



VERITAS

Veritas Uconnect Hackathon 2023

Upselling in subscription based
licensing model
(Cloud based software licensing)

IDEA DESCRIPTION

Problem Statement:

Upselling in subscription based licensing model - Cloud based software licensing

Solution Benefits:

- Customer retention
- Attracting new customers
- Encourage amateurs to use cloud platforms , getting them acquainted to it in a gamified way
- Customer loyalty ,customer satisfaction

Basic Idea

For having a good **upselling and cross selling** of a product, one needs to have knowledge about different customer groups which use their product. In our perspective, for a cloud based licensed model, broadly there are two types of **customer groups** :

1. Existing/ Experienced customers
2. Beginner / Amateur customers

Existing customers have a **specific motive** to use certain product / service while beginners are **exploring** and learning new things, who will eventually be using our product for a specific purpose.

The idea is having a system for a **cloud based application** that helps in **customer retention** and also encouraging use of cloud environment by the amateurs. Both these goals will be fulfilled in a **gamified** way.

Consider a scenario where a cloud product provides cloud services and features for learning basics of cloud. This product has a free trial period of 1 month. In this one month, we will be **analysing their activity**, and keep them engaged to the product.

The customers are satisfied when their needs are fulfilled, and that is possible by analysing what the needs actually are. This brings customer loyalty, leading to upselling. Cross selling is achieved by **recommendation systems** which encourage customers to buy similar products. Thinking from a customer point of view, studying customer's behavioural psychology and applying these inferences would help largely. So the solution would focus on getting profit through more customer engagement and through customer loyalty.

Model 1 for Existing Customers

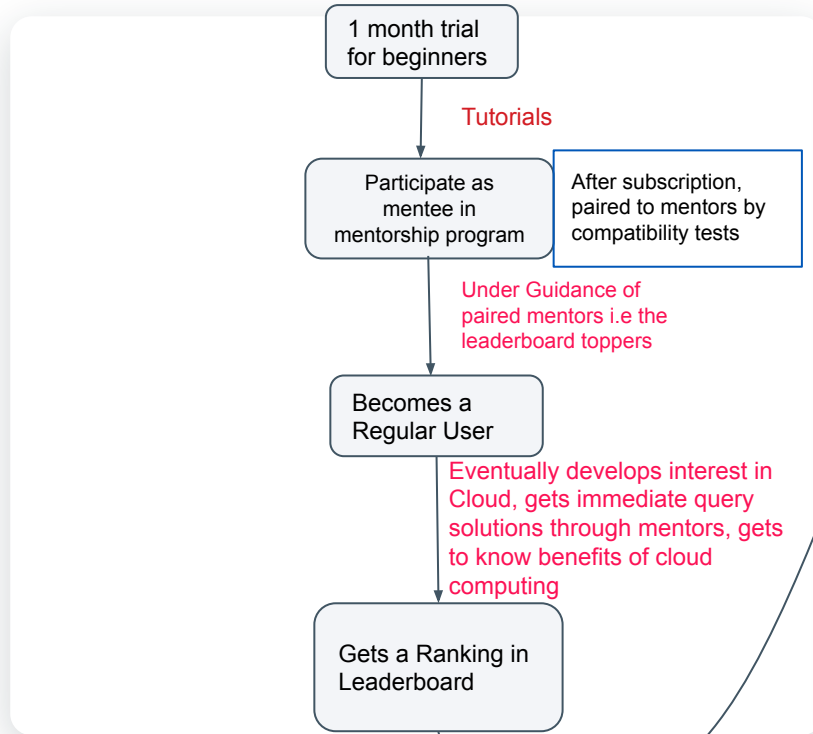
- We need to focus on retention of old customers here. Hence , we will have a **recommendation system for the users using ML/DL**. The system will suggest new features/ services that are similar to services used by the customers .i.e. **Predicting needs using user history**. These features will have a subscription or will require additional purchases, making sure cross selling is done.
- On the other hand ,we have a concept called **leaderboard** where , the more a customer uses cloud services according to 'pay per use' and be a good **mentor to their assigned mentees**(Beginners), gets higher rank on it.**Top Ranking in LeaderBoard are our VIP** customers who will be acknowledged as long as they retain their positions at top. Here we will make use of the experienced class of customers(Top Ranked on Leaderboard) for the beginner class. The experienced who is **eligible and who wishes to** mentor will be matched / mapped according to the beginners interests for one - to -one mentoring .
- Whats in it for the mentor?
Mentors will get access to some **extra features** (like discounted price for a service,subscription benefits, Chance to work with professionals).
They will also be provided with a "**Recognised mentor** " status , which can be made public via channels like linkedin, facebook etc.(Platform Recognition)

Model 2 for Beginners

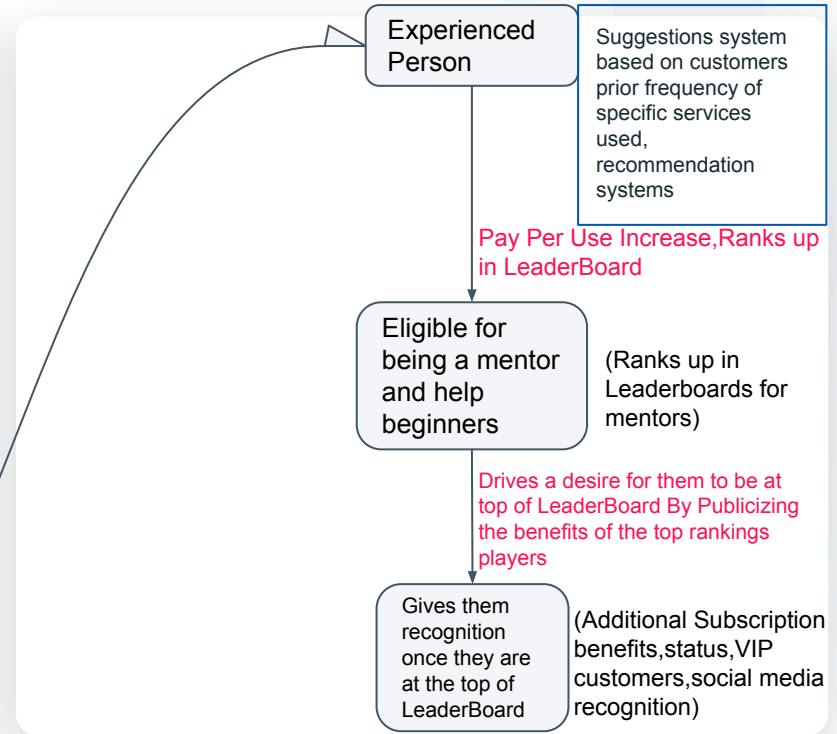
- **1 month trial** period is provided to the customer in which they are given **tutorials** about basic services and tools provided by cloud based licensed application.
 - Tutorials designed in such a way that will make beginners think, make them inquisitive and thus create questions in their mind.
 - After 1 month trial, If the **customer subscribes** and has a specified motive for using the cloud, they can **apply** for **mentoring program** where they are **matched** with an **experienced customer** using a **compatibility test**.
 - The **Compatibility** is based on: Amateur's (Mentees) interest/purpose and the history/knowledge of the experienced user (Mentor), accordingly **mapping** is done (With The LeaderBoard concept mentioned above). This test will be done by **classification with ML Algorithms (k-NN Algorithm)**.
 - As beginners/amateurs will know more about our product (cloud services) while studying under the guidance of mentors, will get more familiar to it which will develop an interest and in-turn **encouraged** them to use it in future, ensuring upselling. On taking a mentoring program, they get **additional benefits** (using some extra features of our product). This will eventually turn such customers to the list of **regular customers**. These regular customers will then be **applicable for model 1 afterwards**.
- Eg: Customer A is amateur, B is experienced. B is at a higher level on leaderboard as compared to A. Both of them have similar areas of interest and have similar purpose of using our app. In such scenario, A will be matched to B (B will be A's mentor).

Architecture / Design diagram

Module 2



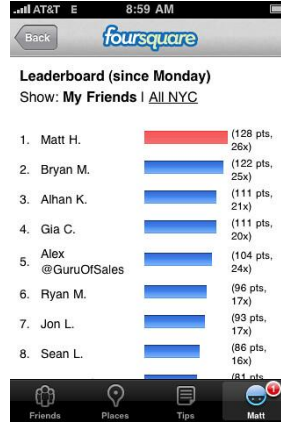
Module 1



Basic Concepts



Mentoring by the experts in domain will be possible through our system



Leaderboards like this will be created for the product users





Future scope

- In future , the platform can be developed in way that students interested too can connect with industry professionals and learn more about cloud and its implementation.
- The Customer retention rate would be high as it is majorly for small to large scale businesses who wish to learn about the environment as its a trend and cloud enthusiasts who wish to find more opportunities in cloud computing , like sharing their knowledge to the world whilst getting recognised.
- The Customers retention would increase by 30% (according to studies) if all this is done using loyalty gamification techniques which would make learning more fun and enjoyable, thus lower the churning rate.
- May lead to a new concept of gamifying professional areas like cloud too.

Q & A

Team photo



Team
Cloud : Gamified



The background of the slide is a long, perspective view of a tunnel. The walls and floor are lined with lights that create a strong sense of motion and depth, with light trails stretching towards the horizon.

VERITAS™

Q&A

Thank You

Copyright © 2021 Veritas Technologies, LLC. All rights reserved.

This document is provided for informational purposes only and is not intended as advertising. All warranties relating to the information in this document, either express or implied, are disclaimed to the maximum extent allowed by law. The information in this document is subject to change without notice.