STRATEGIES FOR ENHANCING DOSTT

ANALYSIS AND RECOMMENDATIONS

BY

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INCREASING AVERAGE TALK TIME

Gamification & Incentives

- Introduce daily/weekly challenges, streaks, and reward tiers for hitting talk-time milestones.
- Track average talk time, challenge participation rate, and reward redemption rate.

Personalized Conversation Prompts

- Use AI to suggest relevant topics based on user preferences and previous interactions.
- Monitor conversation length, engagement rate, and feedback on topic relevance.

Enhanced User Experience

- Improve the app interface with voice/video features and easy transitions between conversations.
- Track session duration, feature usage, and app retention rate.

SOLVING NIGHT-TIME MISMATCH

Incentivize Night-Time Engagement:

- Offer higher incentives for Superdostts during off-peak hours (night shifts).
- Run limited-time promotions or "Night Owl" bonuses for increased talk time during 8 PM to 2 AM.

Targeted Push Notifications:

- Remind Superdostts about increased demand and incentives during night hours.
- Encourage Dostts to join and engage during these hours by highlighting available Superdostts.

User Behavior Analysis:

- Identify time-sensitive preferences of users during the night and personalize calls accordingly (e.g., calming conversations, specific topics for night shifts).
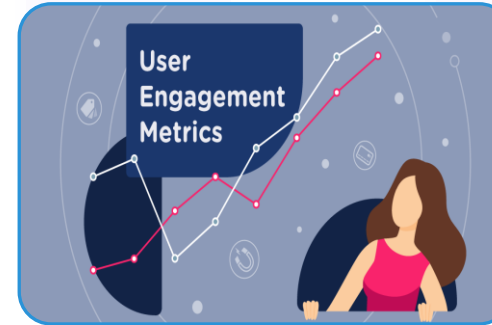
TRACKING MISMATCH

Superdostts Availability

Track the number of Superdostts active during 8 PM to 2 AM and their average talk time.

Supply vs. Demand

Measure the gap between available Superdostts and waiting Dostts.

Engagement Metrics

Monitor user retention, satisfaction ratings, and call duration specifically during these hours.

Incentive Impact

Track how night-time incentives affect the number of Superdostts available and call success rate.

CONVERTING DOSTS TO SUPERDOSTTS

Pitch

Earn Flexibly
- Turn your conversations into earnings

Be a Friend
- Make an impact through friendly interactions.

Flexible and Fun
- Work on your schedule, be your own boss.

Approach

Highlight success stories.

Simplify onboarding.

Offer referral bonuses.

TRACKING PERFORMANCE

User-Superdostt Match Metrics:

- Call Match Rate and Time-to-Match.
- Match Quality feedback scores.(ratings)

Superdostt Performance Metrics:

- Talk Time (daily/weekly).
- Retention Rate and conversation quality.
- Availability hours vs. demand.

MONETIZATION

Base Payment

- **Hourly Rate**: A fixed base hourly rate for active Superdostts. For example, ₹X per hour of active engagement on calls

Performance-Based Incentives

- **Call Duration Bonus** Superdostts who consistently meet or exceed a target of 3-4 hours per day/week earn a bonus.
- **Peak Hour Premium** Superdostts who work during high-demand times (e.g., 8 PM - 2 AM) can receive a premium rate.
- **Referral Bonus**: If a Superdostt refers other active users who join and remain on the platform, they receive a referral bonus.

Penalty Structure (if applicable)

- **Low Engagement or Inactivity Penalty**: Superdostts who don't meet minimum activity thresholds (e.g., less than 5 hours/week) can face a slight penalty or reduced base rate in the next payout cycle.
  - Example: Deduct ₹E for every week below the activity threshold.

WFH OR WFH

Work from Home:

- Gives the employees flexibility and saves their commuting time
- If the work type is mostly digital then there is no dependency for field work
- It saves the company operational costs

Work from Office:

- Good for employees to connect and network with more people
- Contribute in making work more efficient as office gives a better working environment
- Better team communication and faster conflict resolution

I believe that both situations are effective in their way. In my opinion **hybrid or work-from-office** are more effective in efficiency, team building, and employee growth.

THANK YOU

Dostt, where
connections begin