



# TaxiForSure (now part of Ola) - Perfecting the customer lifecycle Retention, Referral, Revenue

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## Introduction

TaxiForSure (now part of Ola) enables customers with a seamless booking experience across mobile apps, website, and call center. App users can book a ride using the app on Android, Firefox OS, iOS, and Windows phones in under 15 seconds.

## Goal

Perfecting the user lifecycle tail-retention, referral, revenue. TaxiForSure aimed to engage with their customers, to decrease churn and increase retention, referrals and revenue. They want to understand their customer behavior better and send targeted campaigns to increase conversions.

## Key results

9%

increase in bookings done per user

13%

increase in App referrals

87%

more conversions through Targeted campaigns

69%

more bookings for Targeted campaigns

15%

click through for coupons

12%

availed coupons

*"MoEngage is just perfect! Be it the ease of use or segmentation to the lowest level possible. It's a powerful tool for us, and I use it on a daily basis for all our engagement needs."*

- ASHWIN CASMIR, MARKETING MANAGER, TAXIFORSURE

## Retention

TaxiForSure has run multiple campaigns through MoEngage to keep their users engaged. There has been a 9% increase in bookings done per user after they started using MoEngage. To re-engage inactive users, TaxiForSure has run targeted campaigns to users who tried their app only once and have achieved over 4% CTR (Click through Rate). They have run multiple campaigns for lapsed users and have achieved **18%** CTR.

18%

Users came back to the app through MoEngage push notifications

## Referrals

There are no better advocates of your brand than your customers. TaxiForSure has run referral campaigns targeted to its most engaged users with the help of MoEngage's advanced segmentation. They have seen an average click through rate of **23%** and on an average **13%** of the users have referred TaxiForSure to their peers.

23%

Users referred TaxiForSure app as a result of MoEngage notifications

## Revenue

There are two ways one can increase revenue – get new customers on-board or get more out of the existing customers by adding more value.

Through referral campaigns, TaxiForSure has on boarded quality new customers at low CPA (cost per acquisition).

Now to get more out of the existing customers, TaxiForSure has run targeted campaigns with the help of MoEngage and there has been a **9%** increase in bookings done per user. There is a 10% increase in revenue per active user within the first 3 months of usage.

10%

Increase in revenue per active user within the first three months of usage

## About MoEngage

MoEngage enables mobile apps and websites to deliver individual-level personalized interactions via push notifications, in-app recommendations, email, web-push and other retargeting channels to help drive engagement and customer lifetime value.