

Case Study: Incentivizing User Switch to EatSure

Background

Brands owned by Rebel Foods are hosted on multiple channels including Swiggy, Zomato, IRCTC, ONDC as well as Eatsure (Rebel's D2C Channel). Rebel faces a challenge in transitioning its customers from the established platforms (Swiggy, Zomato, etc.) to its own app, EatSure. While the brands have a significant market share, the company aims to increase its D2C base and reduce reliance on third-party platforms.

Problem Statement

How can Rebel Foods effectively incentivize users who are accustomed to ordering Rebel Foods brands through established platforms to switch to ordering through its own app, EatSure?

Data Points

- **Platform Market Share:**
 - Swiggy and Zomato: 60%
 - IRCTC: 1%
 - ONDC: 8%
- **Data Availability:**
 - Swiggy and Zomato: No customer numbers
 - IRCTC and ONDC: Customer numbers available