**Namma Yatri**

Problem Statement 4: User Frequency & Retention

**Problem Statement**: Namma Yatri gives no discounts or incentives towards customer retention or product usage. Also, currently, there are no retention or loyalty programs. Given the competitive intensity, customers use multiple apps, and the usage frequency is lower. E.g. Even the existing customers take only 30-40% of their rides with Namma Yatri and the rest with others. Out of the total installed user base, only 20-25% is active in a given week. Like many B2C apps, Namma Yatri also suffers from high app uninstall rates of 40-50% within 3 days of installation. How do we increase the usage frequency and customer retention?

**Solution Scope & Deliverables :** The goal is to increase the total number of daily rides from existing customers.

Broad sub-goals:

1. Increase weekly active users (out of the total users).

2. Reduce app uninstallation rate.

3. Increase weekly usage frequency.

The ideas can be app marketing or product-led initiatives which are sustainable in the long term.

You can submit your solutions/ideas as a Google Doc / Slides / PDF / PPTX / DOCX / Video.