Swiggy

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About Swiggy:

Swiggy is an Indian online food ordering and delivery platform. Swiggy connects customers with restaurants and provides delivery services. Customers can browse the available restaurants, place their orders, and track the delivery status in real-time. Swiggy's delivery partners pick up the orders from the restaurants and deliver them to the customers' specified locations. Swiggy also offers a variety of other services, such as grocery delivery, express delivery, and pick-up and drop services.

500+
Cities

100M+
Users

400,000+
Restaurant Partners

4.4
Rating

Competitors:

zomato | GROFERS | blinkit | Faasos eat sure™ | Domino's | eat.fit

Problem Statement:

Understand the behavior of casual users and convert them into transacting users.

Goal:

Develop product features and strategies to address the pain points of casual users and convert them into paying users.

User Personas:

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	Vishal, Newly Employed	Namita, Working Woman	Pushpa, Housemaker
Demographics	25, Single, Works at startup, Lives in Jaipur	32, Married, Works at Big MNC, Lives in Bangalore	50, Married, Retired, Lives in Ooty
Goals & Needs	• Wants cheap, tasty food delivered • Food delivered wherever and whenever craved	• Easy access to authentic reviews and ratings • Different snacks options for kid	• Get doorstep delivery of required groceries • Order food once in a while to break monotony
Pain Points	• There are not much attractive offers • Unable to order from multiple restaurants • Unable to order late night	• Cooking at a home is a time consuming process • No hygiene check and lack of transparency • Unable to view reviews from customers	• Too many options and not at all segregated • Receiving leaking food • Early morning deliveries not available

Pain Points of Casual Users:

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	Food Quality	Pricing	Broken User Experience
CAUSE	Lack of transparency in cooking conditions and improper packaging	High Price for Premium Membership compared to competitors and lack of other incentives	-Absence of written reviews and photos -Poor segregation of facilities and options available
EFFECT	Users getting concerned regarding their food quality and hygiene	Users mostly compare prices on different platforms and prefer the one offering lowest price	The app ends up confusing users at some point

**

- 66% consumers ordering food through delivery had quality as main concerns
- 12% voting for overcharging
- 70% said food quality deteriorated due to packaging
- 34% of respondents said that their food items were missing
- 22% of respondents said their billing inaccurate

** A survey conducted by LocalCircles, a social engagement platform that had over 27,000 respondents from over 218 districts of India

Why & How do I solve the problems:

GOALS

Increase Customer Satisfaction

Increase Customer Lifetime Value

Reduce Churn Rate

Improve User Experience

SOLUTIONS

After each purchase of min. value, users get loyalty coins which can be used to redeem rewards later

Swiggy Loyalty Coins

Creating review section for users to see reviews and photos of the desired restaurant

Ratings and Reviews

Restaurants would upload photos/videos of their kitchen/ cooking area

Inside the Kitchen

Restaurants/Stores would get swiggy verified once they pass all quality and hygiene checks

Swiggy Assured

Feature 1: Swiggy Loyalty Coins

- Once the customer orders something, coins will be rewarded based on order size
- Coins can be used to avail additional discounts on future orders
- If the user cancels order, coins will be refunded as well

Advantages

- Improve Customer retention
- Reduce Churn Rate
- Increase Customer Lifetime Value
- Reduce dependency on Price Points
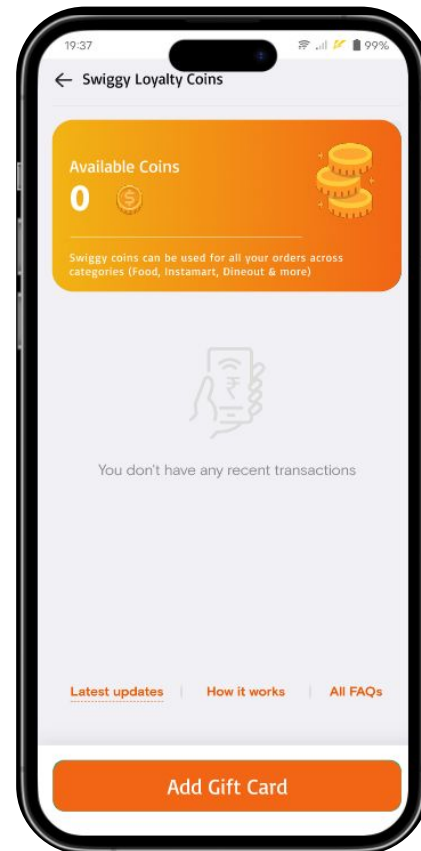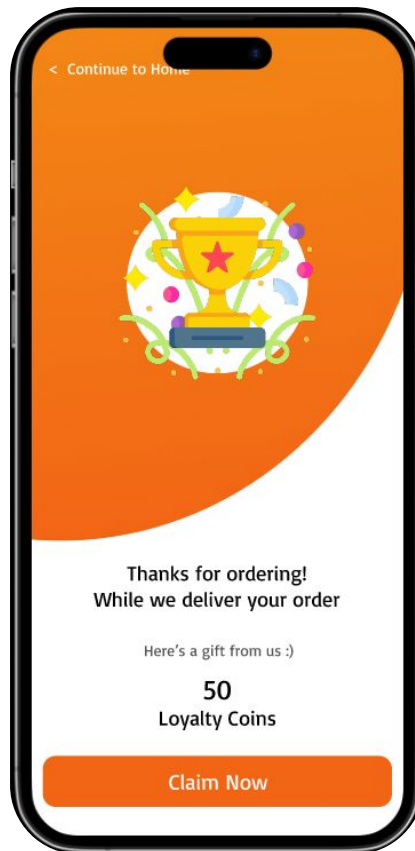- Increase Order Frequency and stickiness

Metrics

Average Order Value	Purchase Frequency	Churn Rate
Total Revenue	# of Purchases	
# of Orders	# of Unique Customers	

Feature 2: Ratings and Reviews

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For Customers

- Informed decisions through real customer experiences.
- Quality assurance with insights from peer reviews.
- Diverse perspectives for a balanced viewpoint.
- Specific menu item insights for better choices.
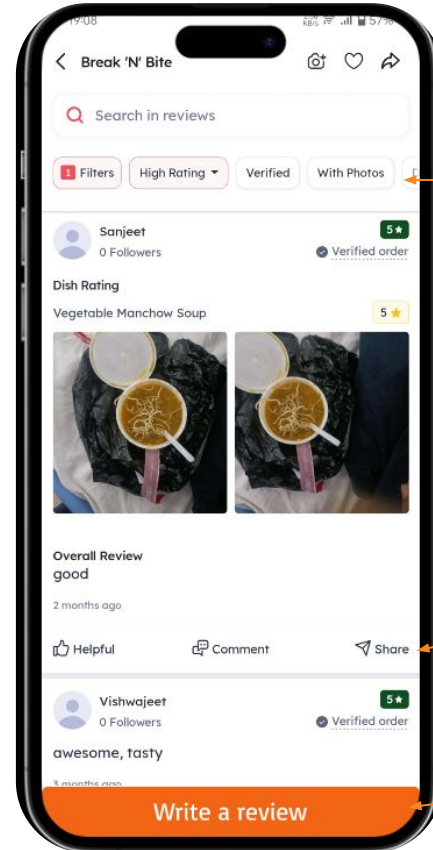- Feedback on delivery experience and packaging

For Owners

- Feedback for continuous improvement and growth.
- Positive reviews as recognition and reputation boosters.
- Engagement with customers for better relationships.
- Data-driven insights into preferences and trends.
- Stronger customer loyalty through responsive engagement.

Metrics

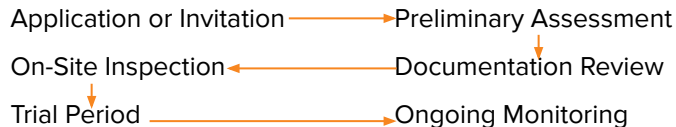| Click through rate	Conversion Rate	User
# of clicks on *"Reviews"*	# of Orders Placed	Engagement
# of Impressions	# of clicks	Duration

Filters to let users search for specific reviews effectively

Option to interact with written user, hence increasing user engagement

Option to write a review/upload a photo for user

Feature 4: Swiggy Assured (Get hygiene, food quality and on time delivery)

Workflow

Application or Invitation ⟶ Preliminary Assessment

On-Site Inspection ⟵ Documentation Review

Trial Period ⟶ Ongoing Monitoring

Advantages

- **Visible Trust:** Assured badge visually signifies quality, attracting more customers
- **Increased Orders:** Quality assurance translates to increased business opportunities
- **Enhanced Reputation:** Verified establishments gain trust and recognition for consistent quality, hygiene, and punctual deliveries.
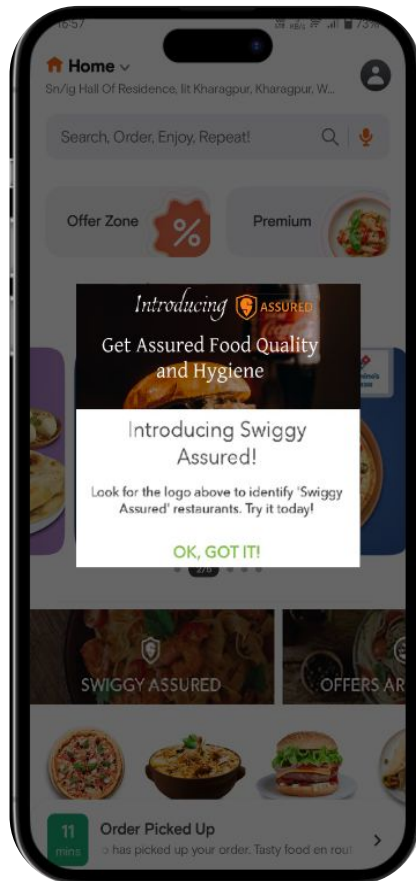
Metrics

Customer Retention Rate
# of Repeat Customers at Assured Restaurants
# of Customers at Assured Restaurants

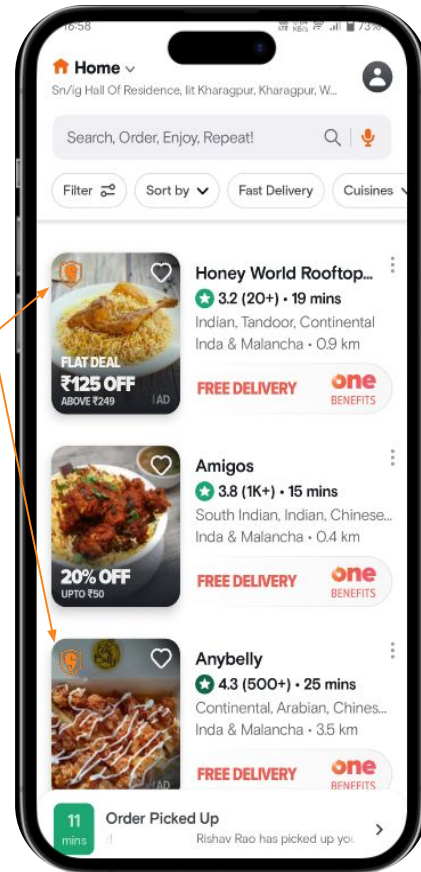**# of orders from Swiggy Assured Restaurants/Stores**

Conversion Rate
# of order placed
# of users engaging with *Swiggy Assured*

Assured symbol appears when it has been verified by Swiggy

Feature 3: Inside the Kitchen(ITK)

Advantages

- **Transparency:** Reveals food preparation process, fostering trust.
- **Quality Assurance:** Shows hygienic standards.
- **Engagement:** Immersive visuals enhance customer experience.
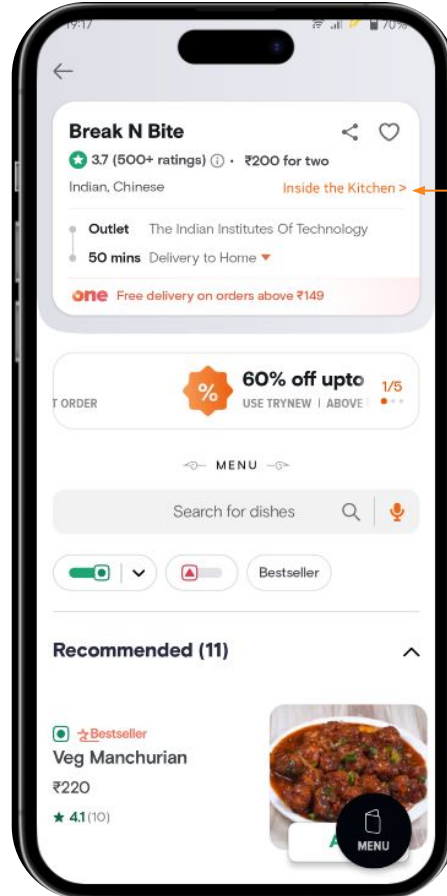
Metrics

Engagement Rate
# of Users Engaging with *"ITK"*
Total # of Users
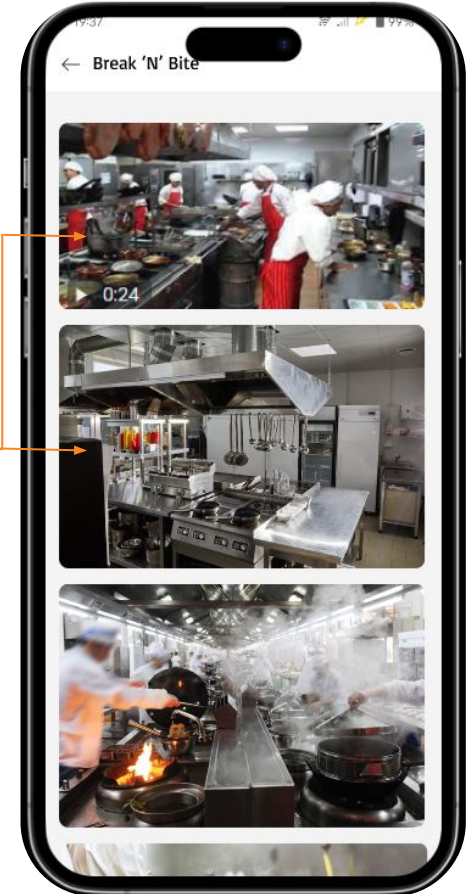
Conversion Rate
# of Orders Places
# of Users Engaging with *"ITK"*

Average Time Spent
Total time spent on *"ITK"*
# of Users Engaging with *"ITK"*

Option to view photos/videos of the kitchen area

Videos and Photos of the restaurant kitchen uploaded byt the owner

Other Explorable Solutions:

Multiple Orders

It can be a **Game Changer** strategy, since many users face this problem and no other competitor has implemented it yet!

- Allow users to add items from different stores/restaurants to a single cart.
- Show a summary of all added items from different sources within the same cart.
- Include subtotals for each store/restaurant section.
- Allow users to place the entire multi-store order with a single "Place Order" action
- Notify each store/restaurant about their respective orders and fulfillments
- Coordinate deliveries from different sources to ensure all items arrive simultaneously.
- Keep users informed about the status of each item, from preparation to delivery.
- Provide efficient customer support to handle inquiries and address issues regarding multi-store orders.
- Allow users to choose a single payment method for the entire multi-store order.

Metrics Used:
Multi-Store Order Frequency, Average Items per Multi-Store Order, Cart Abandonment Rate, Order Completion Rate, Repeat Usage

Group Ordering
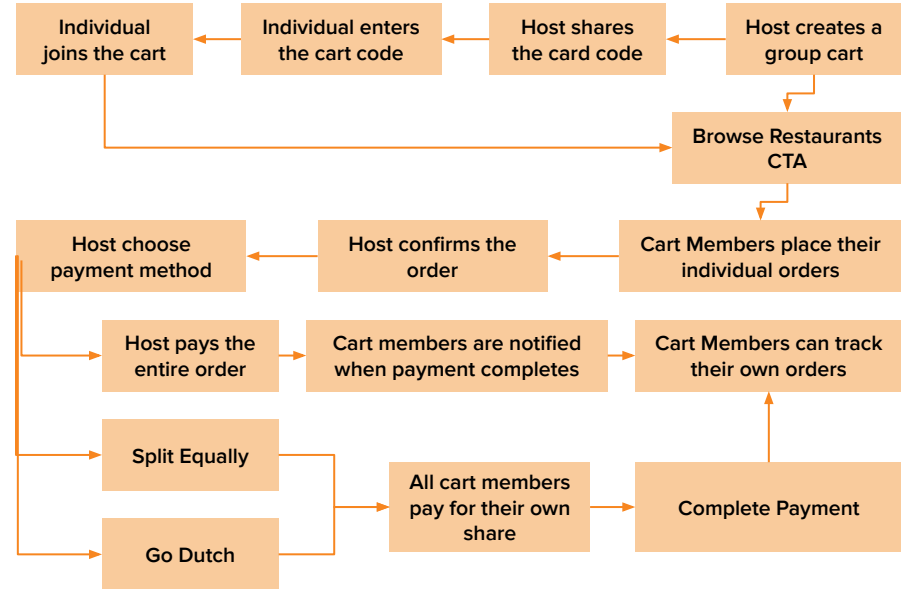
Metrics Used:
User Engagement in Group Orders, Order Completion Rate, Guest Participation Rate, Group Order Conversion Rate

Prioritization:

Critical (P0)
- Lower the cost of per month membership cost of Swiggy ONE
- Introduce Swiggy Loyalty Coins after each order of minimum value

High Priority (P1)
- Make the reviews publicly available to let users make informed decision and hence better user experience

Medium Priority (P2)
- Start the applications and SOPs for Swiggy Assured
- Verify the applications and start putting up Swiggy Assured on their listing

Low Priority (P3)
- Develop the option to Restaurants/Stores to share their Kitchen/Working Areas photos and/or videos
- Start the development and management of Multiple Orders and Group Ordering feature

Prioritization Logic

Four factors have been considered while prioritizing the tickets

- Numbers of users impacted by the problem and the feature
- Quality of engagement of users being impacted (Power users, regular users, new users, etc.)
- Impact on primary user goals & success metrics
- Contribution to growth in user volumes & usage

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Go-To-Market Strategy:

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PROMOTION

- Influencer Marketing - Partnering with popular Food Vloggers, Food Influencers on digital platforms (YouTube/Instagram/Facebook)
- Affiliate marketing collaborations with Popular Chefs/Restaurant Owners
- Print Media advertisements
- Digital Marketing on different Social Media Platforms (Instagram, Threads, Facebook, etc.)
- Promoting journeys of delivery partners on social media platforms
- Collaborating with Netflix and offering free Netflix subscription for a month with 3 Months SwiggyONE purchase (promotion through Netflix and Chill!)