> <p>Differentiated marketing strategies for different businesses to minimise concentration of customers.</p>	Implementation of incentives program in referral initiative: Extension of <i>Invite to DiBi</i>
Stakeholders	Acquisition	Activation	Retention	Referral

# Appendix

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## PESTEL Analysis

Features_Solutions	Economic	Social	Technology	Legal
Virtual Billing Software		Transition from Offline-Billing platform to Online-Billing platform <b>Acquisition</b>	Integration with all existing PoS Software: Uniform Compatibility	Compliance with SARS requirement and GST Invoices (E-Billing) <b>Pitfalls</b>
Financial Management Dashboard	To simplify transactions, all vendors engaged in the value chain must be onboarded. Offline Bills → Online Bills	Merchant Reliability Constraints: Gaining vendors' faith that the Dashboard simplifies and protects their finances <b>Acquisition</b>	Real-time financial transaction tracking & managing multiple accounts  Financial Mismanagement Mishappening – Inaccurate Tally or Missing Values might lead to inaccurate finances → Merchant discontinues the service	Cybersecurity: Possibility of hacking into the Vendor's bank account, resulting in bank frauds
Application: 1. Bill Management 2. Personal Finance & Reminder	Transition from Whatsapp Bot to DiBi Application What is the Incentive to download the App? Is it good enough? <b>Acquisition</b>	Customers might delete the app due to multiple notifications(spam) from the onboarded Vendors → CRM Loss	Physical Bill scanning(OCR) of worn-off bills or, Manual data-entry errors might lead to tabulation of erroneous data <b>Pitfalls</b>	
Customer Engagement Platform	Targeted Marketing doesn't yield a good customer retention rate Failed Marketing Strategy – Whatsapp, SMS, E-Mail	User familiarity: Customers are not able to <u>familiarise</u> themselves with the platform and track their expenses  Unintentional misuse of Data – Inappropriate Messages, Election Interference (US Elections)	Enormous database for Customer Profiling & to enrich targeted marketing Small Dataset might lead to underfitting and erroneous engagement	Adherence to <i>Data Privacy Laws</i> Concerning individual-privacy rights