GO-JEK Customer Intelligence

How to leverage data to increase customer's satisfaction
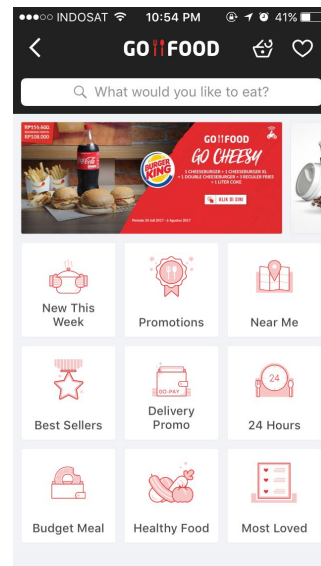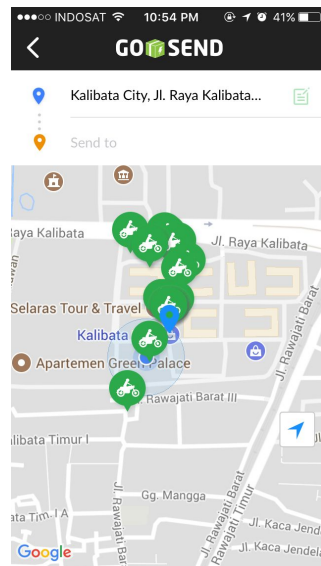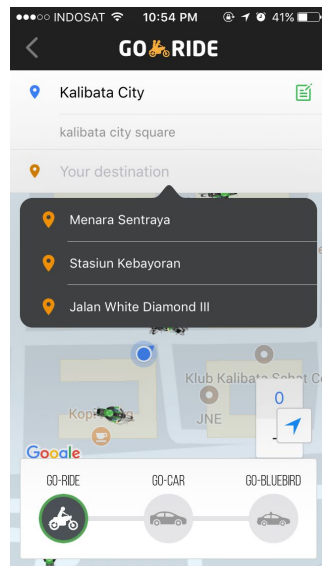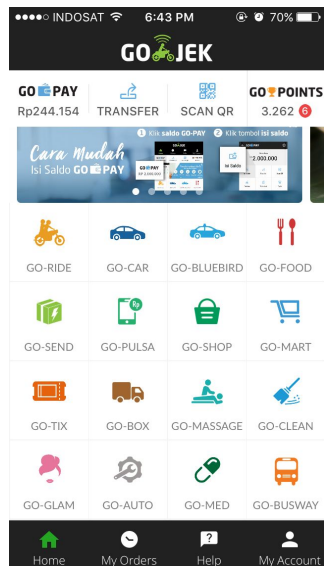
Today's discussion

- GO-JEK Customers

- Customer Intelligence in GO-JEK

- Analysis framework

- Use case example

Customer?

Products
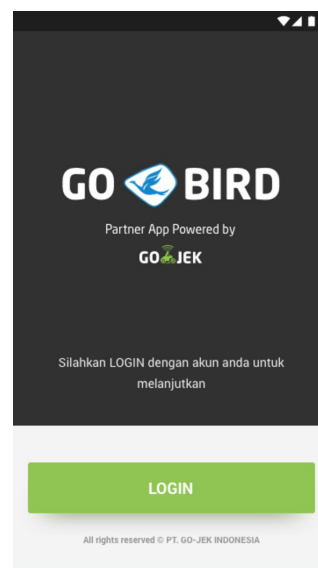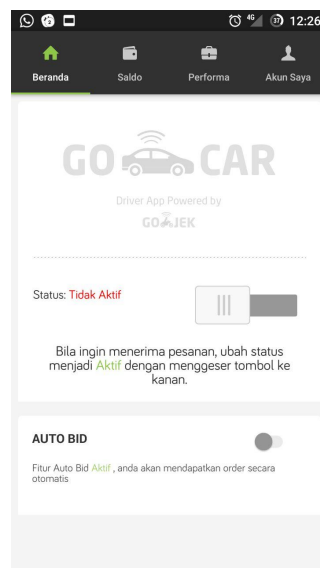## Consumer App

Products
Driver App
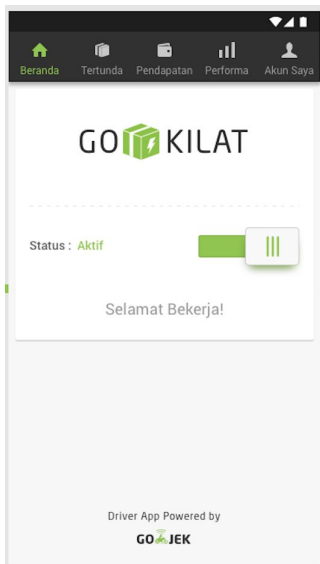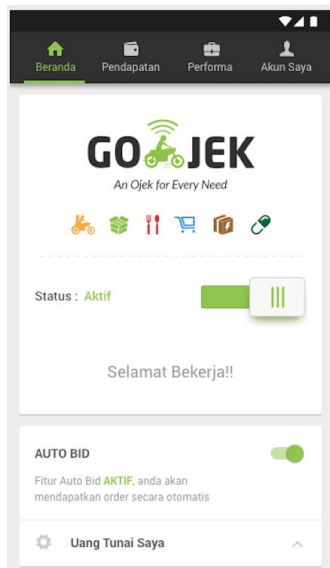
Products
Partners App
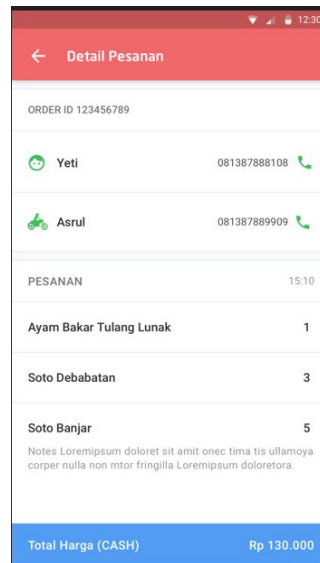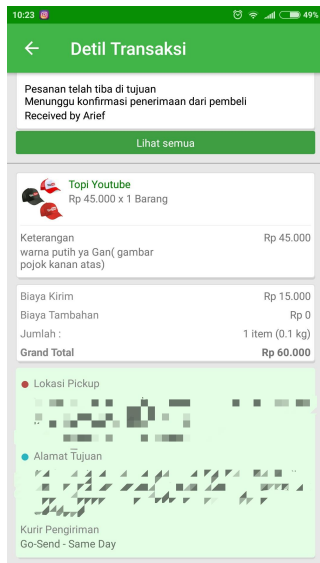
Customer Intelligence in GO-JEK

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

Customer Intelligence in GO-JEK

Platform level

Weekly Cohort

Funnel Analysis

Customer Intelligence in GO-JEK

Service Type level

GO-FOOD Live Content Tracker
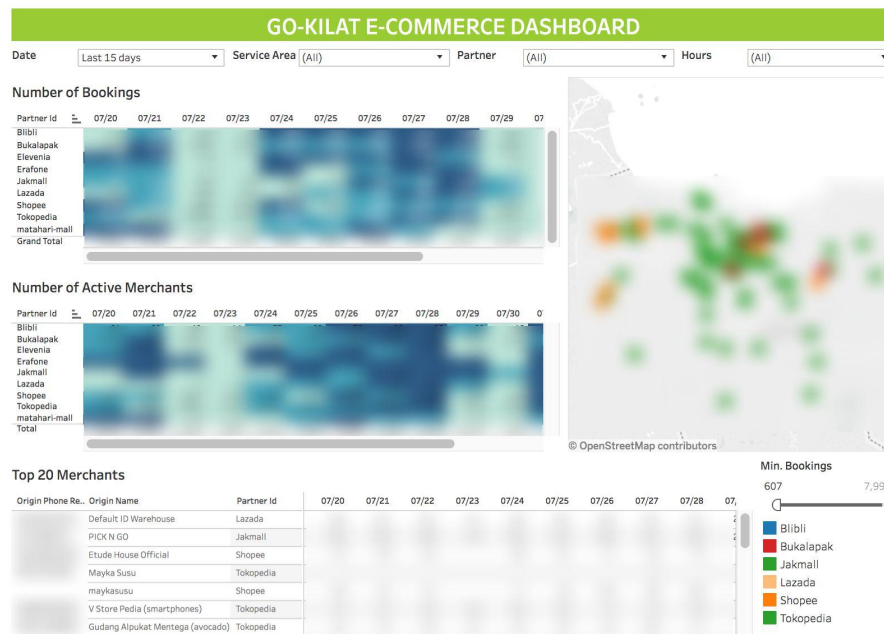
GO-KILAT Online Store Tracker

Analysis Framework

Analysis Framework

1. Problem Statement

What problem are you trying to solve?
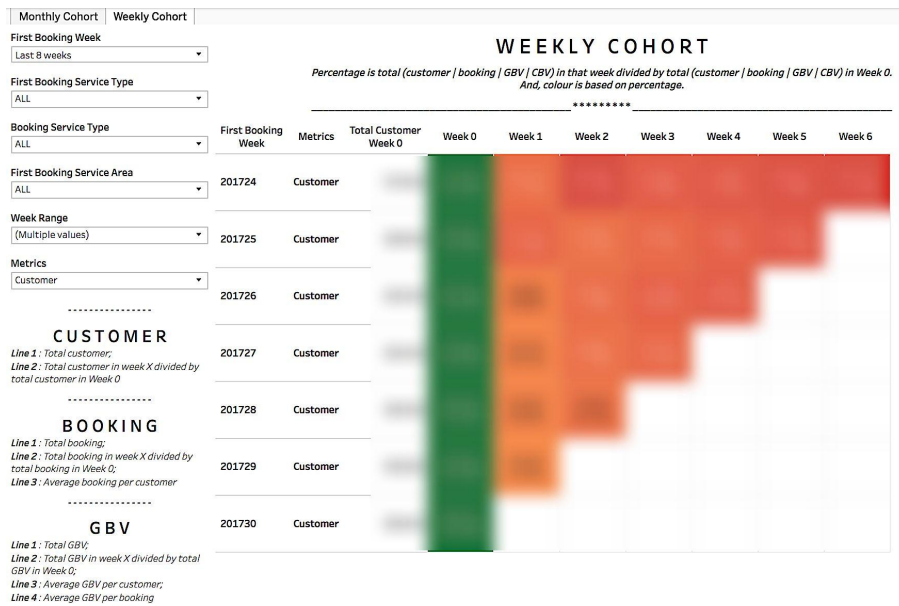
How the analysis result will impact to business decisions?

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
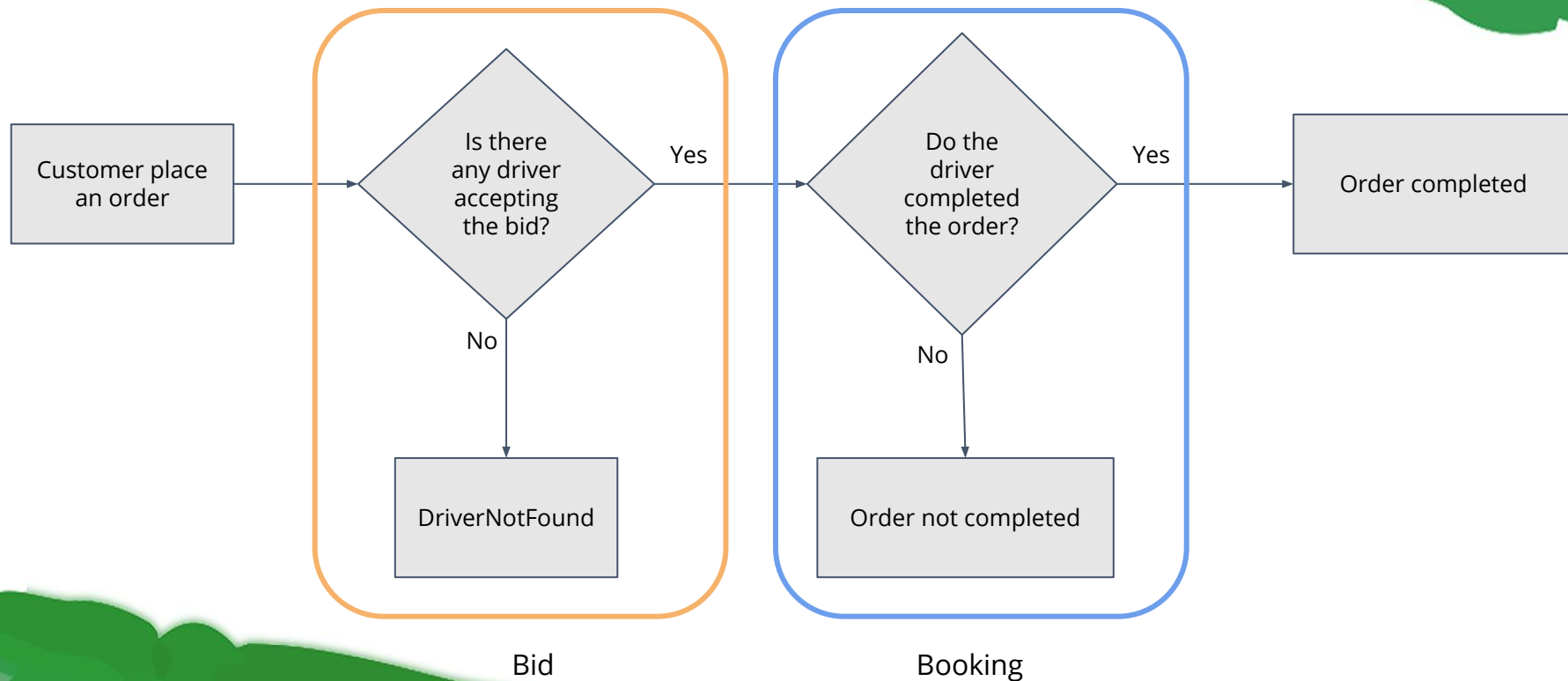
Example : GO-CAR Acceptance Rate Experiment

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**.

~20%
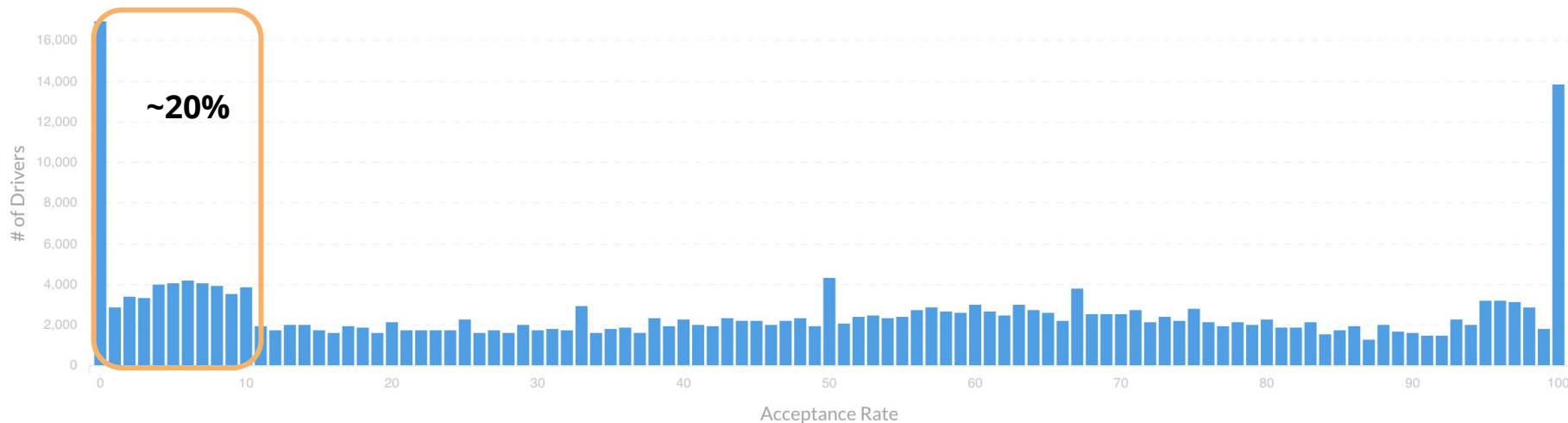
Period : April 1 - 15, 2017

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!"
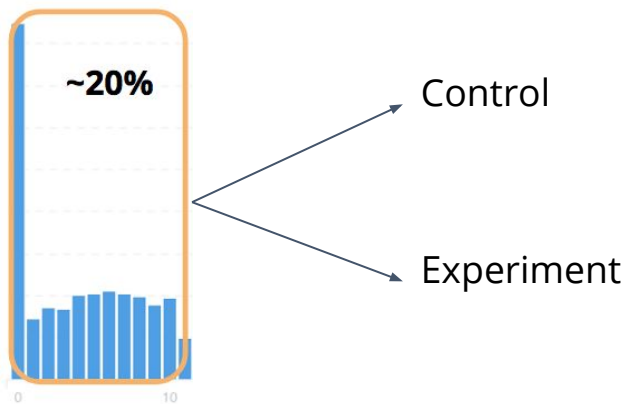
Example : GO-CAR Acceptance Rate Experiment

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.