

Re-engage, Reconnect, Rebuild: Smarter Sales with AI

Presented by: Nth times the charm

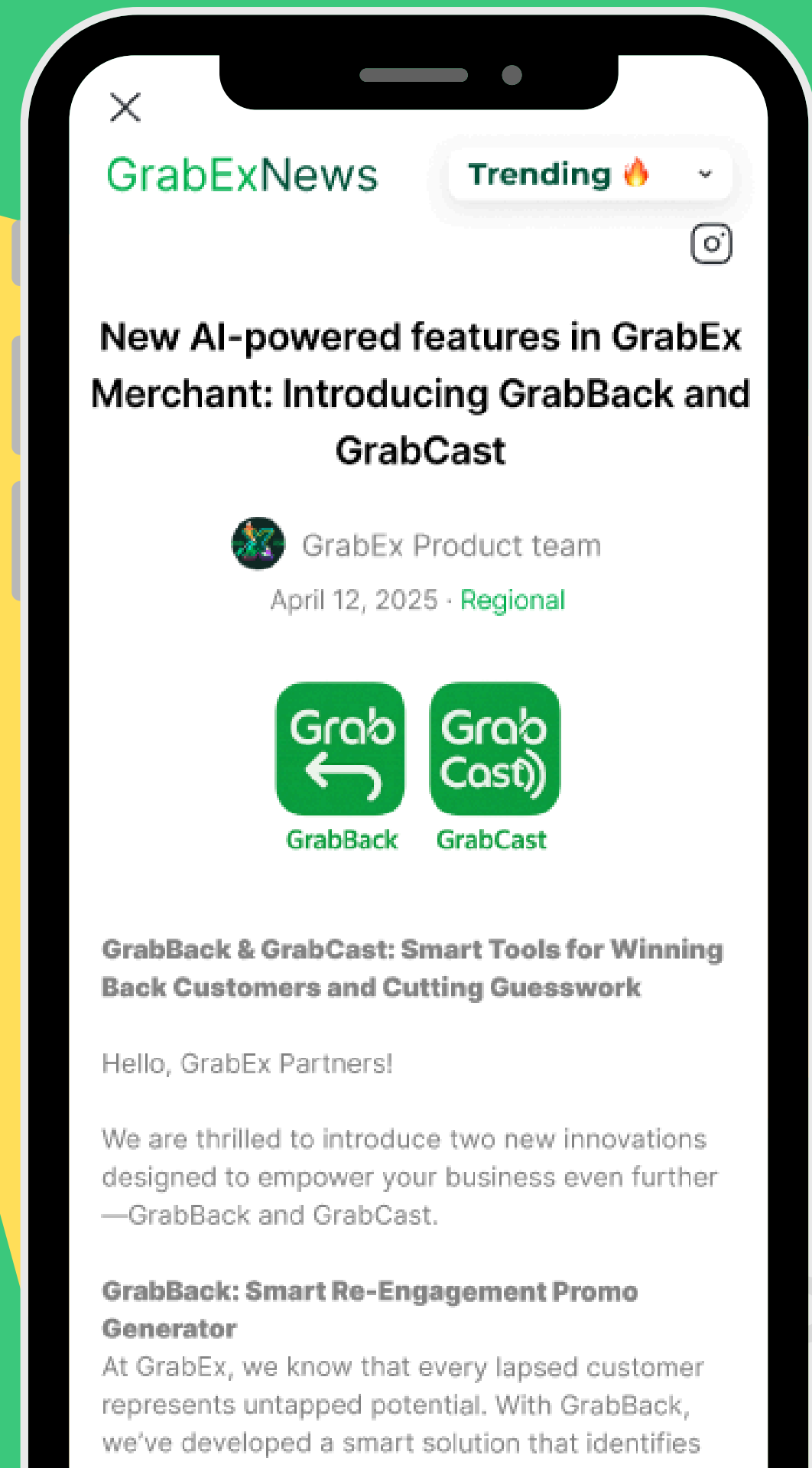


GrabBack



GrabCast

Introducing our new features >>>>





Problem Statement



GrabBack

Problem 1: No CRM or automated re-engagement = lost revenue & churn



GrabCast

Problem 2: Merchants prep based on gut feeling = food waste or stockouts

Business Goal: Boost sales by increasing customer retention, reducing inventory waste, saving costs and streamlining operations—powered by AI-driven personalization and insights.

Our solution complements one another as it leads to the same goal



PREVIOUS STUDIES

17,000 tonnes of food wasted daily in Malaysia

Indicates inefficiencies in inventory and demand planning in the F&B sector.
(The Star, 2022)

38% of food waste in Malaysia comes from households

Aligning supply with actual demand helps reduce end-user waste.
(Shamsuddin et al., 2023)

71% of consumers expect personalized experiences

Personalization is now a basic customer expectation.
(McKinsey & Company, 2021)

10–15% revenue uplift from personalization

Personalized engagement directly drives sales growth.
(Business Chief, 2022)

76% more likely to buy after receiving personalized messages

Targeted messaging boosts conversion and re-engagement.
(Connell, 2023)

SDGs Impacted



SDG 8

- Boosts retention & repeat sales
- Drives consistent revenue
- Eliminates need for costly third-party marketing tools



SDG 9

- Easy-to-use AI forecasting
- Replaces guesswork with smart, data driven decisions
- Scales innovation in daily merchant operations
- AI driven customer re-engagement, no CRM required
- Plug-and-play for non-digital-savvy merchants



SDG 12

- Reduces food waste with data-driven prep forecasts
- Prevents over- and underproduction
- Enables smarter, sustainable inventory planning

Target Users & Why it Matters



Micro, Small, and Medium Enterprises (MSMEs)

Lack access to CRM and analytics tools, leading to challenges in customer retention, repeat orders, and inventory planning.



New Grab Merchants





Simple & plug-and-play tool to get started with smarter operations.



Large Merchant Chains

Optimize their production levels, reduce food waste, and enhance customer engagement at scale.

Competitive Edge

Feature/ Functionality	 Singapore	 Singapore	 Indonesia	 India
AI-Powered Sales Forecasting	GrabCast: Predicts daily sales, optimizes inventory based on historical data ✓	No advanced forecasting; offers basic sales insights. ✗	No forecasting tool for merchants. ✗	Basic sales data, no AI-driven forecasting. ✗
AI-Driven Customer Re-Engagement	GrabBack: Creates hyper-targeted, personalized offers based on order history. ✓	Offers discounts, but no personalized AI-driven engagement. ✗	No AI-powered customer re-engagement tools. ✗	Basic promotional tools, no AI-driven targeting ✗
Integration with App Ecosystem	Fully integrated, user-friendly for small merchants in Grab's ecosystem. ✓	Standalone app, no deep integration with other business tools. ✗	Operates as a multi-service app, lacks AI-powered merchant tools. ✗	Focuses on food delivery; no integrated merchant tools. ✗
Target Audience	All Grab merchants are looking for AI-driven tools for forecasting and engagement. ✓	Merchants on Foodpanda, but lacks personalized AI tools. ✗	Multi-service app, mainly focused on larger businesses. ✗	Primarily focuses on larger merchants in food delivery. ✗

Our Tech Stack



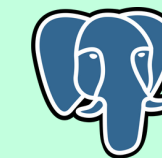
- **Front End**

- React.js
- Mantine



- **Storage**

- PostgreSQL



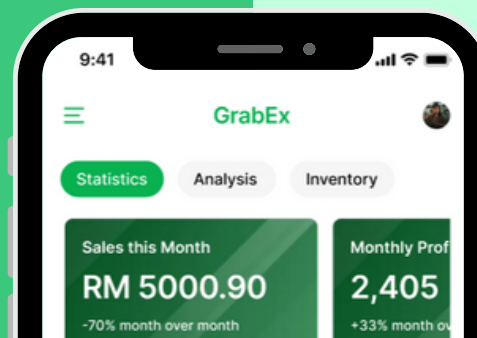
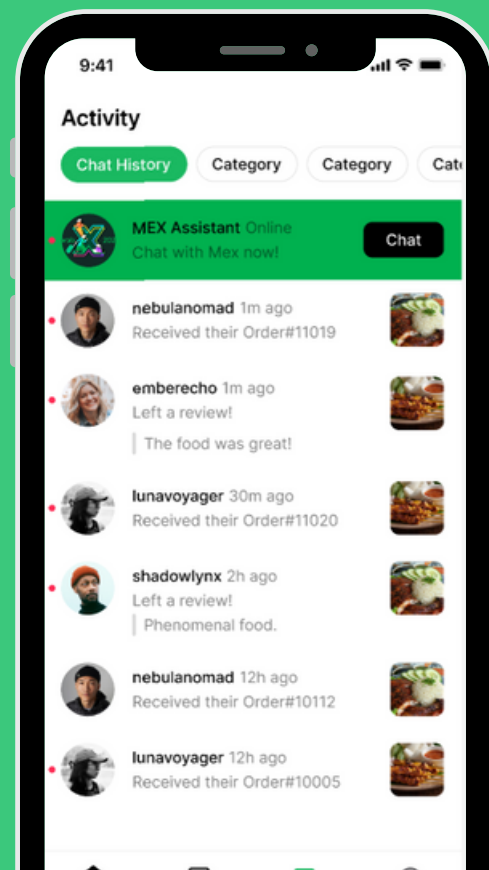
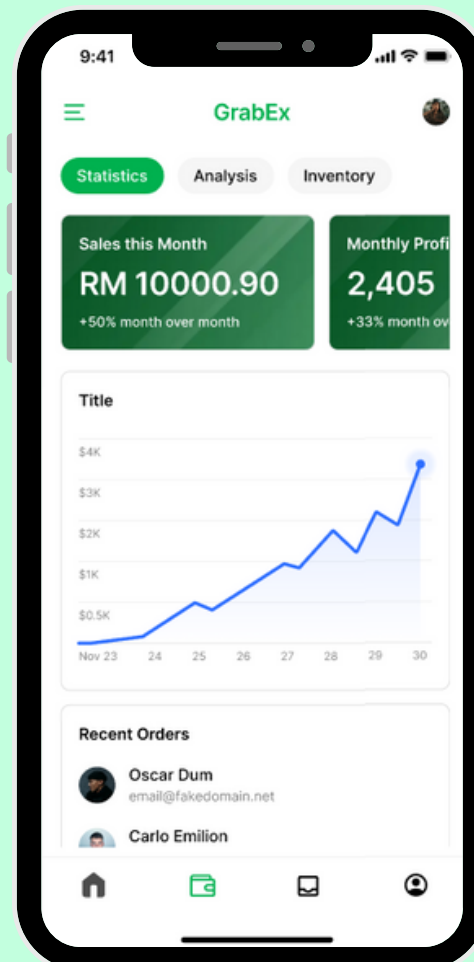
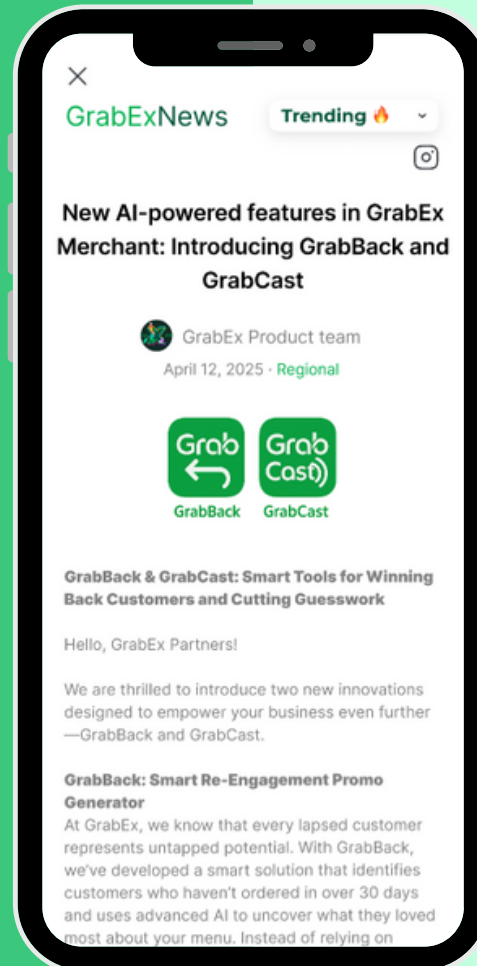
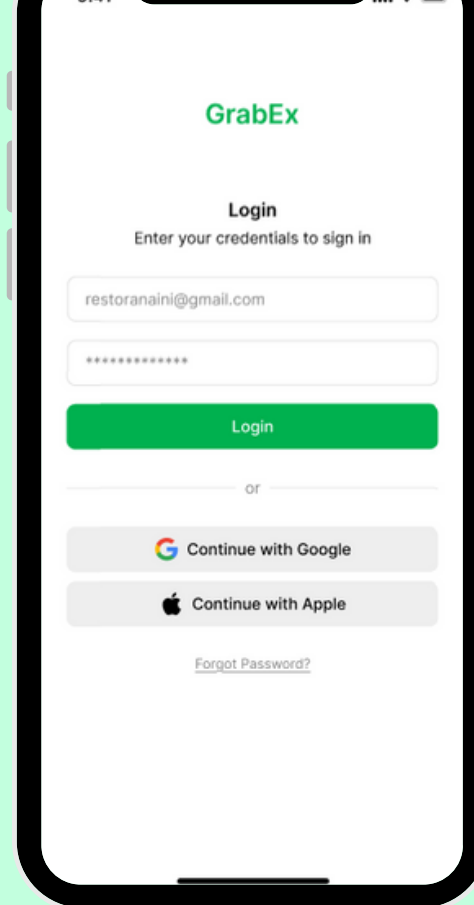
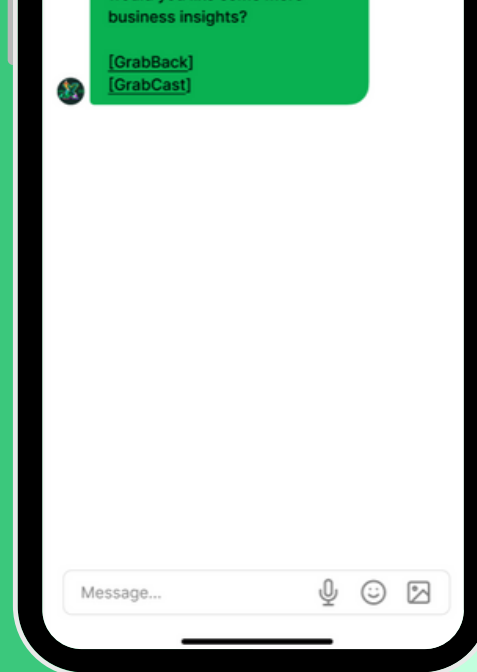
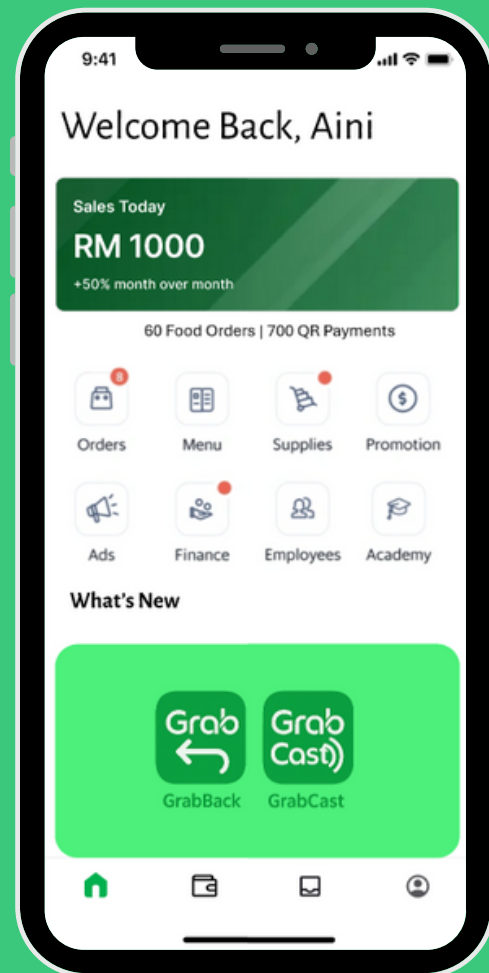
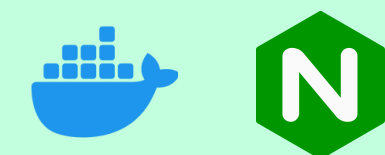
- **Back End**

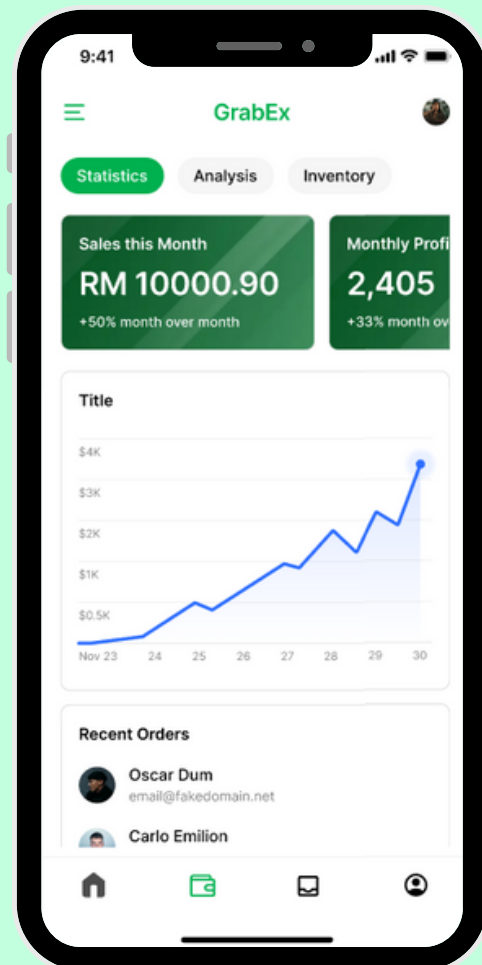
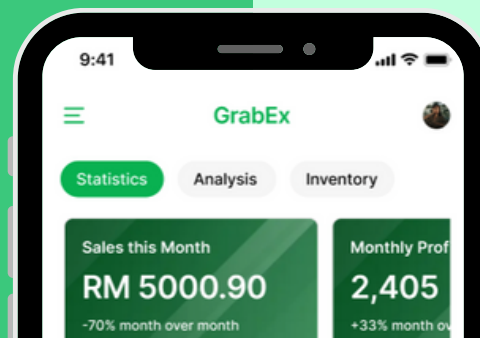
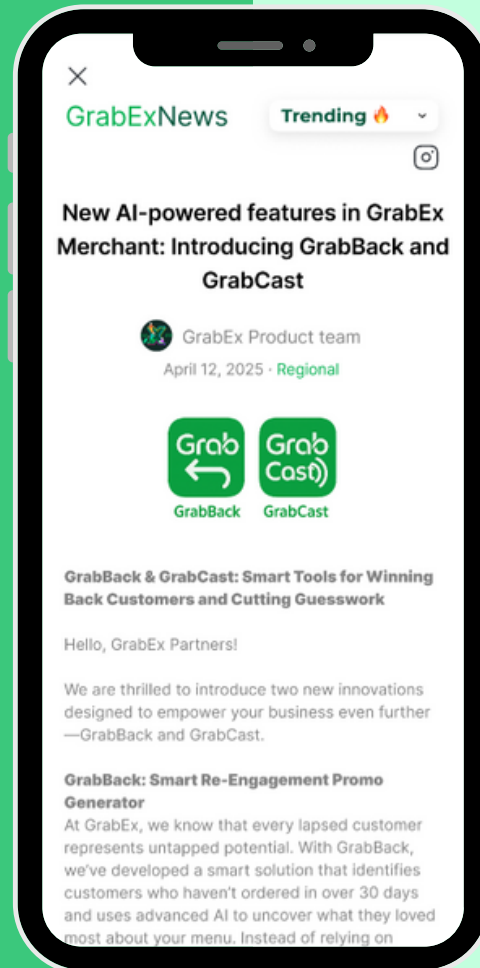
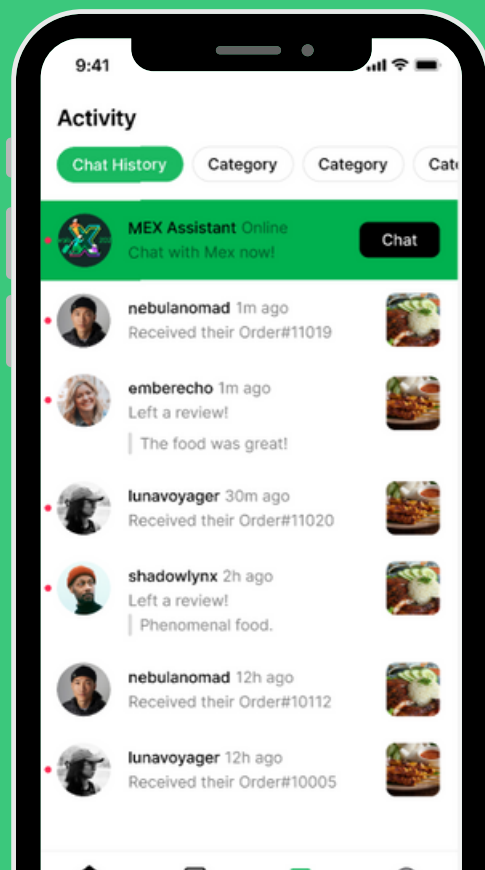
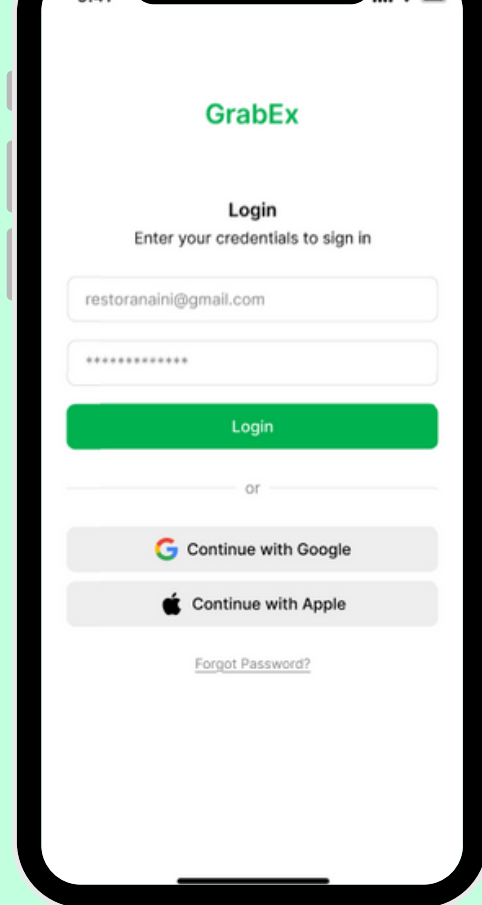
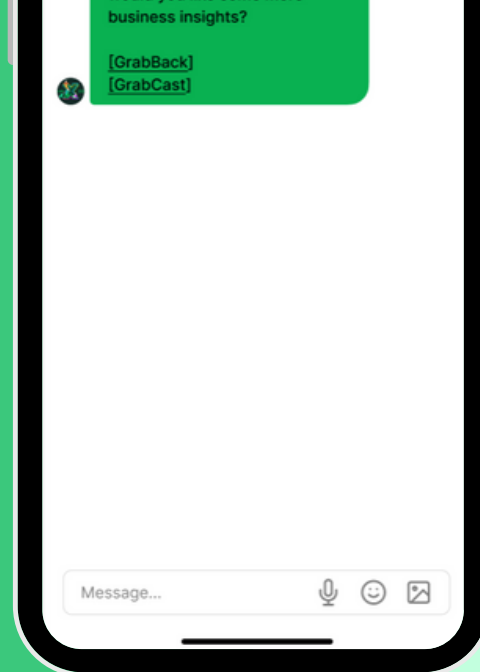
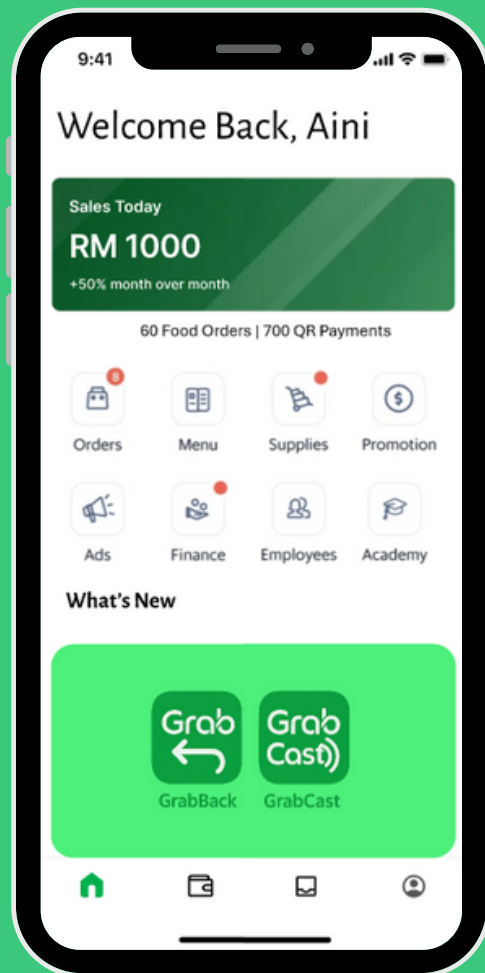
- FastAPI
- Ollama LLM



- **Infrastructure**

- Docker
- Nginx





How it Works

Watch Demo Video Here

Long Term Impact & Future Potential

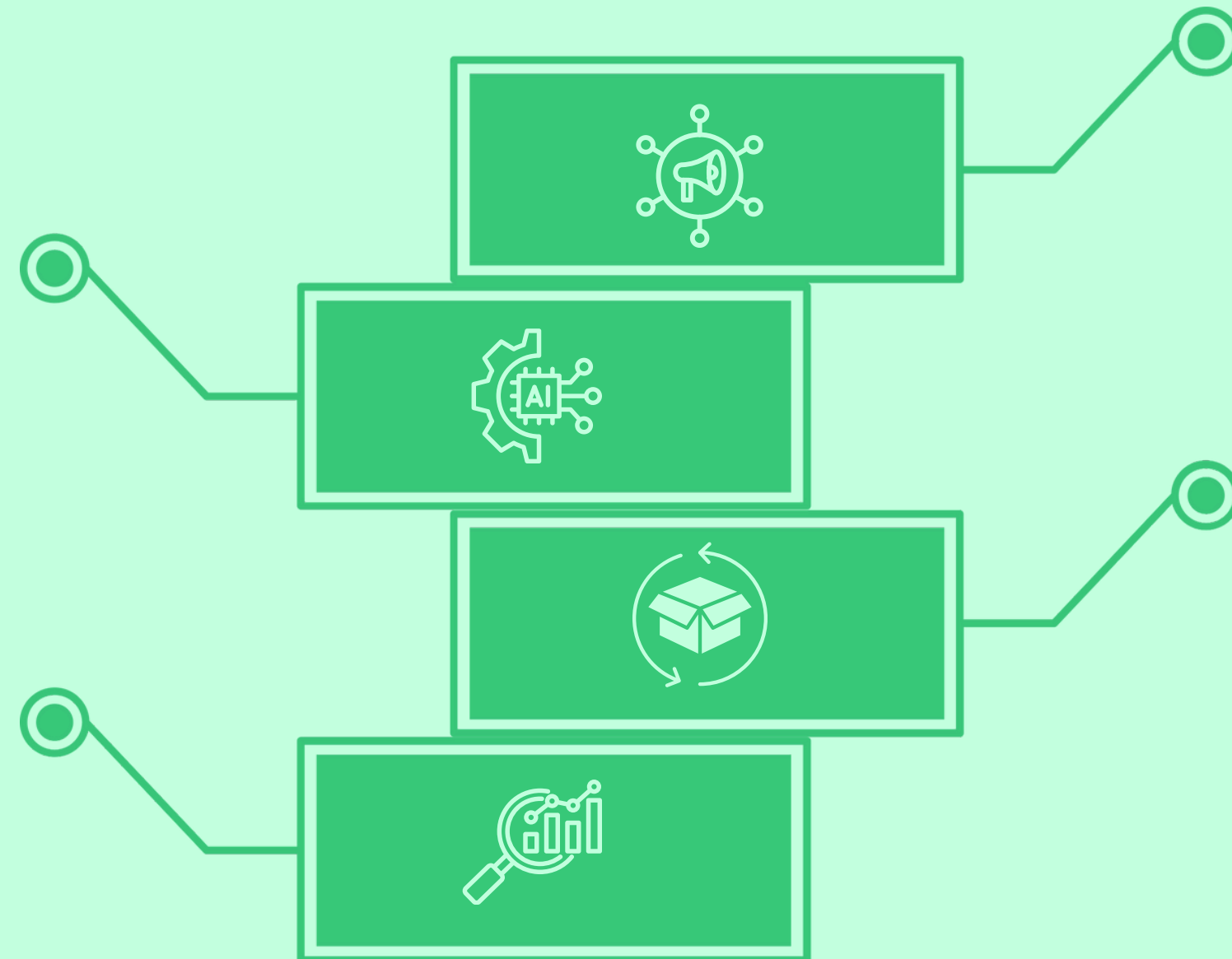


Smart Automation

Support "set-and-forget" campaigns (e.g., birthday, festival, churned users) with AI-recommended timing and content.

Continuous Optimization

Allow A/B testing of promo formats. AI auto-selects top performers and learns which messages work for each customer type.



Multi-Channel Engagement

Enable SMS/WhatsApp integration for promos, reaching customers beyond the app with behavior-triggered messages.

Smarter Inventory & Segmentation

Sync GrabCast with inventory tools for auto-restocking. Segment customers by behavior to run more targeted, efficient campaigns.

Limitations & Recommendations

Feature	Limitations	Suggestions
GrabBack	<ul style="list-style-type: none">• Dependent on Historical Data – May produce less relevant offers with sparse/incomplete data.• Privacy & Consent – Requires compliance with data regulations like PDPA.	<ul style="list-style-type: none">• Smart Defaults – Use category-based offers initially, personalize as data grows.• Privacy-First Design – Implement opt-in mechanisms for personalized messages.• Merchant Feedback Loop – Allow merchants to rate promo success for better future targeting.• A/B Testing Tool – Let merchants test and compare different promo formats easily.
GrabCast	<ul style="list-style-type: none">• Accuracy Limitations – Low reliability with limited or inconsistent historical data.• External Factors – Forecasts don't account for events like holidays, weather, or trends• Cold Start Problem – New merchants have limited data, reducing forecast accuracy..	<ul style="list-style-type: none">• Loyalty-Based Access – Limit feature to merchants active for over a month to ensure sufficient data.• External Data Integration – Add variables like public holidays and weather to improve forecast precision.• Guided Cold Start – Use industry benchmarks initially, personalize forecasts as more data becomes available.• Event Tagging – Allow tagging of key dates to refine future predictions.

Meet Our Team



**Kaviraj
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Team Lead &
AI/ML Developer



**Angel Tan
Xian Theng**

Project
Coordinator &
Business
Strategist



Lim Shen Yik

Frontend
Developer & UI
Designer



Siew Jun Zhen

Frontend
Developer &
AI/ML Developer

Thanks For Your Attention

"Re-engage. Reconnect. Rebuild. Let's help every merchant sell smarter with AI."

GrabBack: Customers left? Let's grab them again.
GrabCast: Unlock the power of tomorrow's sales today.

