

The background of the slide is a photograph of a modern office environment. Several people are seated at desks, working on laptops. In the foreground, a woman in a denim jacket is looking at a laptop. Behind her, another woman in a yellow top is also working. The office has a casual, creative feel with various items on the desks, including a gold balloon, water bottles, and papers. The lighting is bright and even.

GO-JEK Customer Intelligence

How to leverage data to increase customer's satisfaction

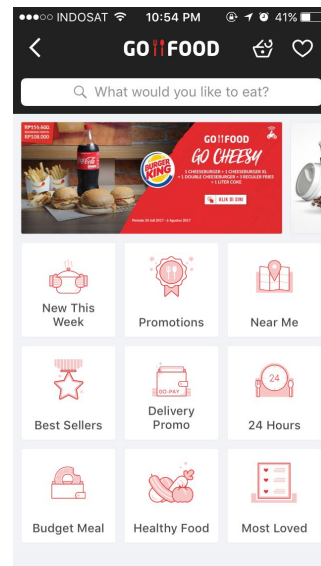
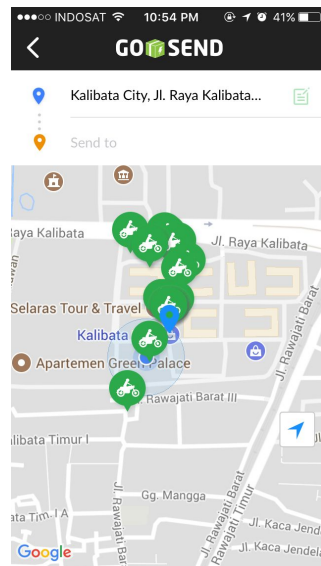
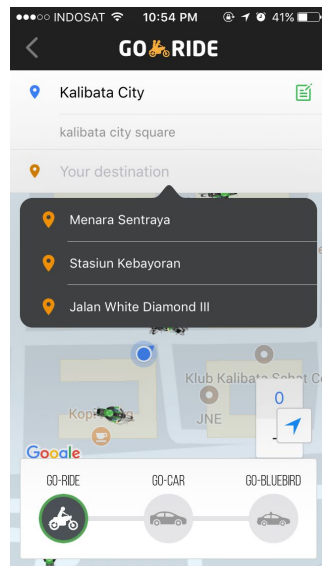
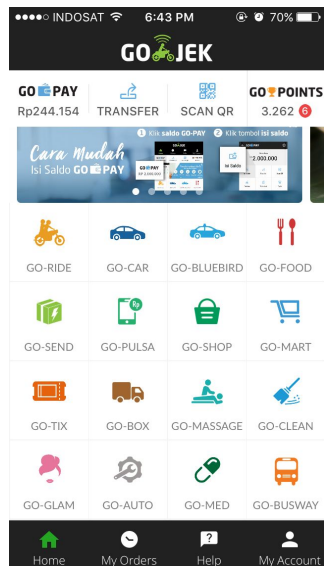
Today's discussion

- GO-JEK Customers
- Customer Intelligence in GO-JEK
- Analysis framework
- Use case example

Customer?

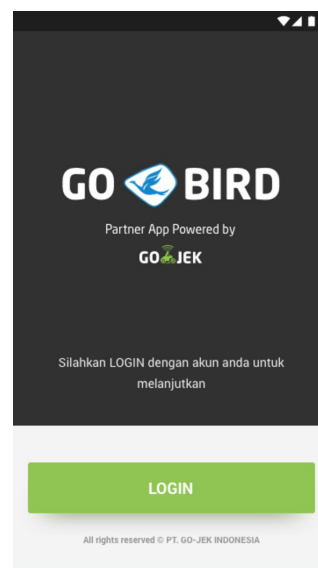
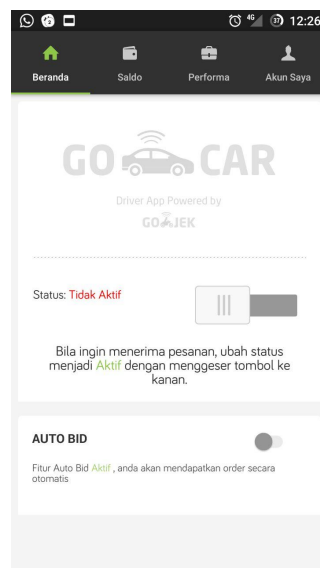
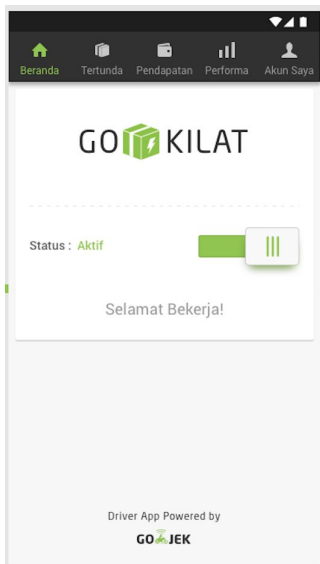
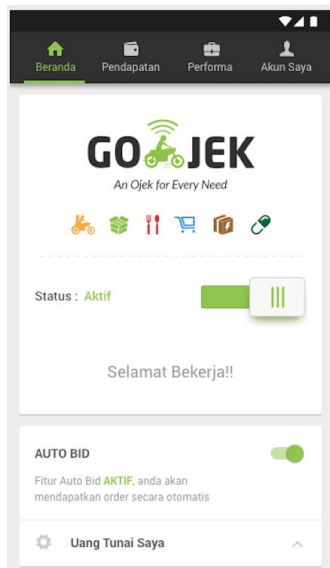
Products

Consumer App



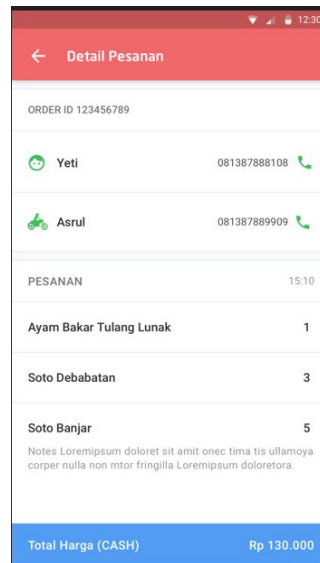
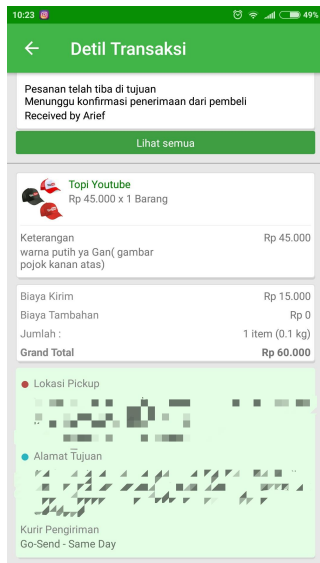
Products

Driver App



Products

Partners App



Customer Intelligence in GO-JEK

How customers behave

Determining key metrics

○ Consumers

lifetime value, GO-PAY usage behaviors, most frequent service type used

○ Drivers

productivity hours, bid acceptance rate, driver ratings

○ Partners

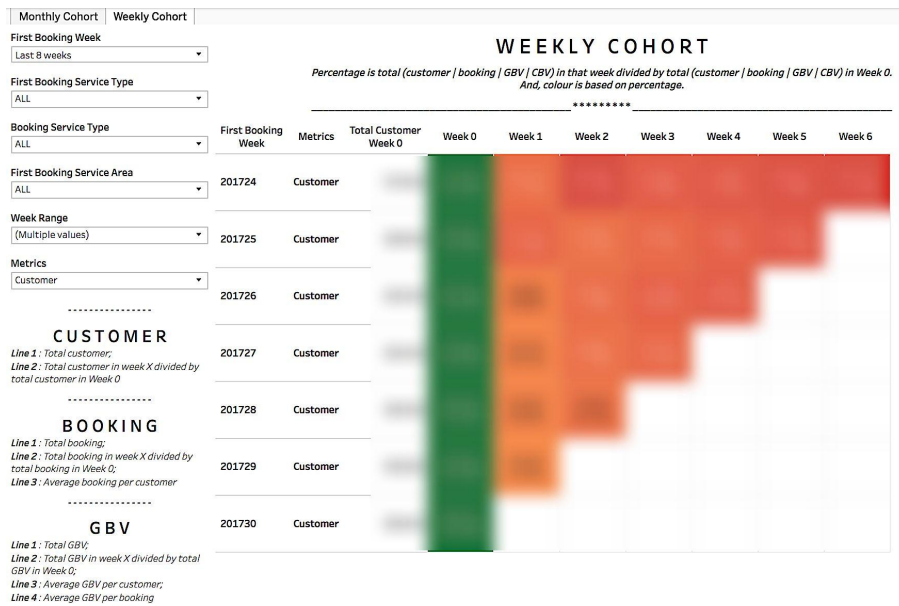
best-selling dishes, monthly merchant growth, stores with highest cancellations

Determining ways to measure it

The logo for mixpanel, featuring the word "mixpanel" in a lowercase, sans-serif font, with three small blue dots to its left.

Customer Intelligence in GO-JEK

Platform level



Weekly Cohort



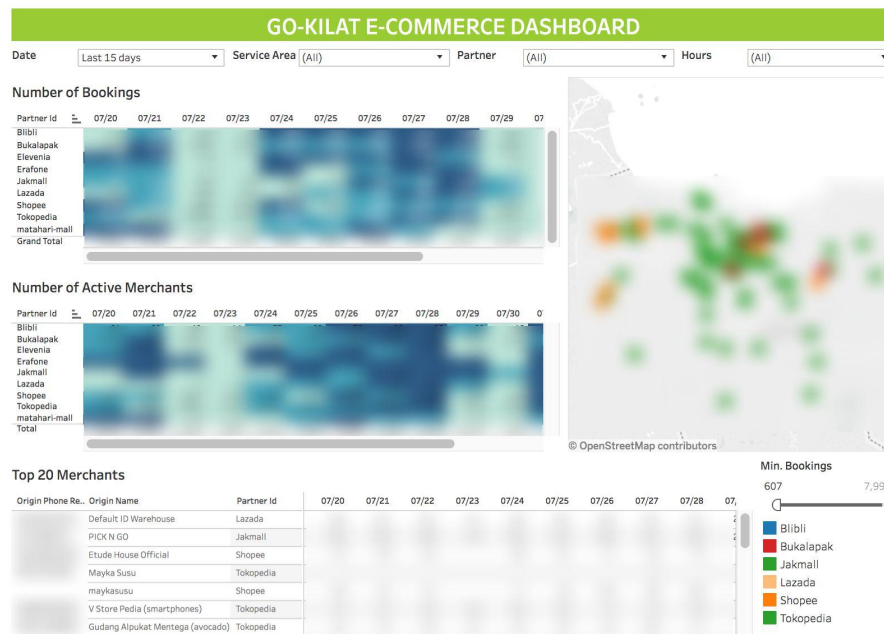
Funnel Analysis

Customer Intelligence in GO-JEK

Service Type level

Service Area	% SKU without Image		% SKU without Description	
	Partner	Non Partner	Partner	Non Partner
1. JABODETABEK				
2. BANDUNG				
3. BALI				
4. SURABAYA				
5. MAKASSAR				
6. PALEMBANG				
7. MEDAN				
8. BALIKPAPAN				
9. YOGYAKARTA				
10. SEMARANG				
11. MANADO				
12. SOLO				
13. SAMARINDA				
14. MALANG				
15. BATAM				
17. PADANG				
18. PONTIANAK				
19. BANJARMASIN				
20. PEKANBARU				
21. JAMBI				
22. BANDAR LAMPUNG				
24. MATARAM				
25. SUKABUMI				

GO-FOOD Live Content Tracker



GO-KILAT Online Store Tracker

Analysis Framework

Analysis Framework

1. Problem Statement

What problem are you trying to solve?

How the analysis result will impact to business decisions?

2. Hypothesis

What statement you want to validate through this analysis?

3. Experiment

What approach do you use to prove the hypothesis?

What are assumptions do you use in doing the experiment?

4. Result & Evaluation

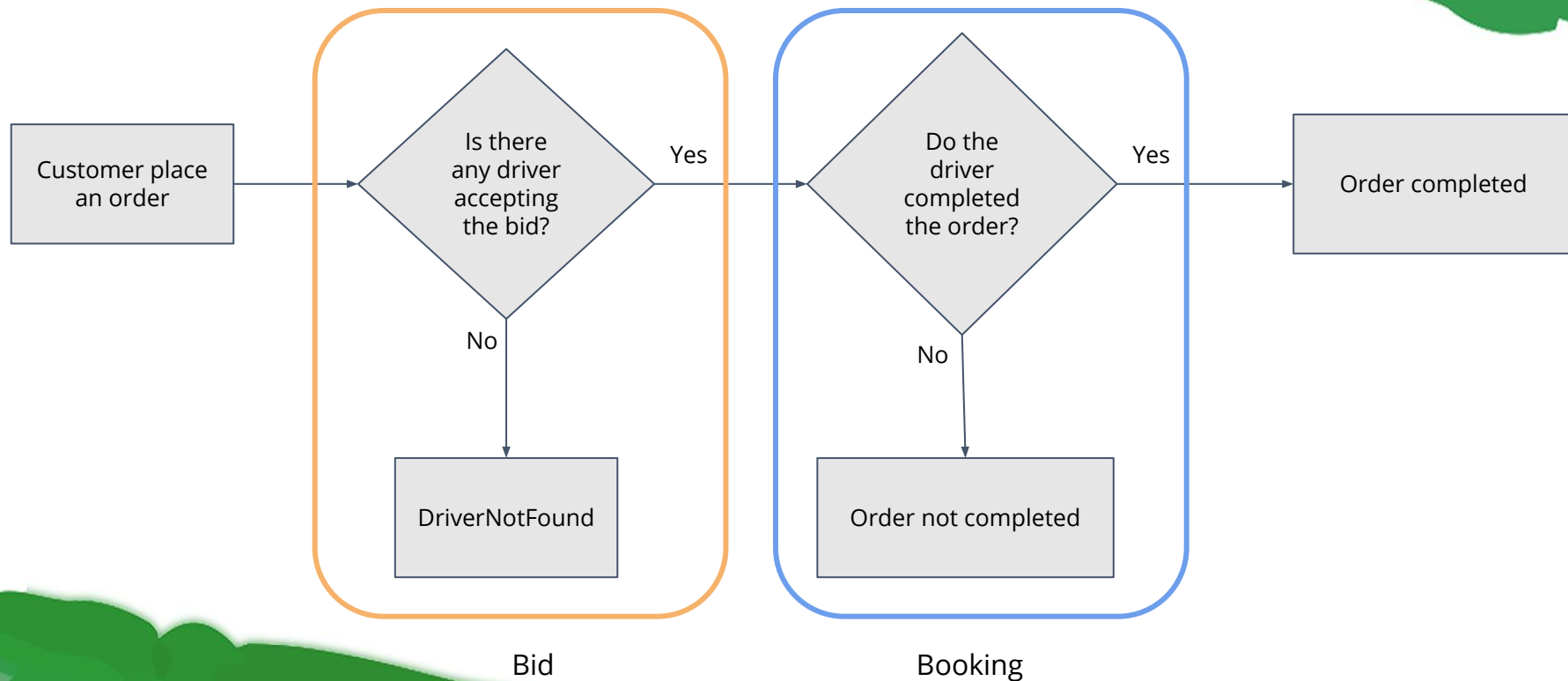
How does the result satisfy your hypothesis?

What works and what doesn't

Plans on what to do next

Example

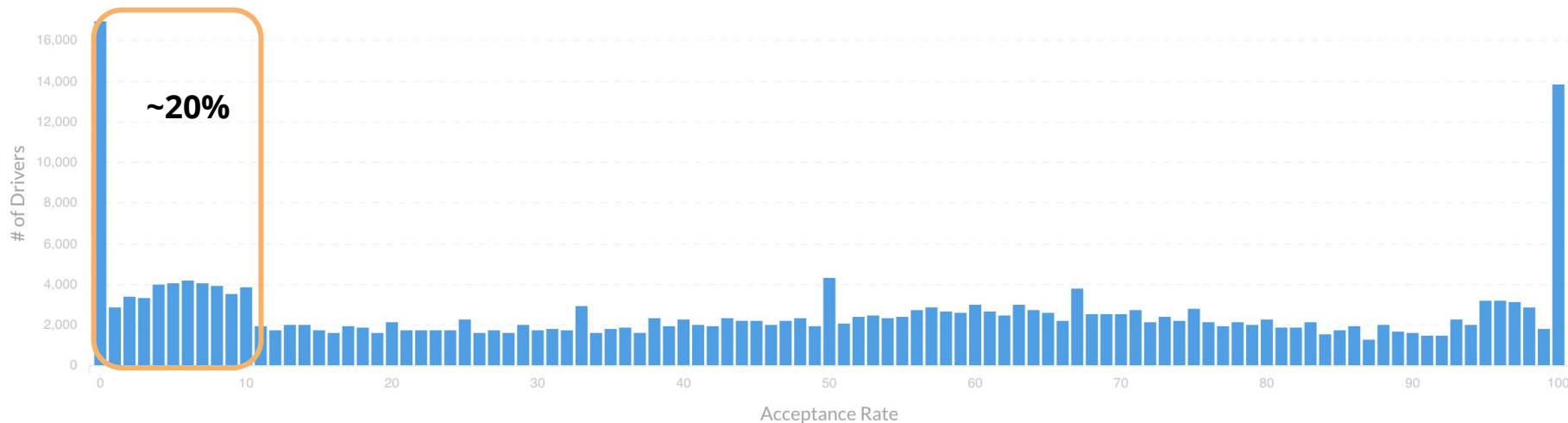
Order Process



Example : GO-CAR Acceptance Rate Experiment

1. Problem Statement

We need to get better conversion rate in order to achieve better customer experience (faster time to get a driver after they place an order). Many ways to make it happen, and one of the ways is **acceptance rate**.



Period : April 1 - 15, 2017

Example : GO-CAR Acceptance Rate Experiment

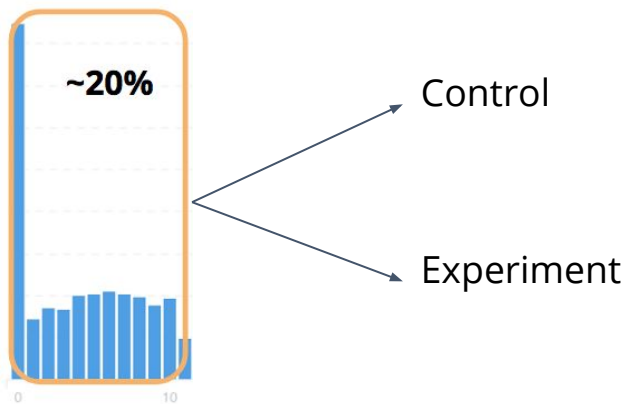
2. Hypothesis

Social pressure will increase acceptance rate.

Example : GO-CAR Acceptance Rate Experiment

3. Experiment

"(Info) Anda termasuk 20% mitra dengan performa paling rendah di GO-CAR.
Ayo tingkatkan performa dan raih bonusnya!"



Example : GO-CAR Acceptance Rate Experiment

4. Result & Evaluation

We got an average increase of **2.5%** from the action!



Next step : set up an sms blast **to be sent regularly to bottom 20% of drivers** with few different versions but same purpose.

Key Takeaways

1. Every analysis should be actionable

We are doing the analysis to give recommendations to a problem(s)/make a business decision.

2. Be hypothesis-driven

- Always start with a hypothesis, then do an experiment to prove/disprove it
- Focus on 20% possible analyses that will likely generate 80% of the actionable outcomes.

3. Embrace failure

We do the experiment to prove whether our initial hypothesis is true or not. The goal is to achieve a better understanding on what's actually going on and how we can make it better.