kaching

Get your customers to get you customers

IIT Team #9
Aayushi
Aishwarya
Puneet
Siddharth

Problem statement: To handle growth in the volume of referrals processed by automating influencer payouts

Our Goals –

- Offer a rewarding experience
- Handle possible failures
- Keep experience hassle free
- Integrate manual assistance
- Cover most social media platforms
- Convey secureness of transactions

Our Approach –

Analysing end-to-end user journey to **identify problems**	Brainstorming **possible solutions** to the identified issues	**Benchmarking** solutions against competitors
Prioritising solutions	**Value proposition** of solutions and key performance metrics	Metrics to **track weaknesses** and plan to tackle possible pitfalls

Contents
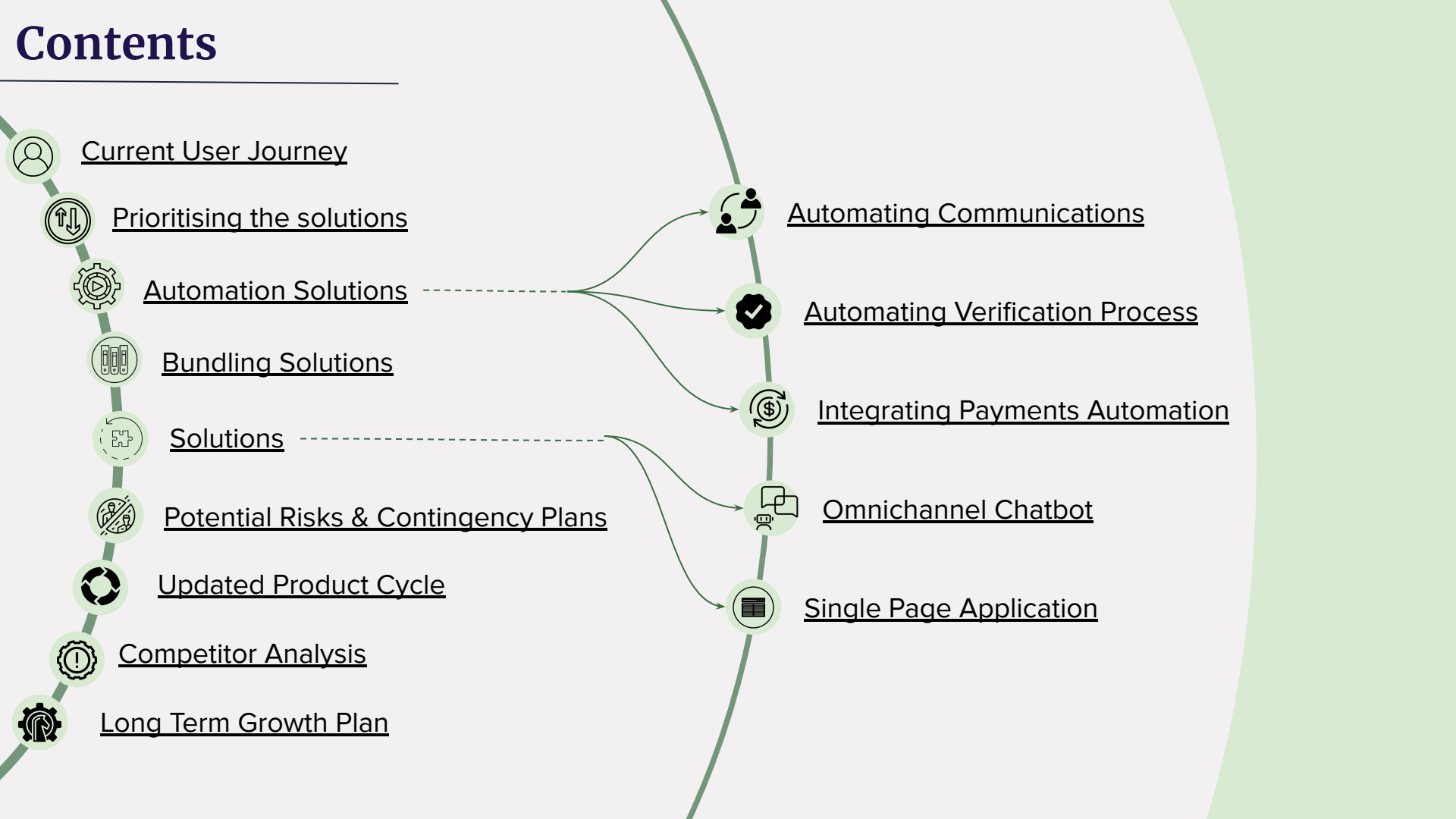
Current User Journey

Customer Personas

(generated through primary survey)

22, College Student
- **Looks for the best discounts**
- Readily influenced by the peers
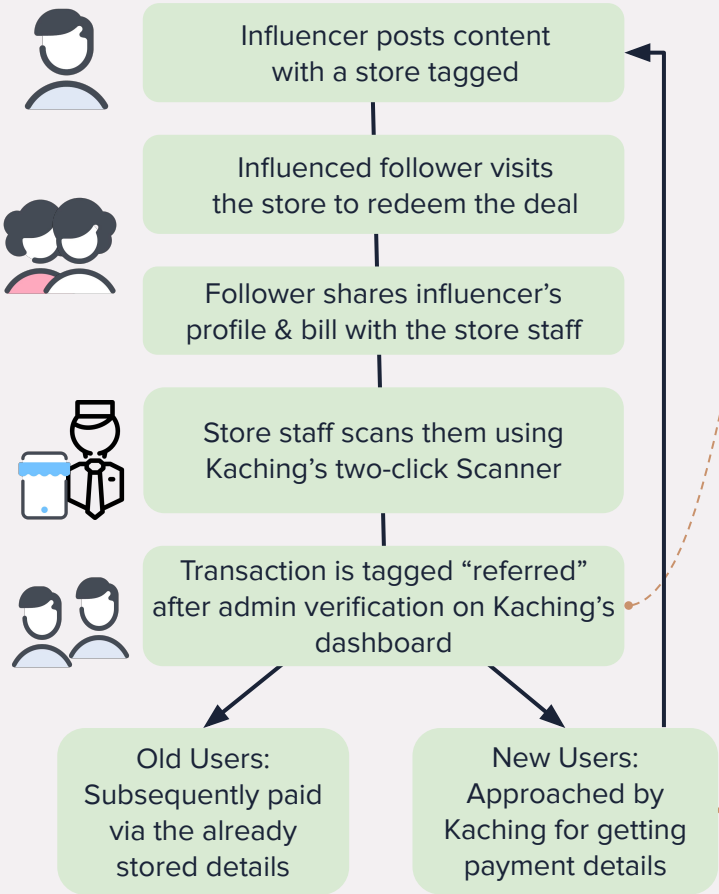- Active across social platforms

25, Working Bachelor
- **Manages a food-Vlog handle**
- Uploads DIY recipes for popular brands on YouTube
- Enjoys exploring new food

28, Entrepreneur
- Provides in-depth store reviews
- Thoroughly plans processes
- **Loyal towards good services**

Influencer posts content with a store tagged

Influenced follower visits the store to redeem the deal

Follower shares influencer's profile & bill with the store staff

Store staff scans them using Kaching's two-click Scanner

Transaction is tagged "referred" after admin verification on Kaching's dashboard

Old Users: Subsequently paid via the already stored details

New Users: Approached by Kaching for getting payment details

Issues in Current Payouts Cycle

Manual verification cannot handle the growth in referrals

Manual communications cannot handle the traffic growth on multiple social media platforms

No defined channel for raising payment disputes

Manual channel for requesting updates to payment method

Individual onboarding required for each platform

Each payment transaction is carried out manually

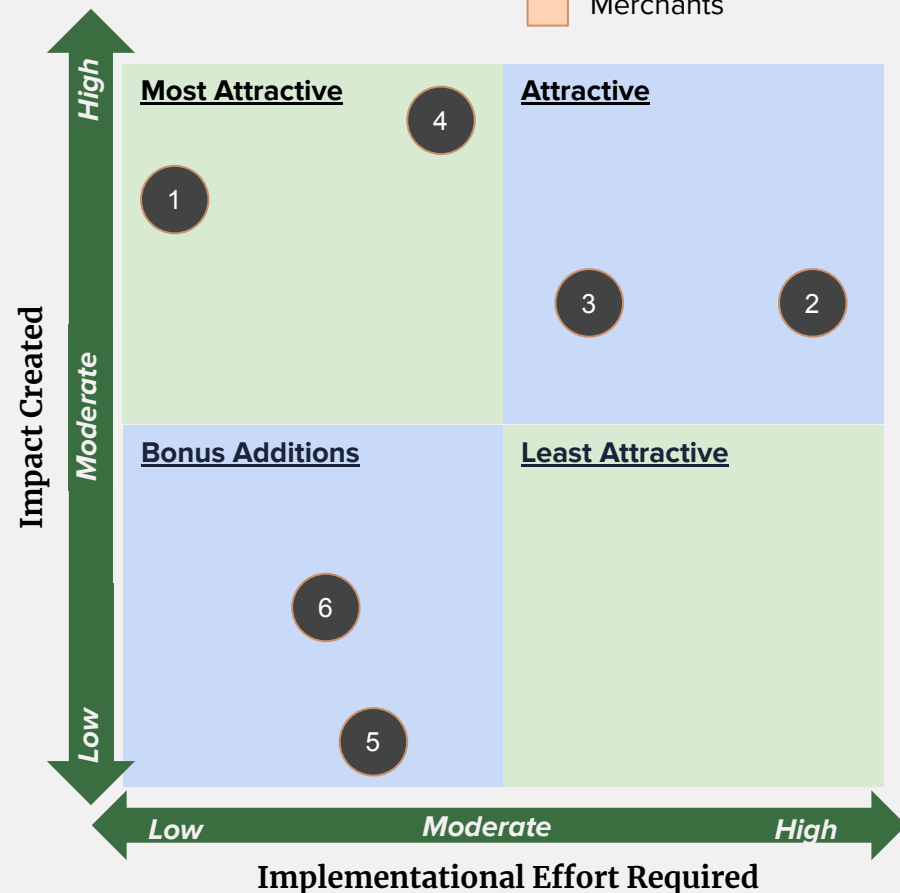Influencers have no access to past statistics to better curate their campaigns

Prioritising the Solutions

(The solution with a deeper problem and more stakeholders involved is listed higher in the priority)

Stakeholder Legend -
- Kaching's Team
- Influencers
- Merchants

Issues	Solutions
1 — Each payment is completed manually	Integrating payment automation services
2 — No defined channel for raising payment disputes / Manual channel for requesting updates to payment methods	Integrating grievance resolution and support services
3 — Manual verification cannot handle growth in referrals	Automating current verification process
4 — Manual communications can't handle the traffic growth on multiple SM platforms	Automating Customer Communication Management
5 — Influencers have no past activity statistics to curate their campaigns	Offering statistics tracking platform for influencers
6 — Individual onboarding required for each platform	Managing cross-platform identities of influencers

Impact Created — High / Moderate / Low

Implementational Effort Required — Low / Moderate / High

Most Attractive (1, 4)

Attractive (3, 2)

Bonus Additions (6)
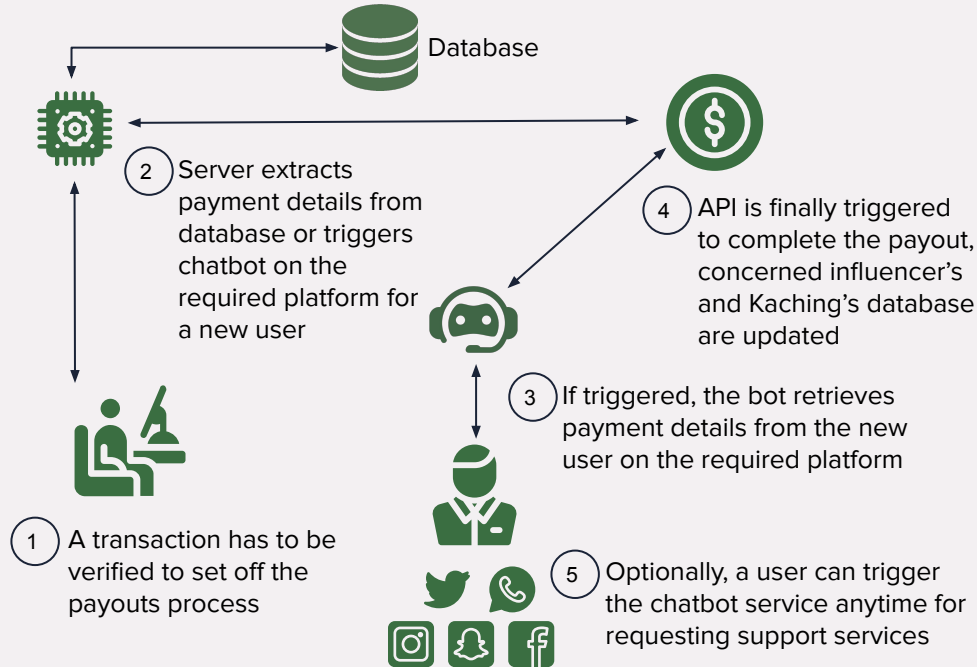
Least Attractive (5)

Automating Communication: Chatbot Service & Benchmarking

Features

- Handle onboarding cycle
- Notify on automatic payouts
- Handle support requests
- Notify new launches

Implementation Architecture

Database

2. Server extracts payment details from database or triggers chatbot on the required platform for a new user

4. API is finally triggered to complete the payout, concerned influencer's and Kaching's database are updated

3. If triggered, the bot retrieves payment details from the new user on the required platform

1. A transaction has to be verified to set off the payouts process

5. Optionally, a user can trigger the chatbot service anytime for requesting support services

Comparison between popular chatbot services

	Xenioo	Kore.ai	Snatchbot
Platform Coverage	Facebook, WhatsApp	Websites, Facebook, SMS, Slack	**Messenger, Slack, Skype, Telegram, WhatsApp**
Integrated Payments Solutions	Google Pay, PayTM, Bhim	Google Pay, PayTM, Bhim	Google Pay, PayTM, Bhim
Pricing	€ 29,99/month € 99,99/month and custom	Requires quotation	$30 to $999
Language Support	English, Spanish, Italian, German and French	Over 10 + Languages	**Over 60 + Languages**

Snatchbot covers the most platforms and can be expanded to more languages if geographical expansion is planned for future

Automating Verification Process

Transaction sent to the admin dashboard

- Photo of the KOL profile
- Photo of the bill
- **Photo of KOL's content**
- **Social media platform**

New inputs added to the Kaching's scanner

Profile Identification

Merchant Tag Verification

Platform input will activate the necessary ID recognition algorithm

Optical Character Recognition for Username and Merchant tag detection

Social media with unique handles

Social media with unique URL but no unique name

Social media connected to unique mobile number

If accuracy < confidence level

If accuracy > confidence level

Manual Verification

If legitimate

Chatbot program for payment initiation to the KOL ID identified is activated; Discount for consumer is authenticated

Where to host?

- Server-hosted process
- Serially triggered processes, can compute on single machine

Execution Time

- Slowest process: OCR
- Speed can be bottlenecked by server load

Performance Metrics

- Execution times
- False positive and negative verifications

Integrating Payment Automations

- Multiple **payment services** allow automatic and secure payout processing through **API** calls.
- Another automation solution is **payout links** offered by Razorpay and Cashgram.

|	**Paytm**	**Paypal**	**Stripe**	**Razorpay**	**Cashgram**
Recipient's account type Supported	Paytm wallet, UPI, Bank accounts	Paypal wallets	Bank accounts, UPI	IMPS, NEFT, RTGS, UPI, Amazon Pay	Bank accounts, UPI, Paytm, Amazon Pay
Usage fee (% of transaction)	0.4% Below ₹2k 0.9% above ₹2k	2.9%	2%	2%	Requires quotation
Pros	Low usage cost, Good domestic support	Ready to use SDKs available	Current Industry standard	Option to send payout links	Do not need to store payment details
Cons	Limited to Indian bank accounts	UPI not supported, High usage cost	Requires higher development time	No support for savings account usage for paying	No API support, can only send links
Issues Handling	Dedicated Management dashboard	Need to handle admin services through API	GUI interface for handling admin account	Dedicated Management dashboard	Manual support needs to be requested
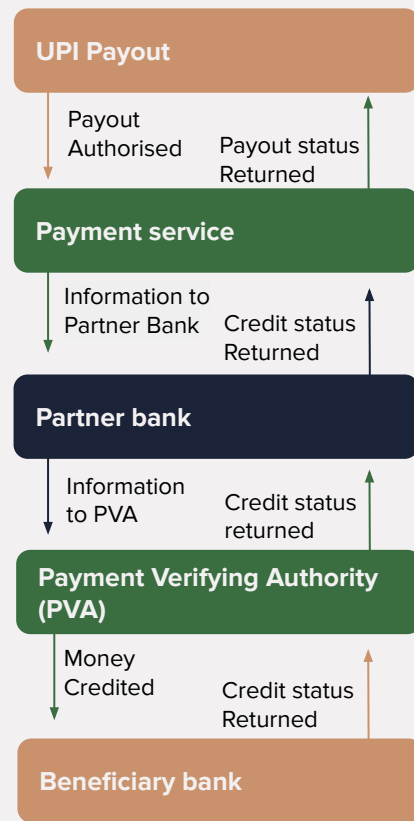
Paytm API is recommended because it is the cheapest, easy to integrate and offers a separate dashboard for handling issues.

Payouts Cycle

UPI Payout

Payout Authorised → | ← Payout status Returned

Payment service

Information to Partner Bank → | ← Credit status Returned

Partner bank

Information to PVA → | ← Credit status returned

Payment Verifying Authority (PVA)

Money Credited → | ← Credit status Returned

Beneficiary bank

Bundling Solutions Into Services

Best solution for good user experience would be a **hybrid of the omnichannel chatbot service & Single Page Application** platform for managing user's information across platforms and service requests.

Omnichannel Chatbot

A centrally configured service of multiple chatbots deployed on various targeted platforms. The chatbot can trigger selected automatic payments solution.

Single Channel Chatbot

Single chatbot deployed on one platform for managing users from all platforms. The chatbot can trigger selected automatic payments solution.

Single Page Application

Kaching's very own portal for managing communications with users and their payments. Automatic payments service is integrated into the workflow.

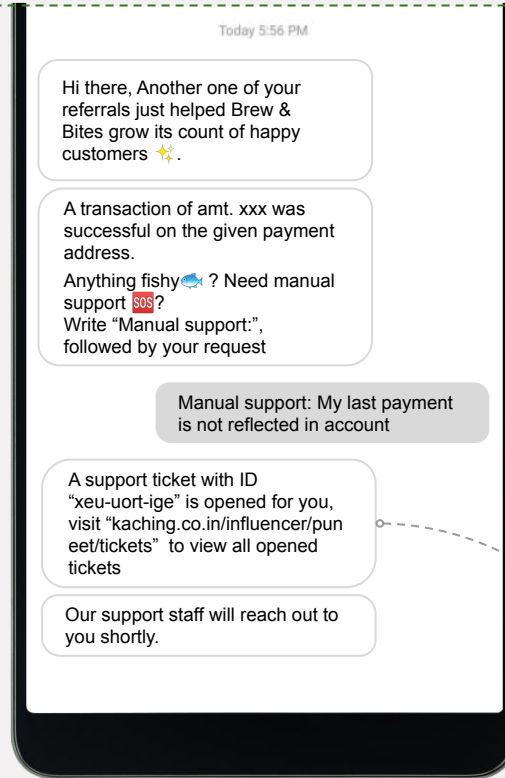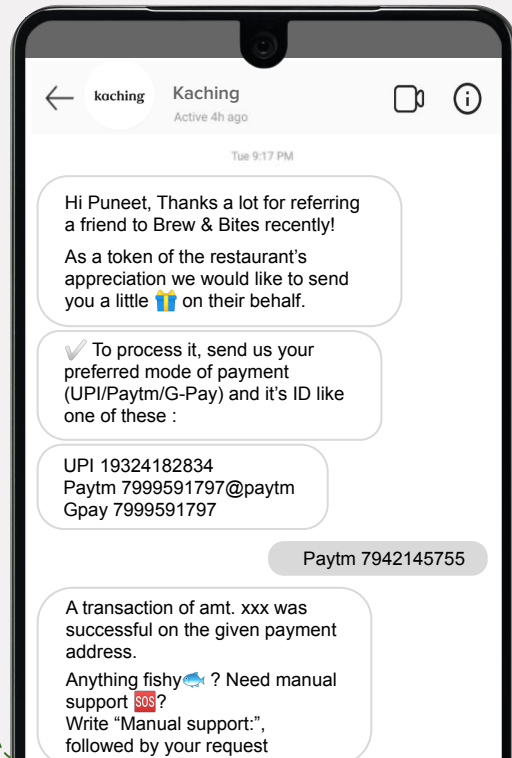|	Omnichannel Chatbot	Single Channel Chatbot	Single Page Application
Ease-of-use	**Coherent experience with chatbot across all platforms**	Chabots offer instantaneous responses, quicker ticket raising for issues	Learning curve of using a new website or an app is generally higher than chat hosted services.
Adaptability	**Users stay on the same platforms**	Users will be required to use chatbot hosting platform mandatorily, causing inconvenience	Users will have to migrate to the platform & understand service workflows
Assistance services	In the cases where manual help might be needed, it takes time to coordinate among various handles	In manual assistance cases, the time required would be the same as that of the omnichannel chatbot.	**Services like user's information mgmt. & record of past transactions reduces support requests volume**
Cost of implementation	Comparatively higher due to developing chatbots for each platform	**Comparatively lower as compared to the omnichannel chatbot since we are deploying it for only one platform**	Highest cost among all three due to implementation of full stack services
Issues Tackled	1 2 3 4 6	1 2 3 4	1 2 3 5 6

Omnichannel Chatbot

Omnichannel chatbot deployment is either implemented by hosting bots on each individual platform or by designing our own bot for a multichannel texting service like texts.com.

User Experience

Kaching — Active 4h ago

Tue 9:17 PM

Hi Puneet, Thanks a lot for referring a friend to Brew & Bites recently!

As a token of the restaurant's appreciation we would like to send you a little 🎁 on their behalf.

✔️ To process it, send us your preferred mode of payment (UPI/Paytm/G-Pay) and it's ID like one of these :

UPI 19324182834
Paytm 7999591797@paytm
Gpay 7999591797

Paytm 7942145755

A transaction of amt. xxx was successful on the given payment address.
Anything fishy🐟 ? Need manual support 🆘?
Write "Manual support:", followed by your request

Today 5:56 PM

Hi there, Another one of your referrals just helped Brew & Bites grow its count of happy customers ✨.

A transaction of amt. xxx was successful on the given payment address.
Anything fishy🐟 ? Need manual support 🆘?
Write "Manual support:", followed by your request

Manual support: My last payment is not reflected in account

A support ticket with ID "xeu-uort-ige" is opened for you, visit "kaching.co.in/influencer/puneet/tickets" to view all opened tickets

Our support staff will reach out to you shortly.

Chatbot redirects user to Single page application for support ticket and/or user information management

Strengths
- 24/7 Availability
- Engages curious customers
- Cuts down operating cost

Weaknesses
- High setup cost
- Precision still not very high, risk of incomprehension

Opportunities
- Potential to reach millions of people
- Users can talk freely
- Can handle a large set of questions

Threats
- Potential misuse possible
- Users can give unclear inputs

📊 Performance Metrics

Chatbot Activity Volume

Chat Sessions Length
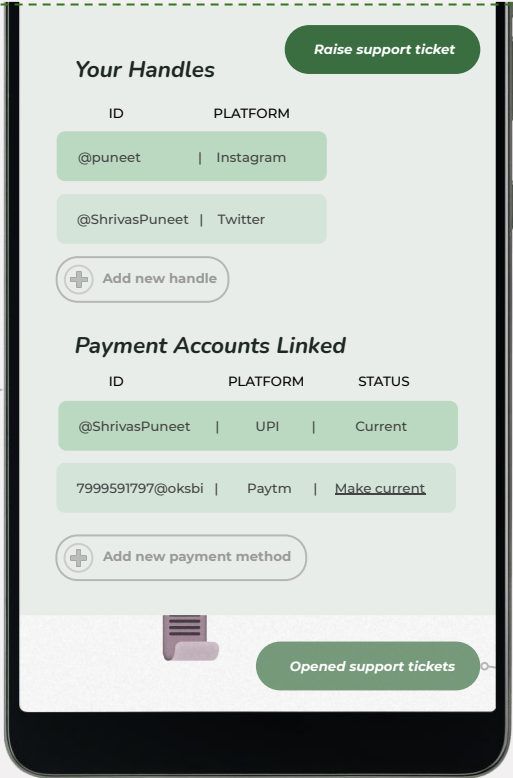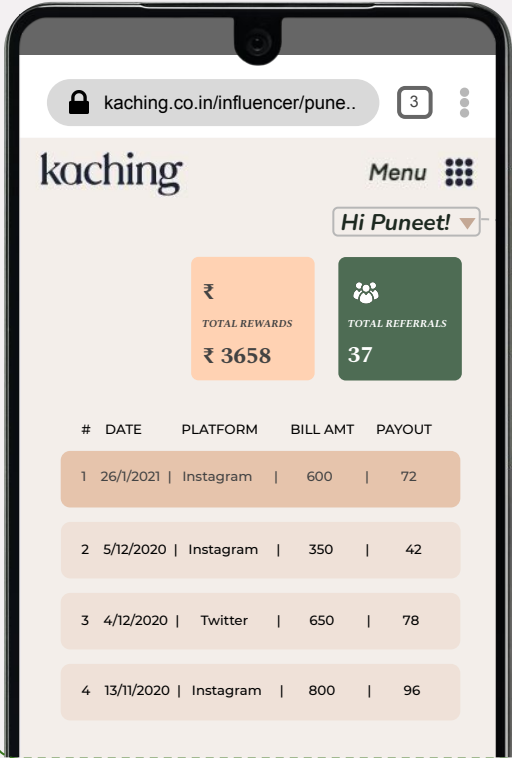
User's Rate of Return

Support Requests Volume

User Reviews

Single Page Application

A single page application (i.e. all content is hosted on the same URL) hosts the user information management and support tickets management services. The platform also allows users to add or change user handles and payment methods.

User Experience

kaching.co.in/influencer/pune..

kaching   Menu

Hi Puneet!

₹	👥
TOTAL REWARDS	**TOTAL REFERRALS**
₹ 3658	**37**

#	DATE	PLATFORM	BILL AMT	PAYOUT
1	26/1/2021	Instagram	600	72
2	5/12/2020	Instagram	350	42
3	4/12/2020	Twitter	650	78
4	13/11/2020	Instagram	800	96

Your Handles

Raise support ticket

ID	PLATFORM
@puneet	Instagram
@ShrivasPuneet	Twitter

➕ Add new handle

Payment Accounts Linked

ID	PLATFORM	STATUS
@ShrivasPuneet	UPI	Current
7999591797@oksbi	Paytm	Make current

➕ Add new payment method

Opened support tickets

Page lists support requests and status

Strengths
- Smooth Transaction
- Congenial experience due to lesser content
- Content load time is negligible

Weaknesses
- Some compatibility issues with un-updated browsers
- Adds complexity to software framework stack

Opportunities
- Updates can be incorporated easily
- Server side process can be reduced drastically

Threats
- Moderately higher threats of attacks due to less complex structure

📊 Performance Metrics

Platform Usage volume

Support Requests Volume

User Return Rate

User feedbacks

Potential Risks & Contingency Plans

Metrics

Modes of Failure	Possibility	Severity	Solution
The pictures of the profile and the story uploaded, can be blurry	↓ low	💀	Run blurry-image **filtering script** - will ask for a re-capture, if blurry.
Either the merchant is not tagged in the story, or it is not visible	↓ low	💀💀	**Providing passwords** to merchants, for manual calls in controversial cases
In peak hours or due to development bugs, automatic verification fails	↓ low	💀💀💀	Option to switch to **manual mode**
People might try to have conversations with chatbot for which it is not trained for	↑ high	💀	**Grievance/support portal** for users to communicate with an executive
Verification algorithm detects particular image below the level of confidence	↑ high	💀💀	**Redirect** to supervisor to process them or redirect to restaurant manager

Consumer Conversion
1. KOL : customer ratio
2. No. of platforms
3. No. of posts / platform
4. No. of posts / KOL
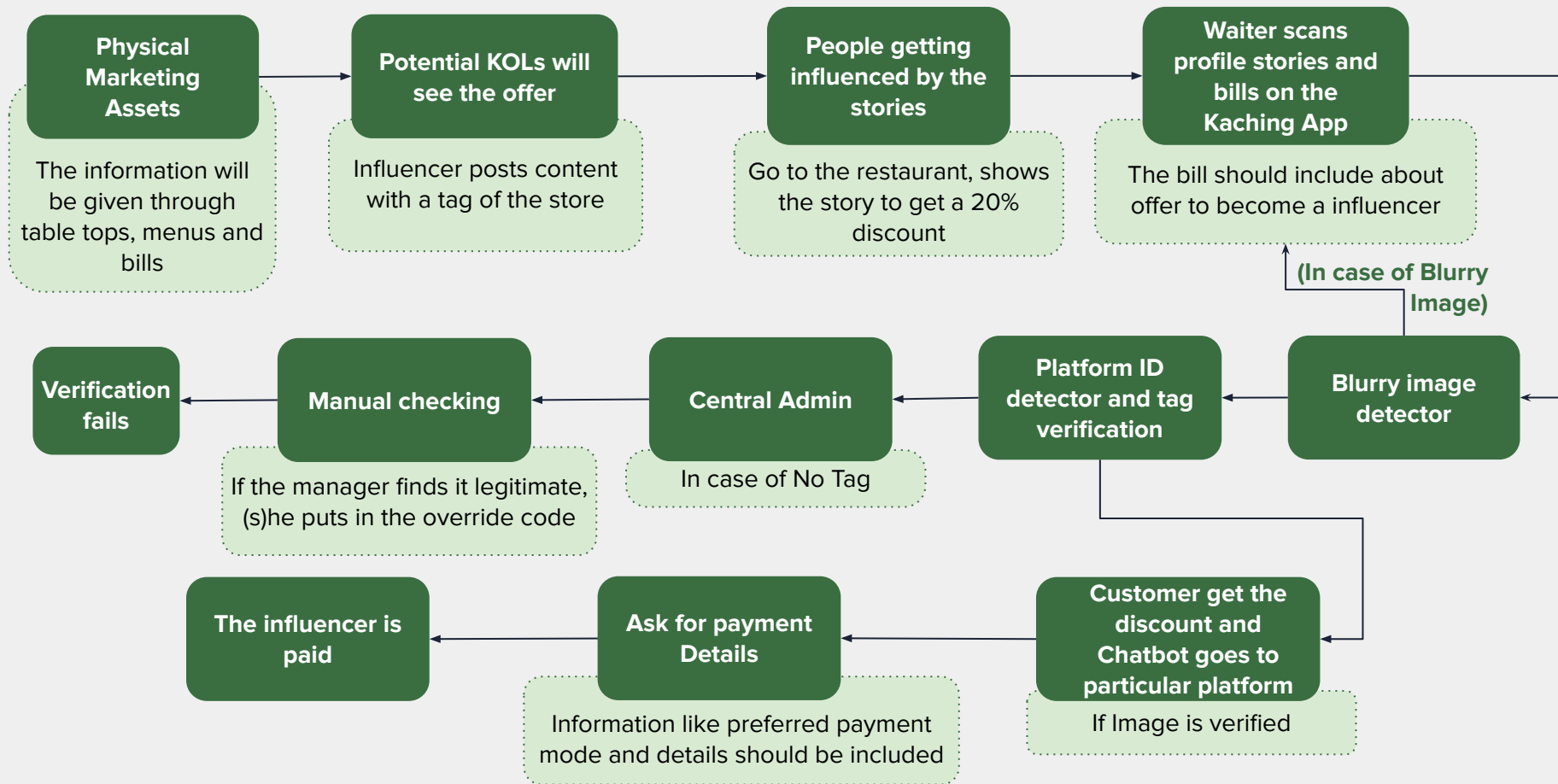5. No. of customers gained / KOL

Payout Service
1. Reduction in **tagging time** from central dashboard
2. Payment **clearance time**
3. Reduction in **payment failures**

Merchant Conversion
1. No. of merchant referrals per webpage click
2. No. of merchant referrals per KOL

Updated Product Cycle

Physical Marketing Assets

The information will be given through table tops, menus and bills

→

Potential KOLs will see the offer

Influencer posts content with a tag of the store

→

People getting influenced by the stories

Go to the restaurant, shows the story to get a 20% discount

→

Waiter scans profile stories and bills on the Kaching App

The bill should include about offer to become a influencer

(In case of Blurry Image)

Verification fails

←

Manual checking

If the manager finds it legitimate, (s)he puts in the override code

←

Central Admin

In case of No Tag

←

Platform ID detector and tag verification

←

Blurry image detector

The influencer is paid

←

Ask for payment Details

Information like preferred payment mode and details should be included

←

Customer get the discount and Chatbot goes to particular platform

If Image is verified

Merchant Persona to Target

Competitor Analysis

(We had interactions with 10+ restaurants across the country)

The Food Paradox
- Chain of hotels in Tier 1 cities
- Present on Insta, FB, LinkedIn
- Avg. transaction value INR 1000
- Already runs discount campaigns across the year
- Willing to give discounts & referral paybacks to influencers

Foodistan
- Self owned in Tier 2 city
- Present on FB & Instagram
- Avg. transaction value INR 500
- Occasional discounts on festivals
- Willing to give discounts & referral paybacks to influencers

Automation of process will help Kaching to be on top

- Ratings are out of 5 - Both FnB & Retail are considered	Kaching	Bloggers & Influencers	Aggregator apps and E-commerce	Coupon Books & Websites
Customers' Perspective				
Discount rate	4	4	5	4
Ease of access	5	4	5	2.5
Trustworthiness	4	3	5	4
Merchant's Perspective				
Reach	3	4	5	3
Conversion Rate	4	2	4	4
Price of adoption	3	2	3	4
Ease of adoption	4	4	4	5
Overall Rating	**3.85**	**3.28**	**4.42**	**3.71**

Long Term Growth Plan

Roll Out Plan
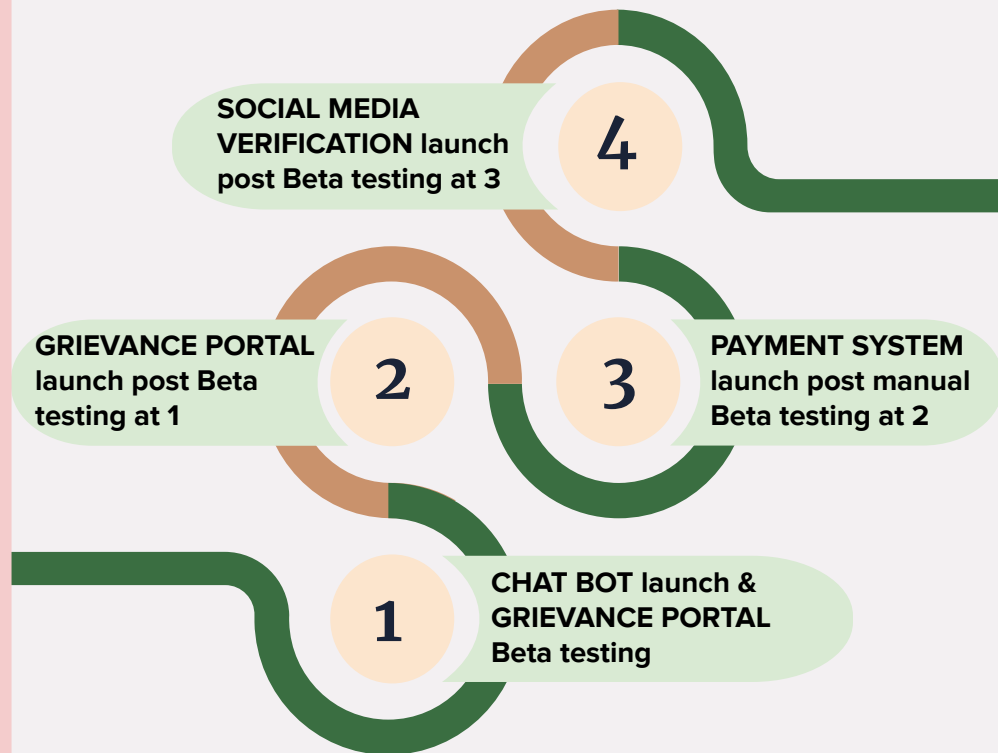
Consumer Perspective

1. Include pointers on **content creation** in marketing assets.

2. Associate with merchants with nice ambiance - acts as a **visual trigger** creating **compulsion** to put stories.

3. Mention **consumer referral scheme** at the bottom of all the bills and in menu stickers to increase traction.

4. Merchant staff should **ask customers** if they have referrals.

5. Extend platform support to Zomato and Swiggy reviews - **partnerships** will increase traffic.

Merchant Perspective

1. Add "To get more rewards, visit this" in all **marketing assets** (digital bills, QR on tabletops).

2. **Rephrase** merchant referral marketing assets to not attract any opposition from the partner merchants.

3. Attractive 'Merchant Referral' webpage to catch 1st time customers' eye & make **easily accessible**.

4. Expand to **Community Marketing** - collect & analyse customer reviews, and extract insights for merchants.

This will **decrease the CAC** and **increase the LTV**.

SOCIAL MEDIA VERIFICATION launch post Beta testing at 3

4

GRIEVANCE PORTAL launch post Beta testing at 1

2

PAYMENT SYSTEM launch post manual Beta testing at 2

3

1

CHAT BOT launch & GRIEVANCE PORTAL Beta testing

References

Xenioo Chatbot
https://docs.xenioo.com

Snachbot Support

https://support.snatchbot.me/reference

Paytm

https://developer.paytm.com/

Stripe

https://stripe.com/docs/api

Kore.ai
https://developer.kore.ai/

Paypal
https://developer.paypal.com/docs/api/payments/v1/

RazorPay documentation

https://razorpay.com/docs/

Cashgram
https://dev.cashfree.com/cashgram-api

Word of Mouth Marketing
https://www.bigcommerce.com/blog/word-of-mouth
-marketing/

Texts.com
texts.com