

# **REMITLY'S IDEA STRATEGY**

**IMT 589**

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## CURRENT STATE ANALYSIS

**IDEA :** **Remitly SmartSend** is an Advanced AI notifier that intends to provide personalized recommendations to customers on the best time to send money.

### Target Customers :

WHO is being impacted?	HOW are they impacted?
Users who regularly send money abroad	AI can analyze the transaction history of users and provide recommendations based on their frequency
Users who want the best exchange rates	AI can monitor the fluctuations in exchange rates and notify them when rates are favorable
Users who want convenient and personalized services	Notifications and alerts on mobile devices can save time and efforts of customers
Users who want to make informed financial decisions	AI can provide recommendations on the best time/day to send money helping customers plan the date and time of transactions

### Pains/Gains :

*"While Remitly continues to impress users, there are some **PAINS** that exist in the overall experience..."*

- 😞 Constant monitoring of exchange rates is inconvenient and time-consuming
- 😞 Missed deals leading to higher and unwanted transfer fees
- 😞 Uncertainty causing stress in situations of urgent money transfers

*"AI integration model with Remitly can cause significant benefits and **GAINS** to the customers..."*

- 😊 Reduced extra cost on money transfers
- 😊 Convenience of personalized recommendations
- 😊 Saving time to look for optimal transfer rates

**Value Proposition :** *"Never miss a money-saving opportunity with **Remitly SmartSend**."*

**Key Performance Indicators :** *"Some key metrics that Remitly SmartSend can improve are..."*

CUSTOMER METRICS	BUSINESS METRICS	TECHNOLOGY METRICS
<b>Adoption rate</b> - More customers relying on SmartSend to make money transfers	<b>Transaction volume</b> - Increase in number of money transfers through Remitly	<b>Data Accuracy</b> - Reliable machine learning algorithms with real-time data
<b>Satisfaction rate</b> - Increase in customer satisfaction by getting great transfer deals	<b>Return on investment</b> - Increased revenue generation with Remitly SmartSend	<b>Privacy</b> - Data privacy regulations for customer data protection
<b>Retention rate</b> - Increase in the existing users of Remitly	<b>Brand recognition</b> - More visibility due to its unique value	<b>Compatibility</b> - Compatible with existing Remitly platform

**Competition :** *"These may have their own exchange rates or predictive analytics integrated..."*

PayPal	WorldRemit	CurrencyFair	Xoom
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**Technical Implications :** *"Remitly SmartSend needs high-end algorithms with accuracy and data privacy..."*

Data analytics for accurate recommendations	Machine Learning algorithms for analysis	User privacy and security in collected user data	Scalability for increased load of recommendations
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## FUTURE STATE

**VISION :** Remitly SmartSend's vision for personalized money transfer recommendations is, ***"Maximizing savings and empowering customers to make informed decisions with convenience and transparency"***

**GOALS :** *"The goal of Remitly SmartSend is to provide real-time updates of exchange rates to the customers building trust and reliability..."*

Objectives	Key Results
Increase customer satisfaction with Remitly's services	<ul style="list-style-type: none"><li>• 20% increase of customers using SmartSend within first quarter of launch</li><li>• Customer satisfaction rating of atleast 4.5 out of 5 through surveys in first 6 months of launch</li></ul>
Improve brand recognition and trust among customers	<ul style="list-style-type: none"><li>• Net Promoter Score of atleast 50 in the first year of launch</li></ul>
Increase customer reliability on the platform	<ul style="list-style-type: none"><li>• 15% increase in new customer base who started using SmartSend within first 6 months of launch</li></ul>

## PLAN

**Customer plan :** *“Remitly SmartSend can empower customers and some strategies are...”*

Research	Go-to-market plan channels
<ul style="list-style-type: none"> <li>Market research to understand competitive landscape and customer demand for personalized recommendations for money transfers</li> <li>User research through surveys and interviews to understand the pain-points in the existing model</li> <li>Technical integration feasibility with existing platform infrastructure</li> </ul>	<ul style="list-style-type: none"> <li>Referrals/incentives to increase customer base</li> <li>Remitly mobile app update alert on the devices for enhanced feature</li> <li>Social media ad campaigns</li> <li>Remitly's networking events and conferences</li> </ul>

**Business plan :** *“Remitly SmartSend can revolutionize the business...”*

Assuming customer base of **100,000** and average transaction size of **\$500** per year

Cost	Value calculation
Development cost - \$500,000 Marketing and promotion cost - \$150,000 Operations and Maintenance - \$150,000 <b>Total Cost - \$800,000</b>	<b>Revenue from customer retention -</b> 20% increase in customer retention in 6 months = $2000 \times 2 = 4000$ customers using Remitly for a year Total revenue by retained customers = $\$500 \times 4000 = \$2M$
	<b>Revenue from new customers -</b> 15% increase in new customers in 6 months = $1500 \times 2 = 3000$ new customers in a year Total revenue by new customers = $\$500 \times 3000 = \$1.5M$
Since the revenue generated ( <b>\$3.5M</b> ) is more than total cost ( <b>\$800k</b> ) it is a good feature for value.	

MVP	Hypothesis it tests	How MVP tests the hypothesis	Hypothesis test result
Simple email notification system that alerts customers of the best time to send money based on exchange rates.	Customers are using Remitly SmartSend if they are provided with personalized recommendations for sending money at the most cost-effective times.	Sending two versions of email notification to a sample of users - one with personalized recommendations for the best time to send money and the other a generic notification.	The MVP will measure the response rate to each version of the email notification and determine whether the hypothesis is supported or rejected.

**Technical plan :** *“Remitly SmartSend’s innovative technology utilization...”*

<b>Service/vendor utilization</b>	AI service providers that specialize in data analytics, machine learning, and natural language processing, could be leveraged to build and optimize the feature.
<b>Leverage Emerging technology</b>	Blockchain technology to enhance the security and transparency of the money transfer process. Machine Learning algorithms for enhanced accuracy.

**Feature prioritization :**

*“Prioritizing Features for Remitly's AI Integration for Personalized Money Transfer Recommendations...”*

Feature #1	Data and AI integration	Developing ML algorithms for robust and accurate recommendations is the first target for SmartSend
Feature #2	User Interface design	Having concise notifications for better user experience is the next priority
Feature #3	Testing and optimization	Thorough testing is the next target as the feature should be reliable for customers
Feature #4	Marketing and promotions	Promotion campaigns to increase customers stands last in the prioritization