

<b>Document Version</b>	<b>1.0.0</b>
<b>Project Name</b>	<b>Reddoorz #2 - [Strategy] Boost Subscription of Reddoorz Redclub Program</b>
<b>Document Owner</b>	furyoktriaputra@gmail.com
<b>Document Purpose</b>	Reddoorz Case Study - Product Manager

## BACKGROUND & GOAL

### Background of the initiatives

RedDoorz has a 3 months membership program (Redclub Program) to drive loyalty among its customers. Customers pay a fee for this membership program to avail extra benefits (12% extra discount on every booking, 1 Free breakfast per month, 1 Free early check-in at hotel per month, 1 Free late check-out at hotel per month, 1 Free room upgrade per month) and want to increase the renewal rate and reduce the customer churn.

### Goal

Deliver strategy to increase the renewal rate and reduce the customer churn for Redclub program subscription in June 2021.

## WHO'S IT FOR?

**Table 1.** Customer Target

	<b>Primary Target</b>	<b>Secondary Target</b>	<b>Tersier Target</b>
<b>Strategy to increase the renewal rate and reduce the customer churn</b>	Customer who the subscription duration is near the due date.	Customer have experience at least once to subscribe the Redclub program then they not to subscribe anymore	Customers who never subscribe to the Redclub program.

## WHAT IS IT?

Deliver three solutions to increase the renewal rate and reduce the churn rate of red club programs:

1. Customer Journey Enhancement (Customer Booking Journey)
2. Put the Redclub Flyer to the top of the Reddoorz Homepage
3. Marketing Promotions Strategy

## BRAINSTORM IDEAS

- Customer Booking Journey Enhancement

User Experience Research:

1. Explore the existing customer journey and we find the Promotions Flyer for Redclub program established on review booking phase. The pict shown below



**Pict 1.** Red Club Promotions on Review Booking Phase (Customer Booking Journey).

Then we could put the promotions flyer on another journey like when they choose the property, and the payment process. But the placement and the layout should as the high attention seekers for the customers

2. Research the similarity process on other apps like traveloka, go-jek that have many kinds of digital products. Understand the placement of the e-flyer placement carefully.
  3. The engineering process is not too much, since the Redclub Journey is actually quite good, just replicate the process.
  4. QA team should pay attention to developing many test case scenarios.
- Put the Redclub Flyer to the top of the Reddoorz Homepage

User Experience Research:

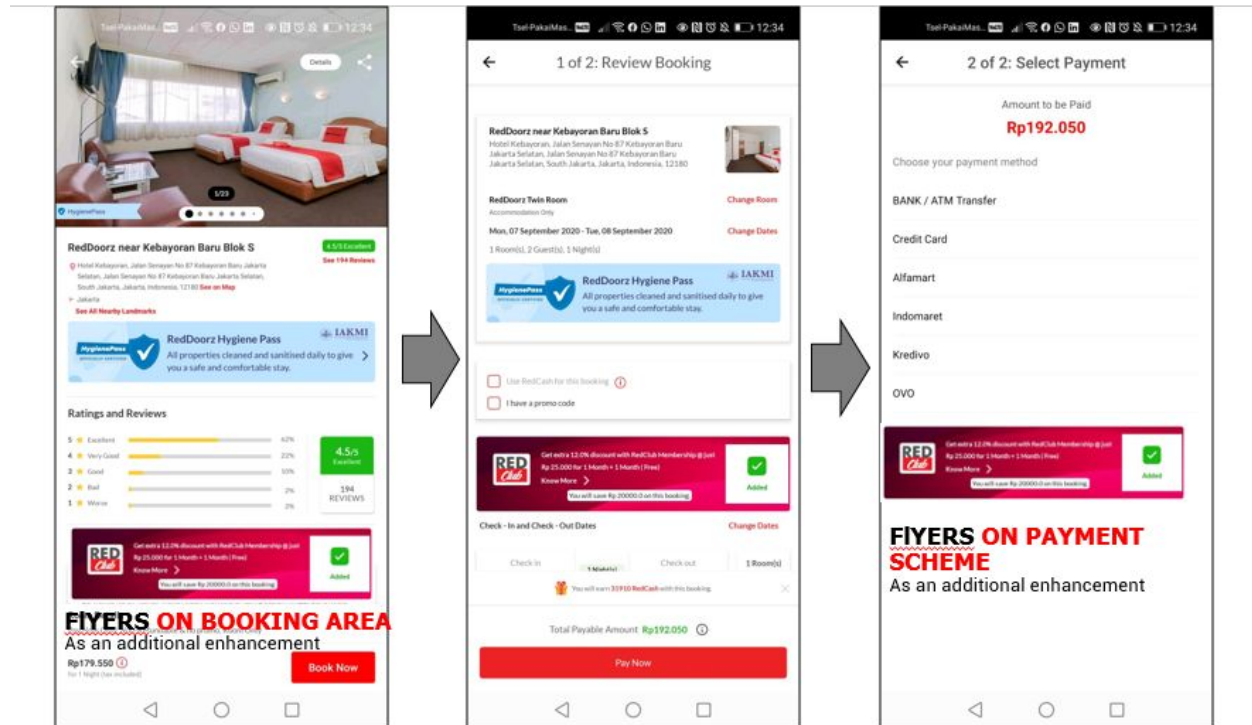
See the placement and the layout should as the high attention seekers for the customers

- Marketing Promotions Strategy

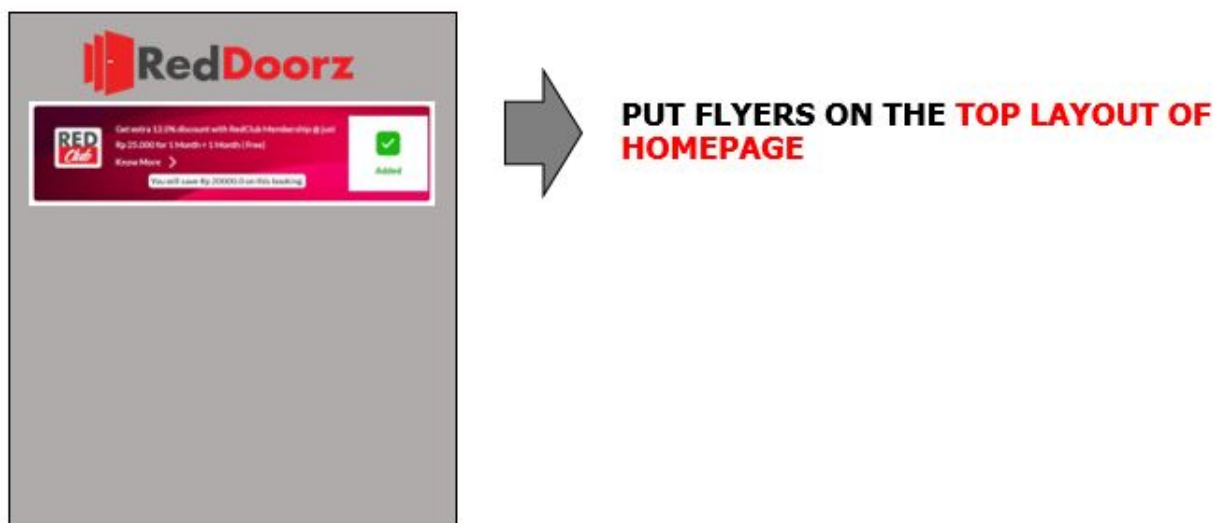
Marketing team : How about the existing promotions? Could we implement the in-apps promotions, BTL promotions and ATL promotions and run-through parallel?

## PRODUCT DEVELOPMENT WORKFLOW

Customer Journey Enhancement (Customer Booking Journey) & Put the Redclub Flyer to the top of the Reddoorz Homepage



Pict 2. Lo-Fi Customer Journey Enhancement of Reddoorz



Pict 3. Lo-Fi Flyers Placement of Reddoorz Homepage

## Marketing Promotions Strategy

The promotions strategy should be breakdown on several strategy:

1. In-apps promotions -> Push the notification frequently to remind the customer who the subscription time is near the due date, and to introduce it to the customer who is never using the Redclub program to try the program.
2. ATL strategy -> Put the advertising on several channels like Radio, Billboard, TV, and many kinds of it.
3. BTL strategy -> Give some price promo for a certain moment.

## EXPECTED TIMELINE

**Table 2. Expected Timeline**

Events	Time & Duration
Kick-off meeting with Internal Stakeholder	1 August 2020
Research by Internal Stakeholders and developed High Fidelity Prototype using Design Thinking Approach.	2 August 2020 - 9 August 2020
Start kick-off development process	9 August 2020
Implementation of Marketing Strategy	9 August 2020 - June 2021
Development process (using sprint / 4 weeks) included scenario testing from the QA team.	9 August 2020 - 5 September 2020
Product Released	5 September 2020
Press Release	5 September 2020
Final Review	June 2021

## TECH NOTES

1. Pay attention to the placement of the flyers.
2. Application tracker issue, for better capturing customer behavior.
3. Making a Database dictionary for understanding the whole created table easily.
4. Research first when you will start to develop the product. Understand the business logic
5. Using Scrum Method to understand the progress of the engineers' work easily.
6. Using Project Management Platform (Like ASANA, JIRA) as the virtual working collaboration place.

## **GO TO MARKET STRATEGY**

- Press Release.
- Advertise the product using ATL and BTL methods.
- Blast an e-mail to the users and ask for their feedback related with the product.

## **POST LAUNCHED STRATEGY**

- Gain perspective from users from several streams, (social media, questionnaire, etc) asking the customer service team to help us capture the issues.
- Request to the QA team to maintain the product, if the product has bugs or not?
- Discuss to stakeholders for the next improvement.