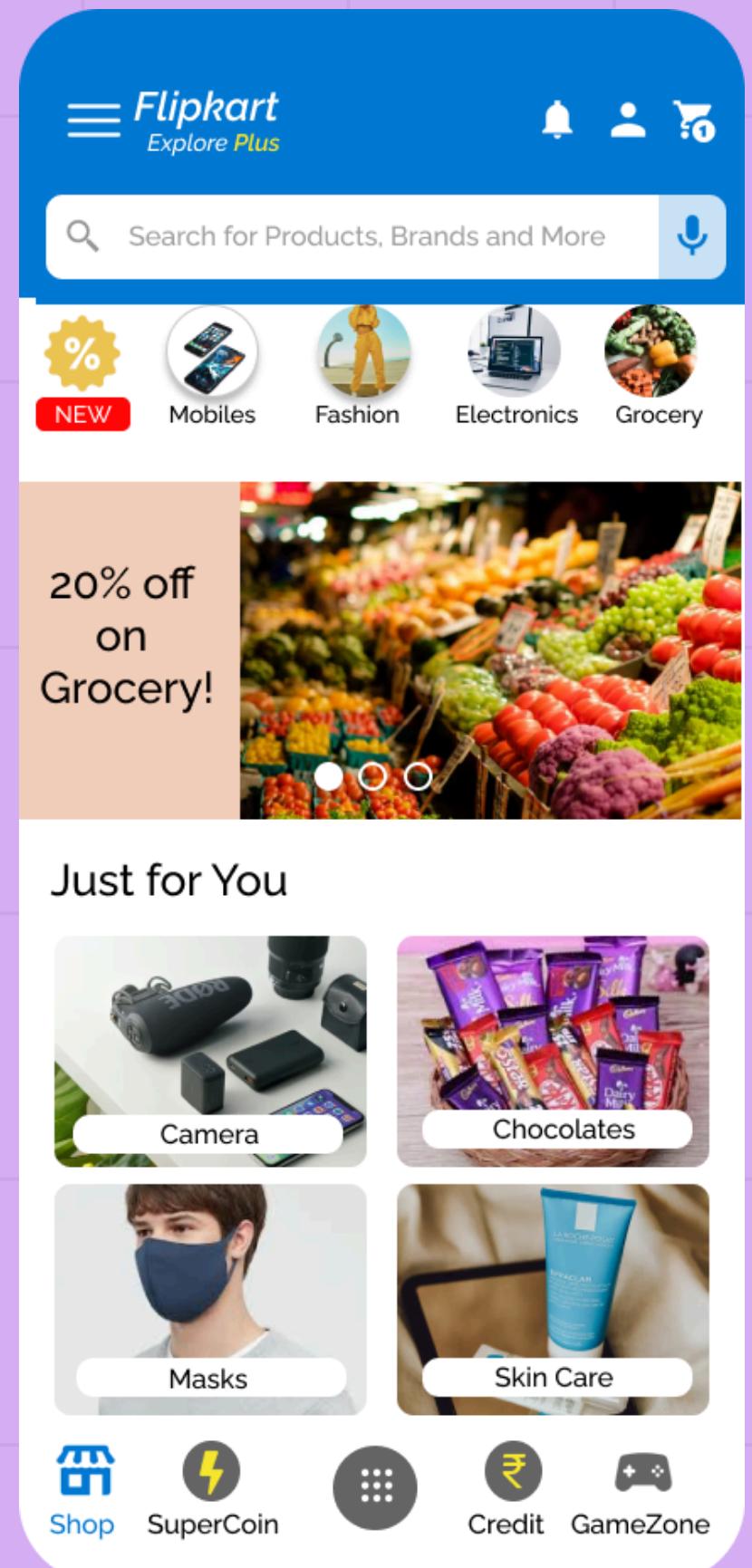
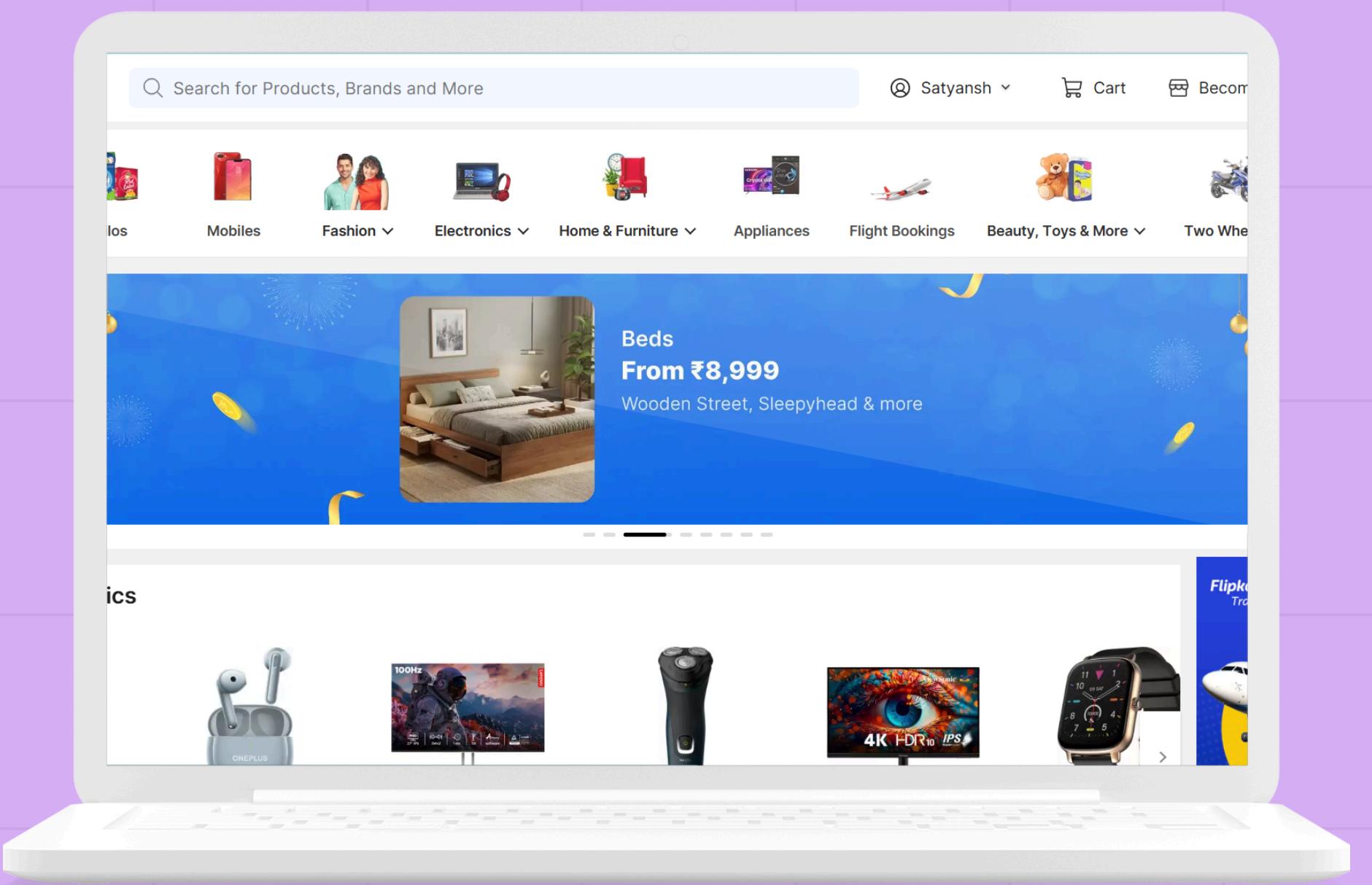


Flipkart Promise: Turning Post-Purchase Anxiety into Trust

Solutions for high-value shoppers



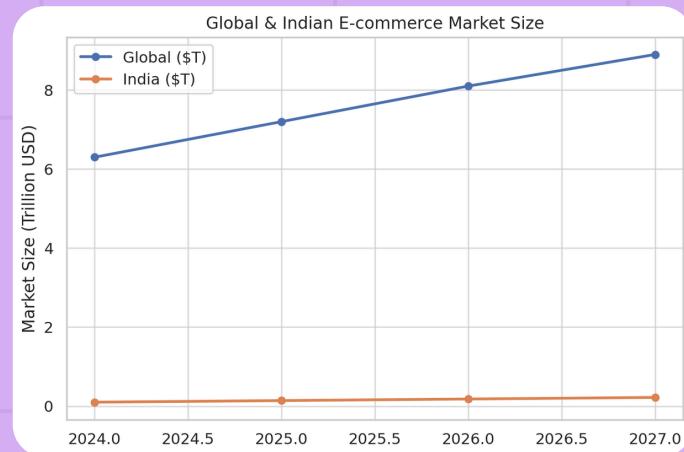
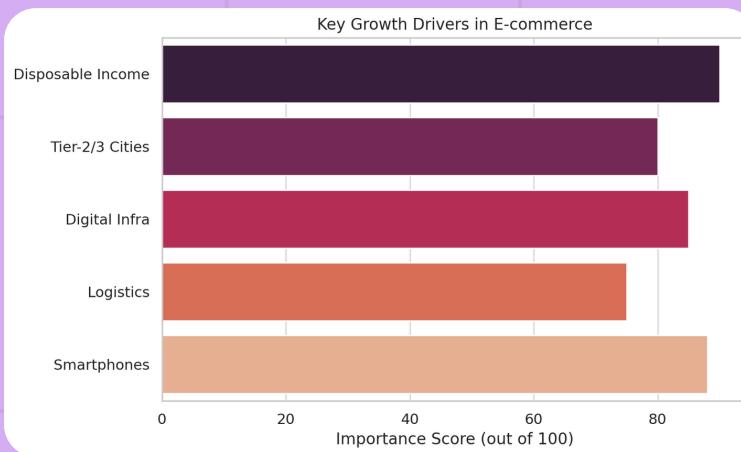
Market Landscape

Flipkart was founded in 2007 and then acquired by Walmart in 2018. It is one of India's leading e-commerce platforms. The company serves over 450 million registered users and operates across multiple categories. Its logistics arm, Ekart, handles more than 10 million monthly shipments, enabling deep reach into Tier-2 and Tier-3 cities.

E-commerce Market

Market Size & Growth

- Global Market: Valued at **\$6.3 trillion** in 2024, projected to reach **\$8.1 trillion** by 2026.
- India: Expected to surpass **\$200 billion** by 2027, growing at a CAGR of **23–25%**.
- Driven by increased internet penetration, smartphone usage, and digital payments.



Flipkart by Numbers

1. Market Position

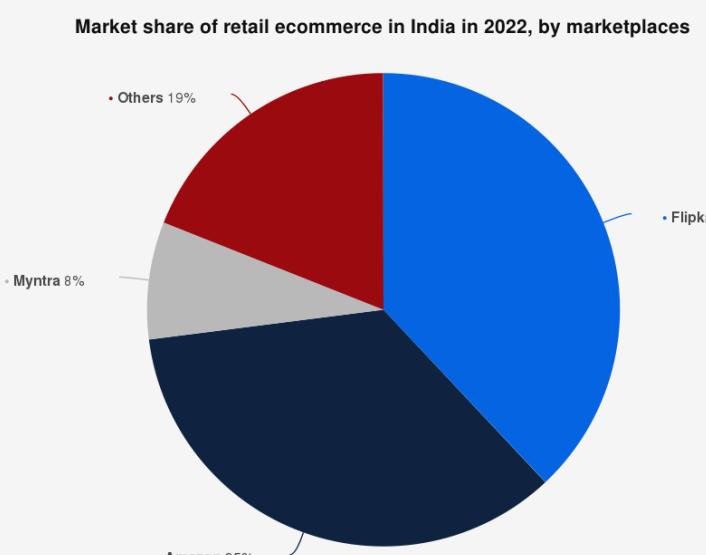
- Market Share: **48%** of India's e-commerce sector.
- Monthly Active Users (MAU): **250+** million.
- Annual GMV: **\$29 billion**.

2. User Base

- Tier 2/3 Contribution: **65%** of new customers.
- Premium Users: **50 million** "Flipkart Plus" subscribers.

3. Logistics

- Ekart Reach: **20,000+** pin codes served.
- Same-Day Delivery: Available in **25** cities.
- Delivery Speed: Avg. **2.8** days for non-Premium, **1.5** days for Plus.



Competitive Analysis and User Research

Aspect	Flipkart	Amazon India	Meesho
Delivery Transparency	Basic ETA updates	Live GPS tracking (like Uber)	Minimal updates
Returns Process	7-10 days refunds, pickup delays	1-day pickup, instant refunds for Prime	Seller-dependent
High-Value Assurance	Generic "Fragile" labels	"Premium Delivery" with photo proof	None
Customer Support	Email/chat, slow resolution	24/7 phone support	Limited
Trust-Building	No post-purchase engagement	"Your Order is Safe" push alerts	None

Key Stats:

- 59% fear damage during delivery.
- 56% find returns stressful.

User Quote:

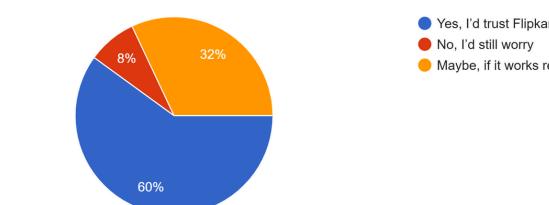
- “I need clear updates regarding the post-purchase process.”
- “I don't sign up to receive a biscuit instead of an iPod.”

Strategic Gaps Identified:

- No Real-Time Tracker: Users need to continuously check the status.
- Opaque Returns: Users are unable to trust the returns and wrong products
- No Engagement

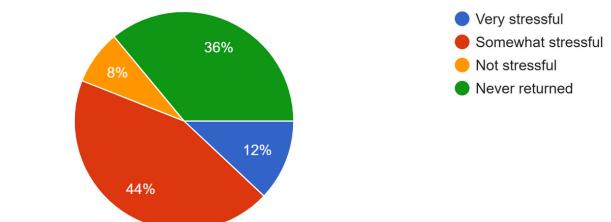
Would a feature like this reduce your anxiety? "Flipkart Promise: Real-time delivery tracking (like Uber), photo proof of safe handling, instant return QR codes, and VIP phone support."

25 responses



Have you ever returned a high-value item? If yes, how stressful was the process?

25 responses



Problem Framing

JOBs TO BE DONE:

"When I order high-value items online, I want real-time visibility into delivery status and hassle-free returns, so I can trust that my purchase is safe and avoid post-purchase anxiety."

- **63%** of users check order status >3x/day.
- **59%** fear damage/wrong delivery.



ORDER PLACED



ANXIETY PEAKS



CHURN RATE

VALUE GENERATED

- For Users:
 - Real-time tracking → Less anxiety.
 - Faster refunds → Higher trust.
 - 1-Tap VIP support → Instant issue resolution.
- For Flipkart:
 - **\$150M+** recovered revenue from inactive users.
 - **30%** fewer support calls → Cost savings.
 - **15%** higher retention in Tier 2/3 markets.

WHY WE NEED TO SOLVE IT NOW?

- Business Urgency:
 - **~\$150M** lost annually.
 - Amazon's Prime loyalty grows **25% YoY** in Tier 2/3.
 - **42%** of Indian shoppers abandon carts due to delivery fears.
- User Demand:
 - **89%** of surveyed users would trust Flipkart more with the proposed solution.

*Calculation based on:
• 5% churn reduction in high-value orders (\$145M).
• 30% support cost savings (\$15M).
• Conservative estimate excludes upside from retention/GMV growth.*

Solution: Flipkart Promise

Flipkart Promise combines trust, transparency, and speed to reduce post-purchase drop-offs.

Live Guardian Tracking

What: It will show Real-time GPS tracking of delivery personnel

Why:

- **User Trust:** Reduces "Where's my order?" anxiety (63% of users check status >3x/day).
- **Tier 2/3 Appeal:** Regional-language SMS alerts for non-smartphone users.

No-Questions Returns

What: It will give you instant QR code generation in-app for returns and refund ETA countdown,

Why:

- **Speed:** Beats Flipkart's current 5–7 day refunds.
- **Transparency:** Users see refund status in real-time.



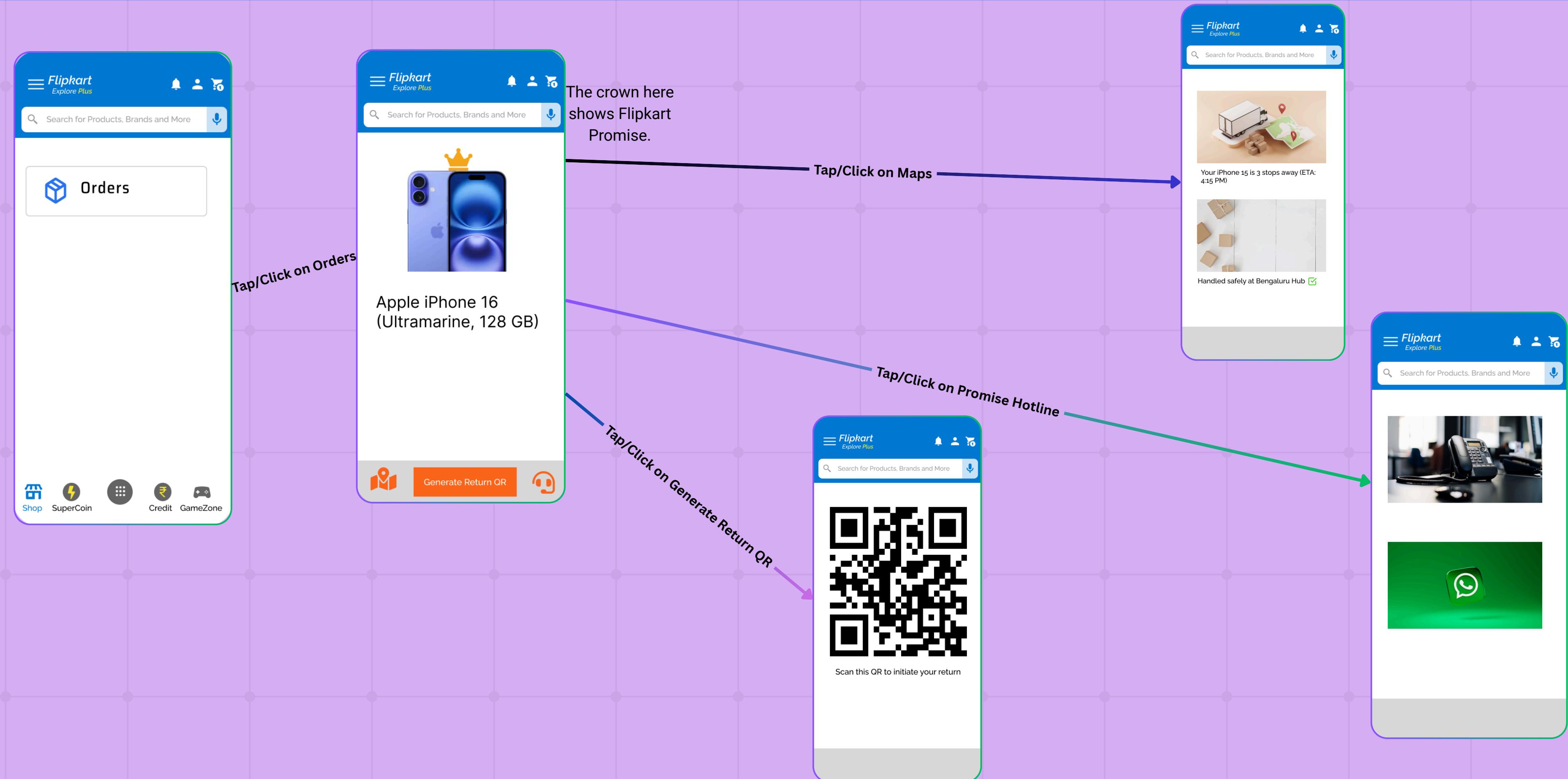
Promise Hotline

What: 1-tap access to a dedicated "Promise Agent" for orders >₹20K, and the agent sees full order/return context (no repeating issues).

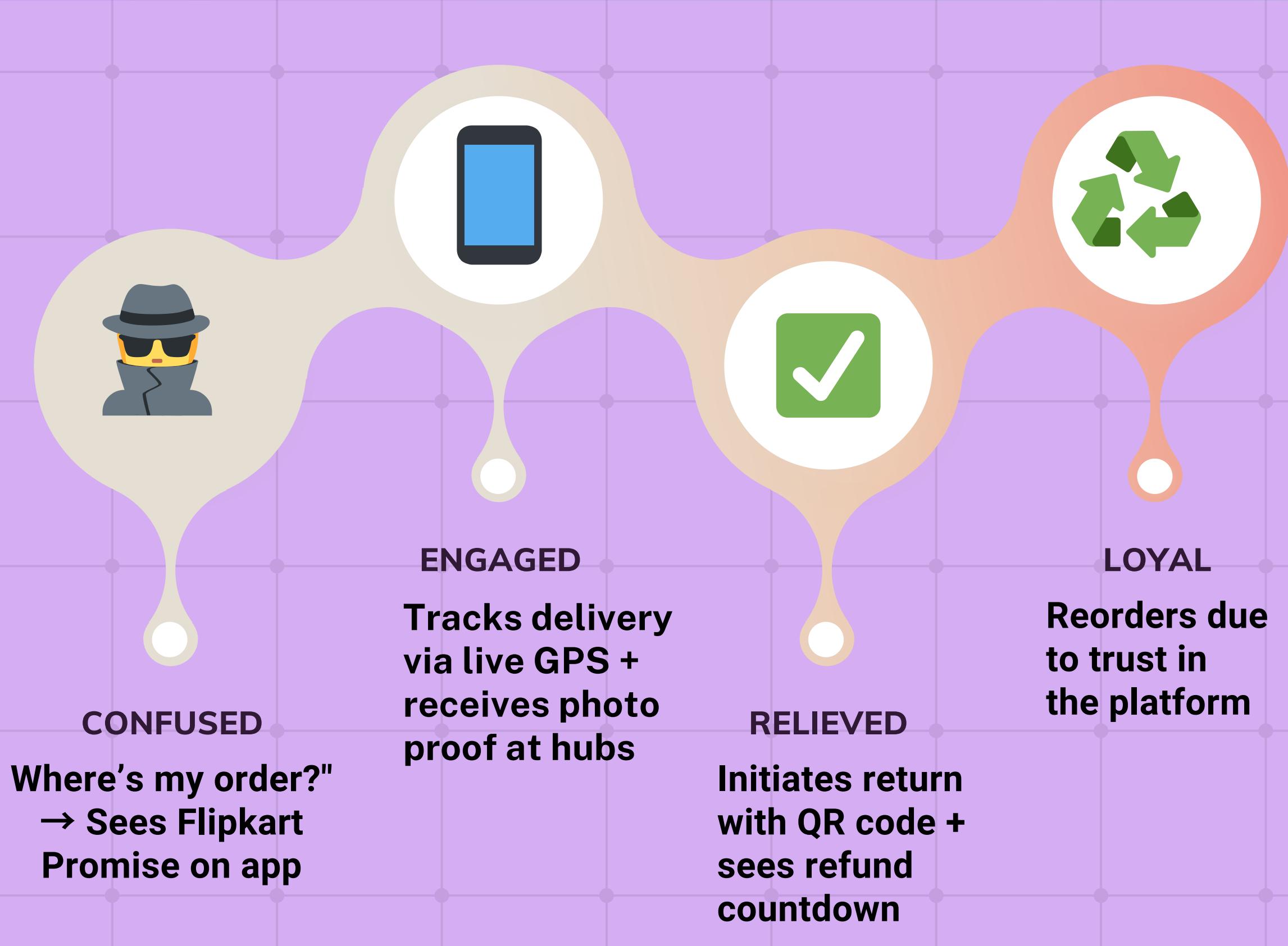
Why:

- **Elite Experience:** 44% of surveyed users want human support for high-value items.
- **Tier 2/3 Trust:** Vernacular-speaking agents (Hindi, Tamil, etc.).

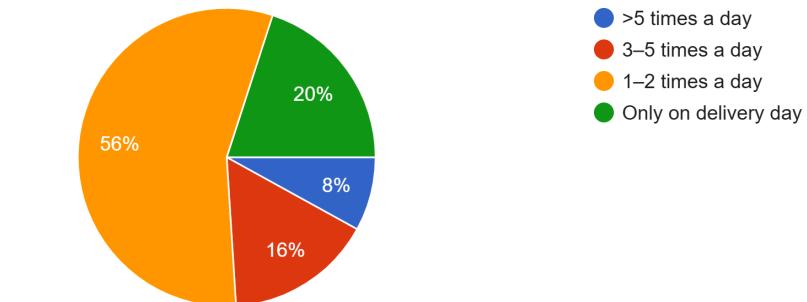
WireFrame



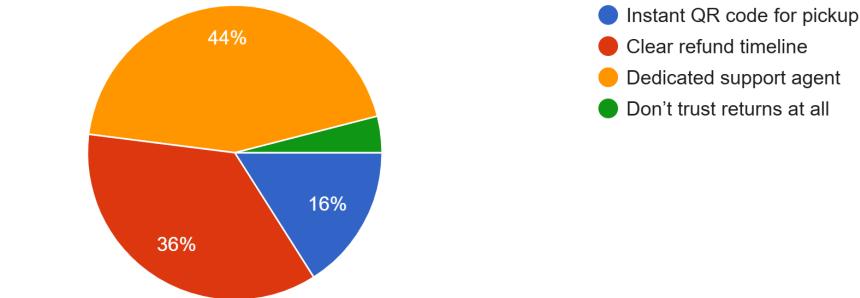
From Anxiety to Trust: The User Journey



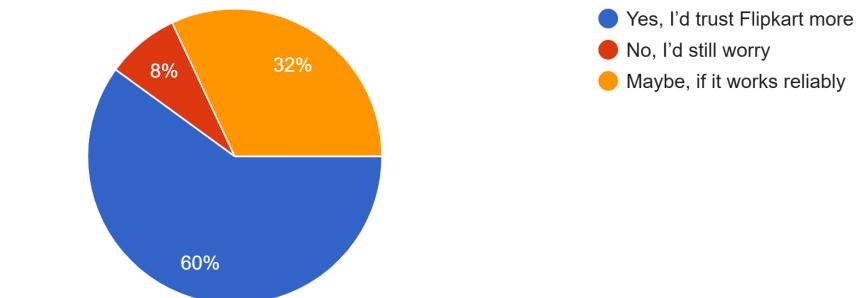
How often do you check your order status before delivery?
25 responses



What would make returns easier for you?
25 responses



Would a feature like this reduce your anxiety? "Flipkart Promise: Real-time delivery tracking (like Uber), photo proof of safe handling, instant return QR codes, and VIP phone support."
25 responses



Measuring Success & Strategic Prioritization

Type	Metric	Why It's Important	Business Outcome (BO)	Product Outcome (PO)				
North Star	↑ % high-value orders completed without support contact	Measures end-to-end trust in the post-purchase experience	↑ Revenue Retention ↓ Operational Costs	↓ High-value order churn ↓ Support call volume				
User Anxiety	↓ Avg. order status checks/day	Live tracking reduces anxiety	↑ Customer Lifetime Value	↑ Avg. order value (Promise users)				
Trust	↑ Post-delivery NPS	Critical for Tier 2/3 retention						
Adoption	% returns via QR code	Solves #1 pain point						
Engagement	% users viewing delivery photos	Visual proof reduces anxiety						
Retention	90-day repeat rate ($\geq ₹20K$)	High-value buyers drive trust.						
RICE proves QR Returns deliver 3x the impact of Live Tracking per resource spent – because solving 59% return anxiety moves the needle fastest.			Feature QR Returns Live Tracking VIP Hotline	R 10 8 5	I 3 3 2	C 90% 80% 70%	E 3 5 2	Score $((R*I*C)/E)$ 90 40 35

Risks & Go-To-Market Plan

Risk	Root Cause	Mitigation	Phase	Key Milestones	Success Metrics
Courier photo resistance	Extra effort, no incentive	Gamification: Top 10% uploaders get 5% bonus	Pilot (0-3 Months)	<ul style="list-style-type: none">Beta: 50K Plus users• Partner 3 brands (Apple/Samsung)• Train couriers on photo-proofs	<ul style="list-style-type: none">• NPS ≥40• 30% QR adoption
Low QR adoption	Users don't trust new process	In-app rewards: 50 coins for first QR return	Regional (3-6 Months)	<ul style="list-style-type: none">• Expand to 10 cities (Hyderabad + 9 Tier-2)• Campaign: "Your Order, Our Promise"	<ul style="list-style-type: none">• 20% higher Tier-2 adoption• 15% fewer support calls
Feature fatigue	Too many nudges annoy users	Customizable alerts: Let users opt out	National (6-12 Months)	<ul style="list-style-type: none">• Bundle with Flipkart Plus• AI delay alerts	<ul style="list-style-type: none">• 40% feature usage• \$10M B2B GMV