

# Karbon Business Assignment for Product Analyst role

## Question 1:

### To assess if the feature is worth or not we will check following points:

- **Market Research** – Analyze customer demand through surveys, competitor benchmarking, and industry trends.
- **User Feedback** – Conduct interviews or pilot testing with existing customers to gauge interest.
- **Business Impact Analysis** – Estimate revenue potential, operational costs, and ROI.
- **Feasibility Study** – Assess technical and regulatory feasibility before development.
- **Pilot or MVP** – Launch a limited version to gather early user response.

### Key metrics to check post launch:

- **Adoption Rate** – Percentage of users who use the scheduling feature.
- **Transaction Volume** – Total number and value of scheduled transactions.
- **User Retention** – How many users continue using the feature over time.
- **Conversion Rate** – Percentage of users who schedule payments after exploring the feature.
- **Customer Satisfaction** – CSAT scores, feedback, and support inquiries related to the feature.

### Potential risks that could arise and how to mitigate them:

- **Low Adoption** – Conduct A/B testing, improve UI/UX, and offer incentives.
- **Security Risks** – Implement strong encryption, multi-factor authentication, and compliance checks.
- **Regulatory Issues** – Ensure compliance with financial laws in different regions.
- **Operational Complexity** – Automate backend processes to minimize manual errors.
- **User Errors** – Provide clear instructions, confirmation steps, and support channels.

### If data shows low adoption, following steps to be taken:

**Analyze User Behavior** – Identify drop-off points in the user journey.

**Improve Awareness** – Educate users through in-app tutorials, emails, and customer support.

**Refine User Experience** – Optimize UI/UX to simplify the scheduling process.

**Incentivize Adoption** – Offer discounts, cashback, or rewards for early adopters.

**Seek Direct Feedback** – Conduct user interviews to understand barriers to adoption.

**Iterate & Relaunch** – Implement necessary improvements and re-market the feature.

## Question 2:

Axis Bank, in partnership with J.P. Morgan, launched a real-time U.S. dollar payment service for Indian commercial clients in 2025, leveraging J.P. Morgan's Kinexys block chain technology. This innovation allows businesses to make and receive dollar payments 24/7, addressing the limitations of traditional banking hours, especially for companies dealing with partners in different time zones. The business model is built around transaction fees, corporate client acquisition, and potential cross-selling of financial services. While blockchain adoption comes with operational and compliance costs, the efficiency gains and competitive advantage position Axis Bank as a leader in cross-border payments.

Separately, Cred became the first Indian fintech to integrate the Reserve Bank of India's central bank digital currency (CBDC), the e-rupee, partnering with YES Bank for token issuance. This initiative provides users with a secure, seamless digital payment alternative, supporting India's push towards digital currencies. While the direct revenue model is not yet clear, Cred stands to benefit from increased user engagement, potential

collaborations, and an early-mover advantage in CBDC adoption. Although integration costs include technology development and regulatory compliance, Cred's pioneering role in digital currency payments enhances its reputation and opens up future fintech opportunities.

### **Question 3:**

Subject: Enhancing Customer Support to Improve Transaction Completion

Hi Product Team and Account Management Team,

I wanted to share an insight we've identified regarding transaction drop-offs. A subset of users is frequently abandoning transactions midway, and a key factor appears to be challenges in accessing timely customer support. While our current processes work well for many users, there's an opportunity to refine our support experience to better assist those encountering difficulties during transactions.

As a next step, I'd love to collaborate on exploring ways to streamline support at critical touchpoints—whether through proactive assistance, improved self-service options, or targeted outreach. Let's discuss potential approaches in our next sync. Looking forward to your thoughts!

Best,  
B M Suraj