

|| 26- 28th March, 2021 ||



INTER IIT TECH MEET'21

IIT Guwahati

LOW PREP EVENT
(150 Points)

THE PRODUCT FOLKS AND KACHING'S PRODUCT CASE STUDY COMPETITION

We, at Kaching, are building the future of word-of-mouth for brick-and-mortar stores. Customers can now start **referring their friends and family** to their favorite outlet and get rewarded for it. They get a complimentary dish just by **showing your profile** - no codes, no apps, no links. Just simple, straightforward, good old word of mouth.

Word of mouth powers businesses and Kaching powers word of mouth!



HOW IT WORKS:

1. KOL [Key Opinion Leader] creates content through the platform of their choice. - This is usually an IG story urging their friends/followers to head to the outlet and show their profile to get a complimentary dish [Refer to the screenshot below.



2. Their friend/follower is now 'influenced' and visits the outlet to redeem the deal by showing the referrer's IG profile.

3. The staff scan it using the Kaching Scanner: It's just two taps where they upload the bill image and the image of the referrer's social media profile and Voilà! The transaction is now tagged as a referred transaction.

4. We immediately tag the transaction from our dashboard [This is a central admin dashboard that we have and all transactions are tagged by us first - This is to ensure we prevent fraud and misattribution. Once this is done, the transaction is reflected on the merchant's dashboard]

5. Once the transaction's tagged, we send a DM on the platform where the referral was initiated [Whatsapp, Snapchat, Twitter, Instagram, Tiktok, and Youtube are the platforms we support] thanking the referrer for referring their friend and requesting their preferred payment method and their details.

6. The referral payout gets processed and sent across to the referrer.

That's about it - Easy and hassle-free!

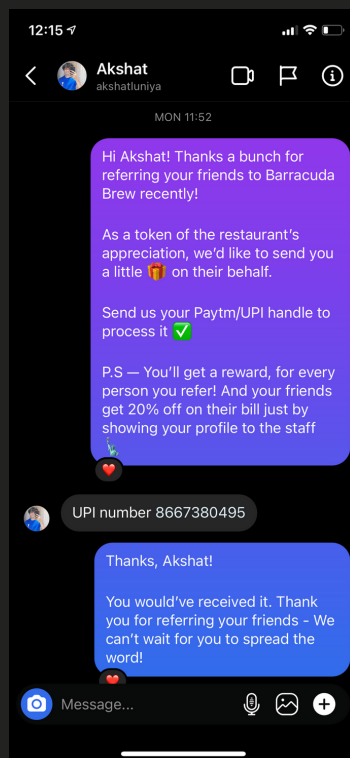


PROBLEM & HOW WE'D LIKE TO SOLVE IT:

Automating payouts:

Currently, we process payouts manually. We send the referrer a DM on the referred platform thanking them for sending their friend/follower to the outlet and ask them for their UPI ID. Post this payout is processed manually by our team. This is a one-time process. i.e Subsequent payouts are just processed directly to their preferred payment method.

Here's a snapshot of what the DM and the payout process looks like:



WHAT WE WANT?

We'd love to **automate this**, given the volume of referrals we face every day and this is only going to grow.

Is Texts.com a solution?

The presentations will be judged on the basis of their **comprehensiveness, presentation format, and the creativity, innovation, feasibility, and implementation** of the solution.

Feel free to come up with creative solutions, prioritize them and put up the metrics you wish to track to measure their impact and also identify possible causes of failure.

GUIDELINES:

1. Keep your presentations within **15 slides** only.
2. Send your submissions to submissions@interiit-tech.org with the subject "TPF-Kach8ing Product Case Study Solution"

A maximum of 4 participants (per team) shall be awarded a participation /merit certificate.