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Improvisation Techniques on certain improvement strategies on one of the best Ride hailing service across whole India…..That is Rapido

# #goRapido

Now first we will see that How Rapido has found itself very prominent in building  the differentiation strategies, well it was not the intensionally differentiation but the Unique idea and separated perception has changed the whole scenario of Indian-ride hailing service.

Now we'll go and dive a little much deep into the Rapido's Vision & mission:-

1. **While other Ride hailing services has started their business by giving the Priority of their own pocket & less into the customer's convenience side, Rapido  started with all together very different  approach.**

That's the Rise of the Bike niche in Indian Ride hailing services. And this shows us that they did an excellent "Competitor Analysis" & "Market Research"  Although It was very much visible before then even, But again perhaps all other services have seen a loss of  Implementing the Idea of Bike And that's where the core concept of Problem-solving has died.

As Indian Customer are diverse in the nature based on the Age, Geography, Financial Status thus they could have the need of different services and variety of the Product according to their owned and gained capabilities.

**Well if we put the Problem of Ride hailing service on the common surface then, then it had the following Problems still back then despite of arrival of few well known players.**

- **Cost Effective Service.**
- **Driver's Income Instability**
- **Missing Middle Class touch**

- **Speed & Effectiveness.**

And these are some that Rapido has tried to mitigate the issues.

Well by doing so, Rapido has disrupted the whole market with the latest Idea and Approach, It concentrated on the Driver's Side by making the Subscription Model for the Driver, On the earning way…. Rapido has succeed to make the Model of "Subscription based earning".

But here's a little more thing by following which Rapido could do more to make it more appealing and compelling for the Passengers and Customers as well.

So Now if we start talking about the implementation of some more startegies then we can handle in an constructive way and finally meet those requirement

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So Hello there, This side Shivam and here I will try to put up some thoughts and suggestions that I feel  It could be the "Area of Improvement" for the Rapido, So as a regular customer of Rapido as my second partner beside me & my all day companion. I see the services and features by thriving into the Rapido's Business Model in terms of its behaviour and Ethics.

**Coming to the Point, So As we've seen that India is full of Wedding at some season across the whole year, At yes, everyone knowns about the wedding , the Rituals, need of  Cars & Bikes at most of the time in a middle class family.**

So here it must be a thinking that How Rapido's model is connected with the Indian wedding.

- **What & which type of services it could provide to the Wedding family?**
- **So By answering it we can say that it can solve the issues by taking the booking of full day access in a wedding family, that's for the Household work, Normal commute and much more.**

For this we can put the services of Cars to bikes including Auto. It is the typical wedding season in India, where price of everything comes to the Peak, from "Handkerchief to a Car"

But surprising thing is that even the General Public knew this very well, But since they have the need so they take the service.

And this is also not Hidden from anyone that Indian Weddings are just the "Mines of Gold" Aka best opportunity for the Businesses to attract the targeted customers.
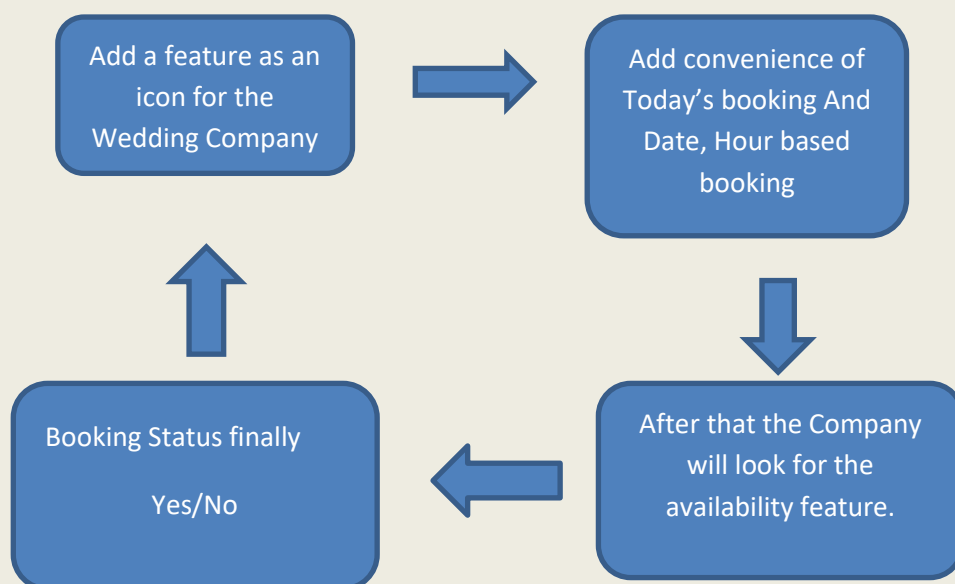
Now here Rapido could expand the feature of itself by adding the new feature as " Let 's take a ride for wedding"

Now making it clear that it would be only a feature in the service that is based on certain criteria.

- **It should be based on asking of type of conveyance.**
- **Either it could be on a fleet system or individual booking based.**
- **It would be then classified as 1 day or 3 day based service.**
- **Based on hourly based service.**

So this way the Problem of Shortage of Owned convenience will be shorten.

**And It starts with:-**

Add a feature as an icon for the Wedding Company → Add convenience of Today's booking And Date, Hour based booking

↑ Add a feature as an icon for the Wedding Company ← Booking Status finally Yes/No ← After that the Company will look for the availability feature. ← ↓ Add convenience of Today's booking And Date, Hour based booking

- Now Since Rapido has already made the Space in the heart of general public of our Country, It still has to go a mile far. And might be it could be a next step in the Indian Ride hailing Experience but at the same time on basis of "Number of Days", Or "Hourly basis".
- Because if this concept comes in the market, First it will be completely a new concept.
- Well, It could be looking odd at first, but Indian wedding space is not a small market at all. And In this people need Every kind of Services, especially the easy and hassale free Commute services.

## About UI/UX :-

About the Wedding season in India, the UI can have a little change in itself so that it could make or feel the common public to be connected and closer. Based on this it could have some Indian wedding designs with cars like pictures, and a text of "let's commute fast and embrace happiness in this wedding season".

## Onboarding & Conversion Rate:-

Yes, In this the conversion rate would be quite higher and in this 4 to 5 months in India during the wedding, the organisation can also do marketing with the Roadside Billboards and Other Prints. But the Push notification can play a crucial role here, so let's understand it a little deep:-

In India, during the wedding season almost there is a wedding in 1 out of 10 house so if we see the practicality. Then

Population of India = 140 Crore

Now one in 20 = 140/20 = 7 Crore.

Now if there is a wedding, In India if there are 7 members in a family then,

7/7 = 1 Crore.

So Now, There are 1 crore marriages each & every other year, So this way it would be the Next Game changer, If it deployed here.

Among those 1 Crore, It's across all India including the (Tier-1, 2, 3 & 4) parts of total 1 Crore

Then each tier City has 25 lakh of marriage approx....

Now by including both 1 & 2 = 50 lakh of marriages

Now again by classifying this in order to gain the Potential customers count, we use 20% of whole for once, that still a huge case

Like 10 lakh of marriages = final Target.

## Strategies:-

Now the strategies can include different approach in the market like from the Perspective of Passenger it could be:-

- First Come first Get discounts etc.
- Pre booking Bonanza Etc.
- Rewards on basis of booking on Number of days.
- Lucky Draw Coupons

So Overall, this could be a Game – Changer for the Rapido in the Indian wedding market and it can drive a significant increase in the Conversion rate & Eventually the Growth & Revenue.

But Success and Awareness metrics should be there.

The GTM Tactics are yet to Explain....

## CONTACT FOR MORE

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