



Helping the B2B Product team to better understand their business customer' needs

BUSINESS CUSTOMERS LIFECYCLE*

Registration

Is crucial first experience of product, chance to reach first value.

Was registration process easy?

Activation

is a foundational step that primes a new user to become an active user

Do we have enough options for clients what they will be actually use the app? How long does it take to make a first ride after the sign up?

Escalation

is the largest stage of the customer lifecycle and the point where they'll spend most of their time. Essentially, it describes how well customer uses your product to experience value.

How many employees are added to account?

How often do they use the app?

How much do they spend?

Renewal

The Renew stage of the customer journey is about ensuring that your customers see the results and the value they expected coming in.

How many employees are added to account?

How often do they use the app?

How much do they spend?

Churn

split business into “old” non-returnable and “new” non-returnable cohort

* based on the provided data

KPIs TO MEASURE THE CUSTOMER LIFECYCLE

We must check on two differences between behavior for **sing up themselves** vs **sales team**

1. How many signed up
2. How often using the app
3. How long does it take from sing up to make a first ride
4. Weekly active users (WAU), Monthly active users (MAU)
5. How many employees are added to account?
6. 7 and 30 day retention
7. Average of ride

SEGMENT BUSINESS CUSTOMERS

Main goal is to connect more business and have more active employees in a lifetime, and of course we care about revenue.

Depending on how we segment, the approach to customer marketing will change.

Per country

Business by size

- the number of employees

Per activity

- method of signup for business
- method of signup for employees

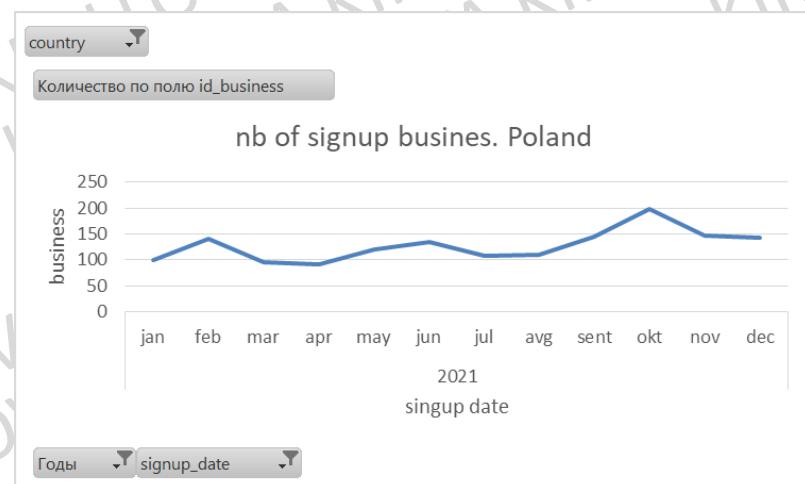
Per revenue

- total among of ride month\weekday\hour
- average ride month\weekday\hour by business

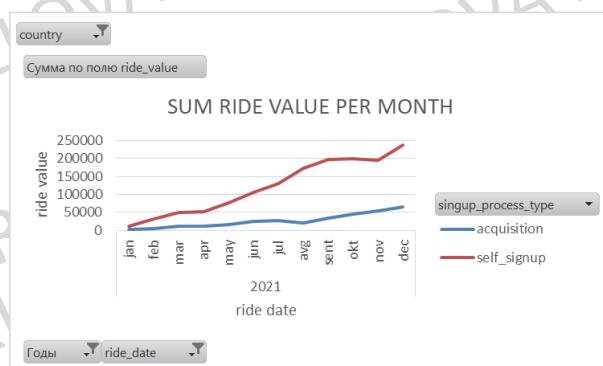
WHAT SEGMENTS ARE DOING WELL

One of example of a segment who doing well, but potentially could do better – Poland

Stable satiation with signup businesses



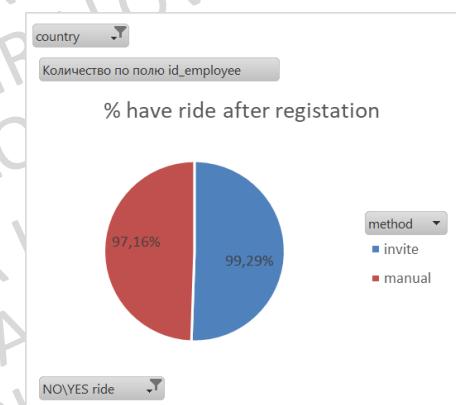
More business register on their own, but those who register through acquisition bring more money in total and in average



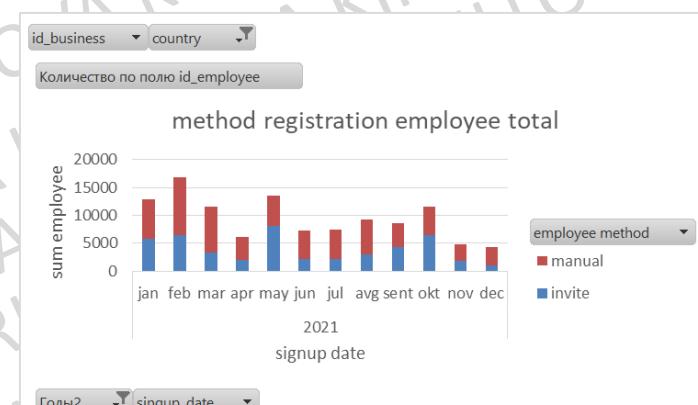
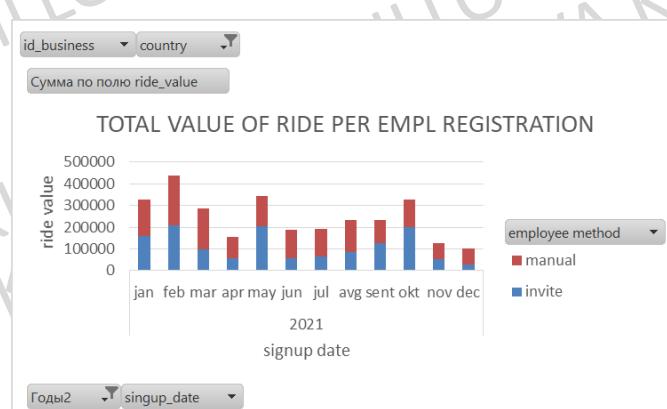
WHAT SEGMENTS ARE DOING WELL

One of example of a segment who doing well, but potentially could do better – Poland

Almost 100% of employees have a ride after registration



More employees register manually, but those who register through invite bring more money in total and in average



IDENTIFY THE STAGE IN WHICH HAVE TO FIGHT FOR CUSTOMER' ATTENTION

Engagement is key to the success of any product, engaged users return for repeat experiences — driving stronger retention and ultimately helps a product grow in a sustainable way. Ultimately, engagement drives stickiness, which drives retention — and that, in turn, drives growth. Therefore, systematically understanding and improving engagement will increase a product's health

Churn

Business who stopped using app

Sing up

More business register through self_signup , but those who register through acquisition bring more money

Activation stage

Around 10% of users who was registered still didn't complete any

RECOMMEND ANY BUSINESS INITIATIVES OR PRODUCT CHANGES

Based on the customer and competitor research, it can be seen that there is an opportunity for XYZ to target users who are sensitive to perceived ride safety, who may currently be using competitor's products.

By creating a driver safety profile for all XYZ drivers, we can provide a filtering feature inside the app that will allow users to specify constraints for the drivers that they can be matched with. Users will feel safer using Free Now since they will only be matched with a driver meeting their preferences.

Feature Overview

The driver profiles will be updated with a safety score based on their rating and their number of completed rides. After these scores have been created, riders will be able to choose to only be paired with a driver that:

1. Has a high rating (above 4 stars)
2. Is a specific sex (M/F)
3. Has completed 100+ rides
4. Has driven your friends or friends of friends in the past

This filtering process may take more time, since the user is limiting the number of potential drivers that user can be matched with. So, if the user is willing to make this tradeoff, then Free Now can provide a more personalized match.

RECOMMEND ANY BUSINESS INITIATIVES OR PRODUCT CHANGES

1. Opportunity

Partner with corporate trip booking agencies (i.e. Cartus) to automatically schedule an XYZ as your method of transportation after your flight lands.

1. Problem

Unlimited Referrals. A rider can keep creating new accounts to get a promo balance every time. The rider can use the code from previous accounts to get the promo balance in both the new and old accounts (the rider will need a lot of email addresses and phone numbers - can use apps like Burner, Line2).

Potential Solution

Track the number of accounts that are used per device (phone, computer,etc). That way if multiple accounts are used on the same device repeatedly, XYZ can block that device

BACKUP

Clean data:

1. Check NA
2. Check duples
3. Improperate format
4. All ride value from local to EU

Checking the data, the only one of the ids that is definitely unique = id_ride

Check the file for duplicates:

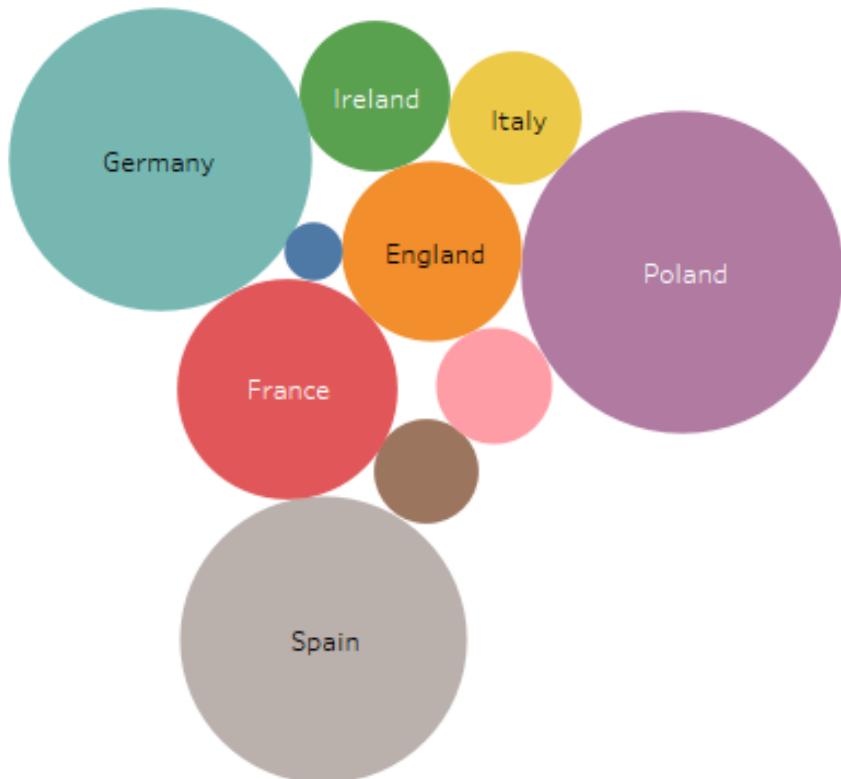
- 1) full duplicates – delete
- 2) with the same id_ride, but the ride data is different, then Compare registration dates of these accounts, if Date of registration > date of travel, then get rid of the line

If you look at the _Business_Customer_employees file, you may find data for one employee ID=company ID, but different registration dates, let's see the travel activity of these employees in _Business_Customer_Activity

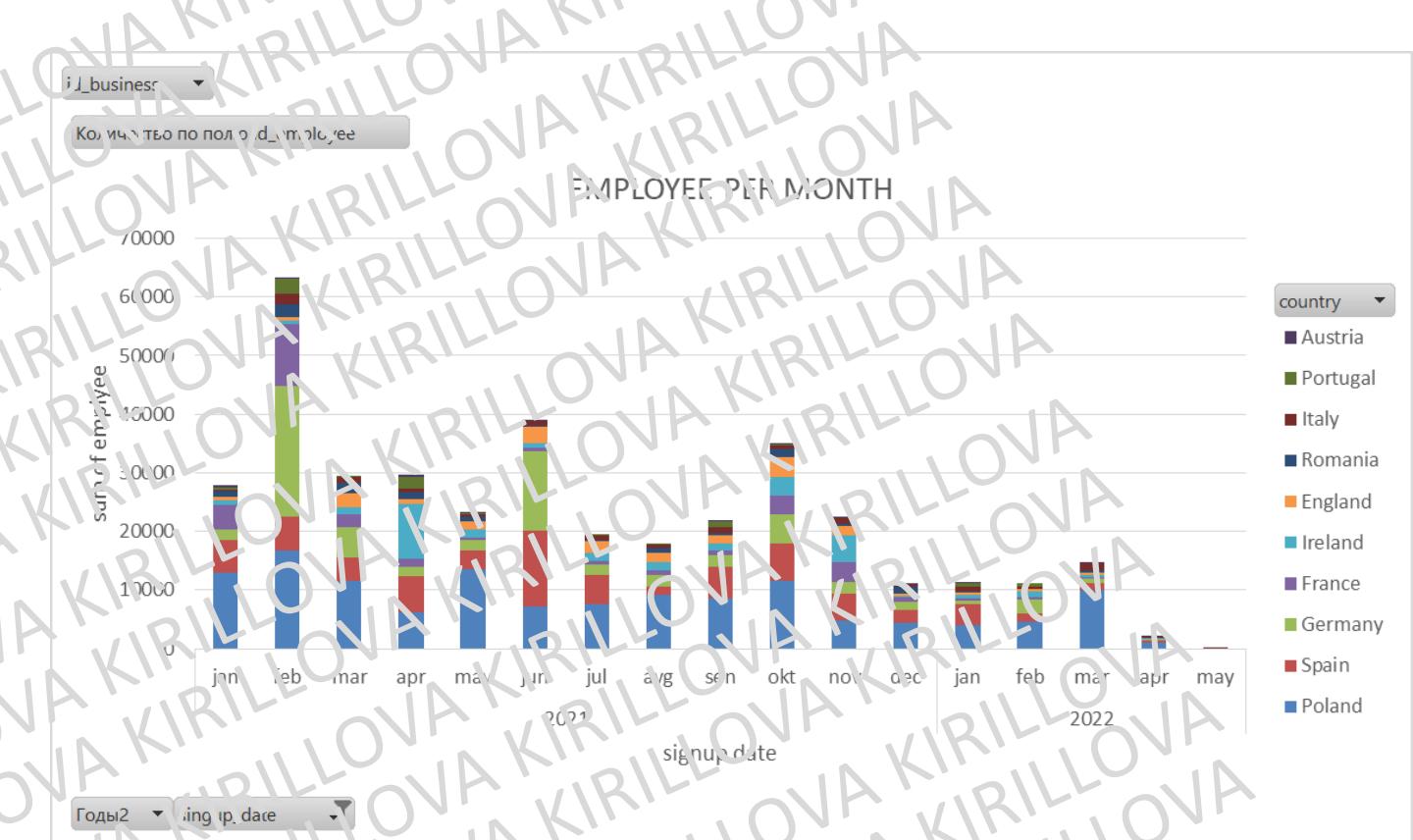
There are four further cases:

- 1) The employee is tied to one company, many invites, not a single trip- OK, place to grow
- 2) The employee is tied to many companies, many invites, not a single completed trip- OK, place to grow
- 3) The employee is tied to one company, many invites, there are completed trips- NOT OK, check if the trip is duplicated
- 4) An employee is attached to a set of companies, a lot of invites, there are completed trips- NOT OK, check if the trip is duplicated

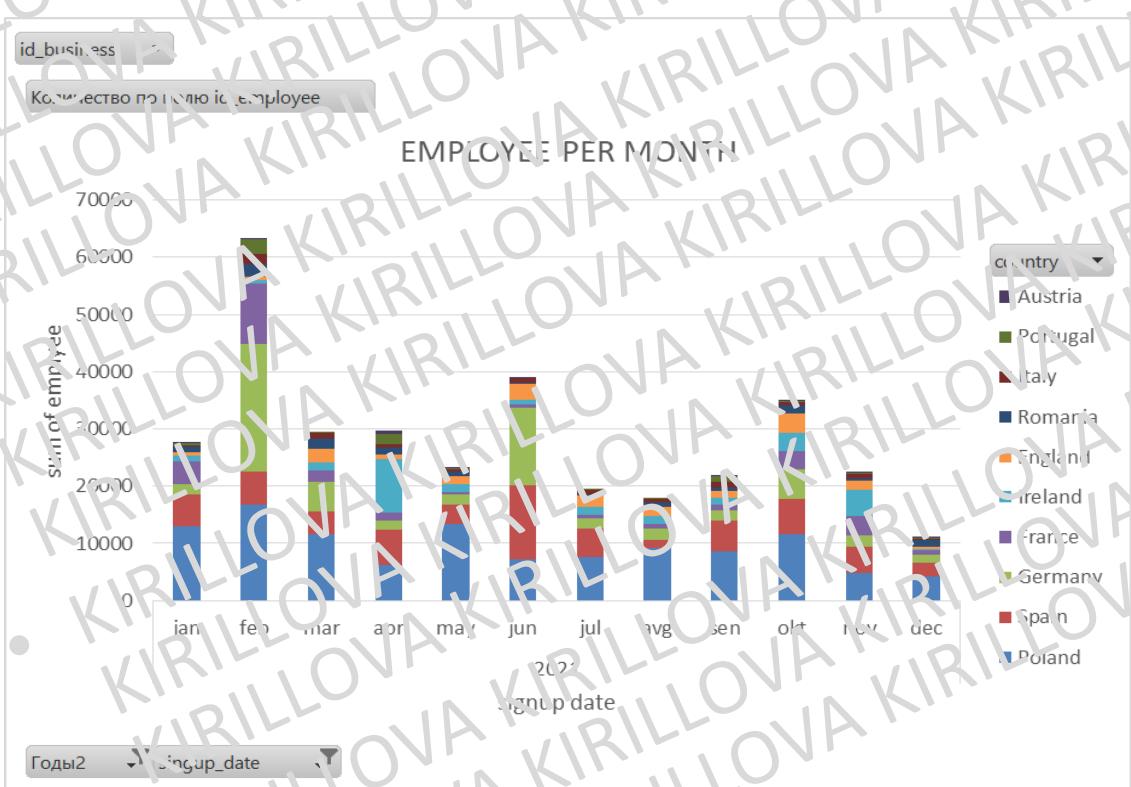
sum_employees



- country
- Austria
- England
- France
- Germany
- Ireland
- Italy
- Poland
- Portugal
- Romania
- Spain



Assume that we don't have all data from 2022, will be look closer only for 2021.



business type per country per signups



Check into money

- 1) Is there a dependence on how companies were registered
- 2) The average cost of the trip sum total
- 3) there a difference between countries
- 4) Is there any difference when on the day of the month\day of the week\time they rode

View active users

- 1) How many users have traveled
- 2) Does it matter how the user was added?
- 3) Is there a difference between countries

Main goal is to get more clients into business

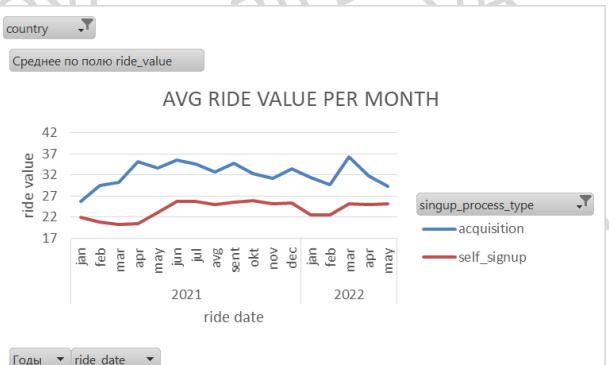
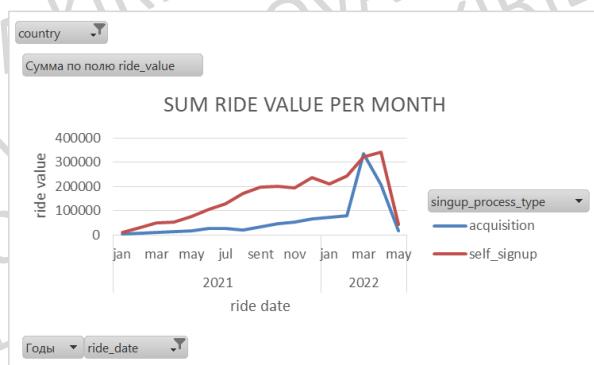
Assumption 1

Signup method is important

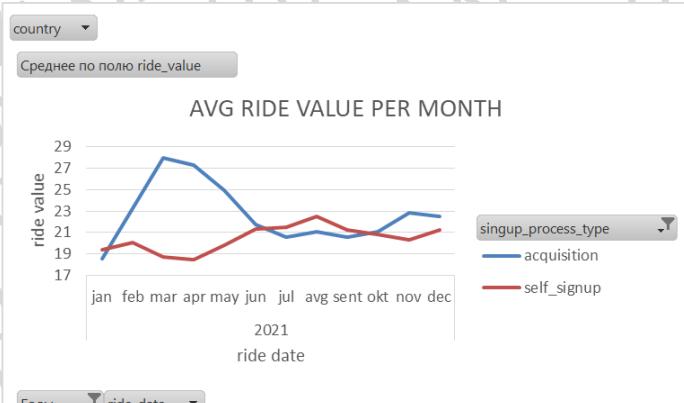
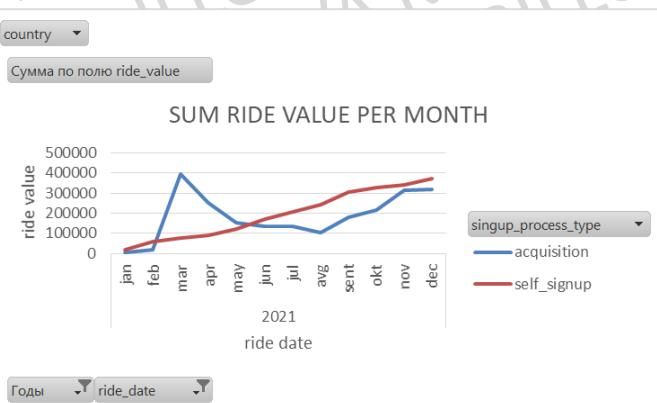
1) How they signup into

2) Which category bring us more money

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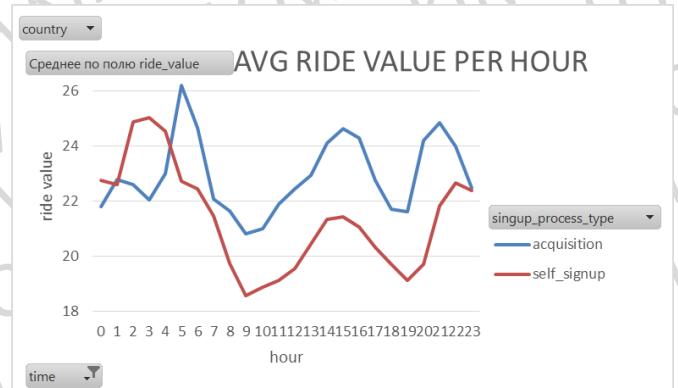
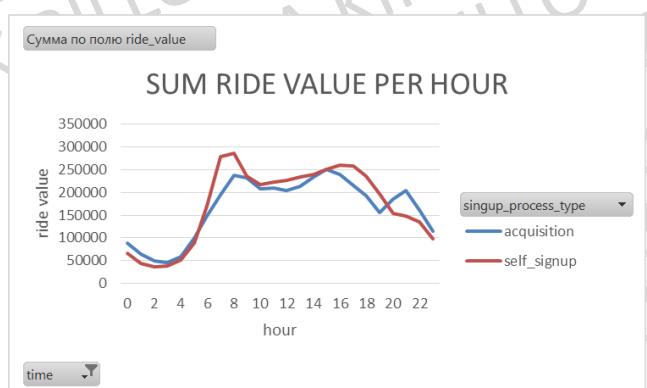
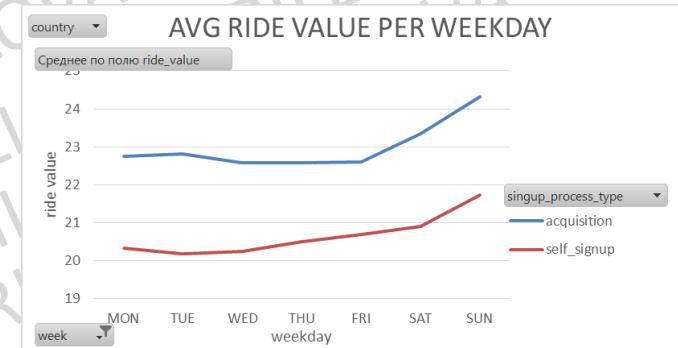
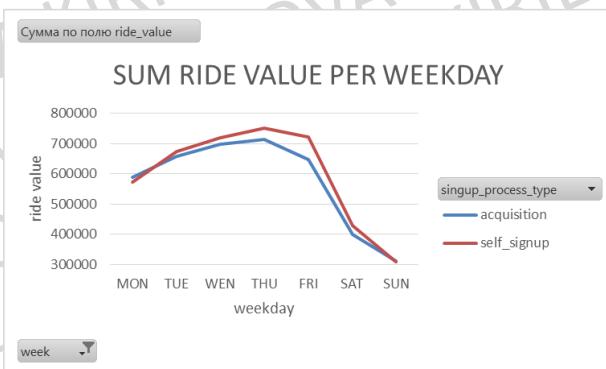


Assume that we don't have all data from 2022, will be look closer only for 2021



Additional recesses on days of the week hours of use. Both options are more often used on weekdays, in the afternoon.

Assumption which can proof cause don't have enough data: If we check on diff business (hotels, restaurant) we will see more activity on weekend



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