Careem Plus: Upselling C+ experiences Food, Quik, Pay, Shops, DineOut

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Problem statement

So far, we have been able to deliver key initiatives to upsell Food from Careem Plus which is supporting one of the key metric for the year (80% of members using Food). But we still struggle to upsell Careem Plus within the Food journey, as Careem Plus has penetrated so far only 55% of Food MSU and SSU base. The same applies to other verticals as Quik and Shops

In the Careem app, the current experience offers a generalized/non personalized view for all customers (members vs non members). This lack of personalization is a strong constraint preventing us from offering the most relevant and delightful experience on different stages of the customer lifecycle.

Link to Food document: 📄 Upselling C+ on Food

Customer problem

- As a non Careem Plus user, I am not aware there is a Careem Plus program while I start my Food, Quik, Shops, Pay, or Dine out journey for the first time.
- As a non Careem Plus user, I don't know there are exclusive offers / Monday offers which I could unlock by being a Careem Plus user
- As a non Careem Plus user, I am not aware there are other benefits which I could unlock with Food, Quik, Shops, Pay, or Dine out benefit
- As a non Careem Plus user, I am not getting communicated how much savings I could have already made by being a member
- As a non Careem Plus user, I am not aware how much savings I am missing on my current order by not being a member

- As a non Careem Plus user, I am not able to easily add subscription to my basket while placing order on a service which offers a Careem Plus benefit
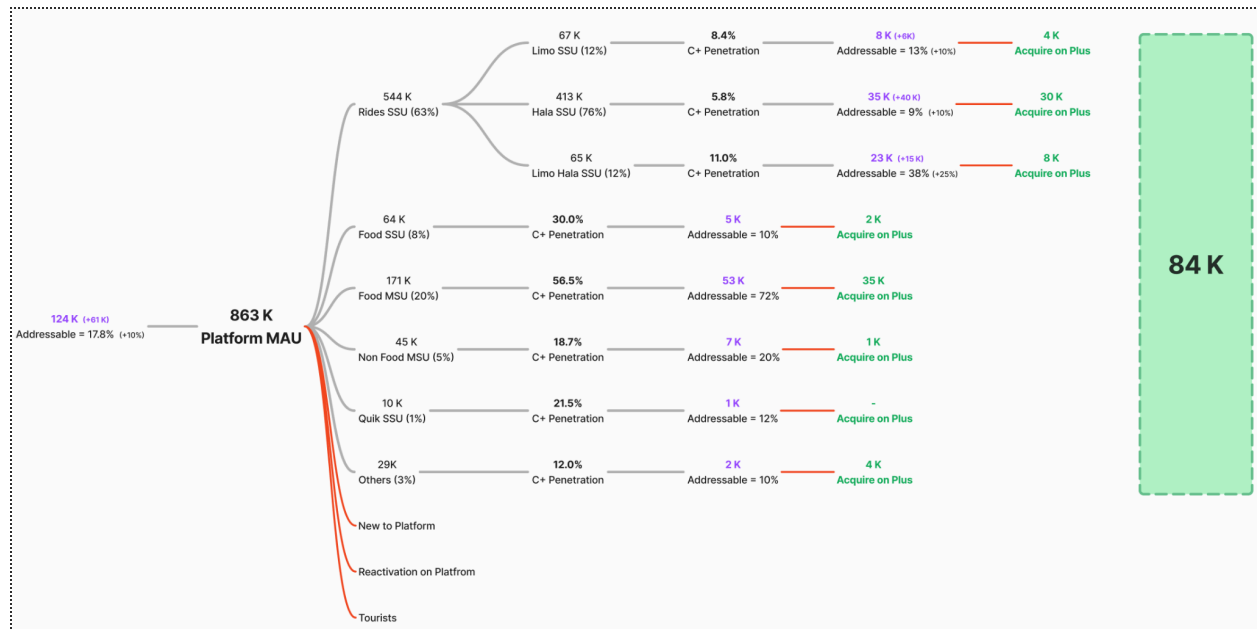
    Food specific:

- The existing widget at the bottom of the existing is easily missable and doesn't give enough context on what the subscription program is offering on Food
- The Careem Plus tag on restaurants might not be clearly understood by users
- Discoverability of exclusive offers through existing tiles is pretty low
- Users are not able to easily understand if the program would be valuable (break-even scenarios for instance)
- A gap in experiences from SA home page to Checkout due mainly to the different type of components and messaging we using across the journey
- Very low visibility of the exclusive offer on menu which a user could unlock on current order by subscribing to the program (This will apply soon to Monday for members)

Business problem

Old stack dependencies: The live experiences relies on different infrastructures which are not platformized, and increase the gap between newly developed experiences on SA home page for instance. Such limitation don't allow us to leverage tools such as Segment Builder which has allowed successful tactics in the past for Careem Plus.

Lack of configuration: There is a heavy dependency on engineering resources for any changes happening on Food discovery, Menu, and Checkout. This apply to other verticals as well

Engagement stagnating: We still struggle to upsell Careem Plus within the Food journey, as Careem Plus has penetrated so far only 56% of Food MSU, and 30% of Food SSU

	67 K Limo SSU (12%)	8.4% C+ Penetration	8 K (+6K) Addressable = 13% (+10%)	4 K Acquire on Plus	
544 K Rides SSU (63%)	413 K Hala SSU (76%)	5.8% C+ Penetration	35 K (+40 K) Addressable = 9% (+10%)	30 K Acquire on Plus	
	65 K Limo Hala SSU (12%)	11.0% C+ Penetration	23 K (+15K) Addressable = 38% (+25%)	8 K Acquire on Plus	
	64 K Food SSU (8%)	30.0% C+ Penetration	5 K Addressable = 10%	2 K Acquire on Plus	
	171 K Food MSU (20%)	56.5% C+ Penetration	53 K Addressable = 72%	35 K Acquire on Plus	
124 K (+61 K) Addressable = 17.8% (+10%) → 863 K Platform MAU	45 K Non Food MSU (5%)	18.7% C+ Penetration	7 K Addressable = 20%	1 K Acquire on Plus	84 K
	10 K Quik SSU (1%)	21.5% C+ Penetration	1 K Addressable = 12%	- Acquire on Plus	
	29K Others (3%)	12.0% C+ Penetration	2 K Addressable = 10%	4 K Acquire on Plus	
	New to Platform				
	Reactivation on Platfrom				
	Tourists				

Strategic alignment

1. **Strategy:** Increase awareness of the program on the early stages of the Food journey for EU and NU to boost acquisition on the latest stage of the funnel such as Menu and checkout Enhance members engagement through personalized and relevant experiences, and hence improve retention rate

2. **Metric**: Focus on key conversion and engagement metrics such as:

   a. **# Subscribers:** Validating the increase in new experiences designed by improving awareness of the program in early stages

   b. **% Members using Food:** Tracking how users will interact with new experiences and how conversion is impacted post subscription (subset to be **NU members conversion**, and impact on overall **NU conversion**)

   c. **Retention %:** Understanding how engagement improvement on Food will impact retention on the program (with a view per number of orders)

3. **Tactic:**

   a. Optimize the level of personalization in early stages of the Food journey and for different segments of users.

   b. Double down on existing experiences (or soon to be launched such as App engine) to run "cheap" tests and iterate faster

   c. Build new powerful upsell tactic on Food in Menu and checkout

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Supporting observations

1. **Sizing the opportunity: # of users**

   - On a monthly basis, we still have XX orders made in Dubai from which XX are being made from non members

   - If we filter only C+ merchants, this represents a total of XX orders on a monthly basis, which is done from XX users.

   - Those orders have being placed without converting users while the user is placing an order, from Discovery to Checkout.

Tracking and delivered experience being not in the scope

2. **Assessing opportunity to promote C+ exclusive offer:**

   a. Sizing # / % orders made from non members on:

      i. Exclusive merchants

      ii. Non exclusive merchants

   b. Sizing average C+ savings from non members on:

      i. Exclusive merchants

      ii. Non exclusive merchants

Opportunity

- If savings > AED 19: FOMO angle "in 1 order you could already save AED XXX, add subscription to basket"

- If AED 10 < savings < AED 19: "in 2 orders you make subscription cost back - as a gift we even offer 60 days free already"

- If savings < 10 AED: "Already X and saved in one order, but so much with all other benefits"

3. **Build a e2e funnel view on Food for non members**

    a. # users with App open

    b. # users Landing on Food

    c. #/% users viewing vs clicking floating widget

    d. #/% users viewing vs clicking Flywheel widget (Converting vs not converting)

    e. Clicking on Floating widget

Add a view of # of Food orders to convert to Careem Plus (On average)

For the analysis, add a filter of NU vs EU

Other key analyses

- 🟨 Contextualised Tiles - EDA

- ✚ Growth Dash Careem Plus (see **FY '23 Goals & Targets)**

- **Usability**

🟨 CPlus: Food Upsell Usability Findings

Hypotheses

We do believe that communicating better the value proposition of Careem Plus in the early stage of the journey on Food, and empowering the menu/checkout journey by creating a FOMO feeling and a seamless opt-in to Careem Plus, will become a no-brainer for Food users to get into the program.

Summary of changes and requirements

The upsell Careem Plus initiative includes various experiences which we plan to build in different phases. Let's share the view and development phase then we will detail the requirements for the engineering team.

Initiative	Stage	High level description	Phase
Floating Widget	Discovery	Improving current entrypoint to empower potential savings	Phase 4
C+ Bottom Sheet	Discovery Search	Enabling a new sign up flow embedded in mini-app and triggered from any existing touchpoint (existing deeplink)	Already live
Checkout Widget	Checkout	Revamping the current Checkbox widget to improve conversion on checkout - this should include unlock exclusive offers	Phase 1
C+ Intercept Bottom sheet	Menu	Being more aggressive by promoting C + automatically when user continues to checkout for selected use cases (savings > X)	Phase 2
Savings FOMO	Checkout	Communicating the potential in current order in the Careem Plus Add to order and Intercept experiences	Phase 3
Auto-apply	Checkout	Auto-apply Careem Plus exclusive offer if a user adds Careem Plus to basket	Phase 3

Success pop-up + Auto-apply C+	Checkout	Auto-applying C+ on checkout if user is eligible (high savings opportunity on current food order	Phase 4
Regret Bottom Sheet	Checkout	Nudging users they are going to lose savings when unchecking the checkout widget (linked to initiative Checkout widget)	Phase 4
Cash	Checkout	Increase visibility of Careem Plus on cash orders, and switch payment method nudge once adding subscription to basket	Phase 4
Position	Checkout	Experiment position of the Careem Plus upsell experience (above items view or in payment summary)	Phase 4

Phase 1 - Checkout Widget

We will use the same naming convention when writing the user stories and technical requirements

User stories

- When landing on checkout and if the merchant is offering C+ benefit, user should be seeing a Checkout widget to easily add subscription to Food basket (if user is a non C+ member)

- User should be able to understand this widget allow him/her to avail C+ benefit on current order

- User should know the benefit which can be availed is

    - Free delivery on order above AED 30

    - Exclusive offers if available in the selected merchant

- User should be seeing how much savings she/he could make by adding C+ subscription to their current food order

- User should be able to see which type of subscription he/she is eligible to (trial, regular, discounted)

- User should understand C+ subscription will start automatically when placing their Food order

- Once ticking the box, user should easily understand that the C+ subscription has been added to basket and C+ benefit successfully applied through the Checkout widget and within payment summary (same experience as existing one)

- User should as well see how much savings is going to be unlocked on this food order if user proceeds with it

- User should be able to untick checkout widget as well, both C+ subscription and C+ benefit to be removed from current food order summary

- User should be able to tick/untick many times, only the last scenario will be accounted when placing Food order

- Once placing Food order, user should successfully get C+ subscription started and receive a Welcome email

Technical requirements

- C+ Checkout widget should be visible only if merchant is part of C+ promotion
- Widget to be easily positioned above add to basket or next to payment summary (dynamic)
- Flexibility for positioning the widget should be available at user level
- Widget content to be flexible at user level and based on various parameters
    - Eligible C+ subscription (type of plan, trial duration, price,…)
    - Potential savings to be dynamic based on current order and include exclusive offer calculation + free delivery (or only free delivery if no exclusive offer)
    - Locking savings should be on the widget
- Widget to have ticking capability to add / remove subscription
- Event to be captured anytime user ticks/unticks the box
- Once user ticks the box, widget to be updated with

- New sub-component to show on the widget with savings which user is going to unlock on current order with C+ subscription added and benefit applied
- New content linked to eligible subscription which is going to start below the widget (type of plan, trial duration, price,…)
- Widget content should be easily configurable by product team and easily scalable for any new C+ subscription which we are launching
- If user unticks the box for the first time in this session, regret bottom sheet to show
- If user ticks again and untick, regret pop-up to not show again
- Regret pop-up to not be available again if user exposed X times
- X to be easily configurable by product
- Regret bottom-sheet to include
  - Close CTA on the left
  - Hero image
  - Placeholder content to be dynamic based on scenario (see below)
  - Stating content
  - CTA 1 to remove Careem Plus subscription
  - CTA 2 to keep Careem Plus subscription
- Hero image / Static content / CTA 1 / CTA 2 content to be easily configurable by product at service area level
- Placeholder content to be dynamic based on one of the 3 scenarios
  - If savings on order greater than X, current savings opportunity on this food order to be communicated
  - If savings on order lower than X and if > Y orders in last 30 days, last 30 days delivery fee missing savings opportunity to be communicated
  - If savings on order lower than X and if < Y orders in last 30 days, generic content to communicate potential savings opportunity to be communicated
- Events to be captured if user taps outside regret bottom-sheet and on all CTA bottom sheet

- Feature to be launched at a service _area level, and easily scalable without engineering effort

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Phase 2 - C+ Intercept Bottom sheet

We will use the same naming convention when writing the user stories and technical requirements

User stories

[Upsell prototype with intercept](#)

User stories

- User should be able to see a new C+ bottom sheet when clicking on Confirm basket if the merchant is part of Careem Plus promotion and user is eligible for (based on segmentation in Segment Builder)
- Bottom sheet should be exposed on top of Food Menu
- User should be able to see personalized content in the context of Food such as missed savings on Foon in last 30 days
- Bottom sheet should have different layers provided through the generic concept
    - Header
    - Body powered by Launcher components (or later components on Careem Plus)
    - Footer with 2 CTA
- User should be able to add Careem Plus to current Food order from the BS (CTA 1)
- Then user should be automatically redirected to Food checkout with the Careem Plus widget ticked automatically
- User should be able to go to Food checkout through the CTA 2 "I am not interested"
- Then user should be automatically redirected to Food checkout with the Careem Plus widget unticked
- If closing BS, user should stay on Food menu

Technical requirements

- C+ Intercept bottom sheet to only show on merchants part of C+ food promotion

- C+ intercept to only show if user is eligible (segment in SB)

- Food team to provide a toggle which we can use to add users eligible

- If user is part of the toggle, Food team to call Careem Plus deeplink

- Careem plus to provide then Bottom Sheet and feature to update Careem Plus widget or not

- C+ Intercept bottom-sheet to include

    - Close CTA on the right

    - Careem Plus logo on the left

    - Body to be empowered by Launcher

    - CTA 1 to not add Careem Plus subscription to basket (widget unticked)

    - CTA 2 to add Careem Plus subscription to basket (widget ticked)

- Move automatically user to Food checkout if interacting with CTA 1 or CTA 2

- Keep user on Food menu if closing Bottom sheet or tapping outside

- Events to be captured if user taps outside bottom-sheet and on all CTA bottom sheet

- Feature to be launched at a service_area level, and easily scalable without engineering effort

Requirements for product

- C+ bottom sheet to show based based on parameters

    - 1 time max per session

    - X times in last Y sessions or Z days

    - Minimum W savings on current order

- X, Y, Z, W to be easily configurable by product at segment level and service_area

- Placeholder contents / Benefits offer cards / CTA 1 / CTA 2 content to be easily configurable by product at service area level

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Phase 3 - Savings context and auto-apply offers for non members

We will use the same naming convention when writing the user stories and technical requirements

- Getting potential savings on current order from Food, and exposing the savings on Upsell widget and Intercept. It should be only Careem Plus savings

    - Free delivery (if order above AED 30)

    - Careem Plus exclusive offer (promo code applied by the customer)

- Allow product to configure a minimum savings to then show dynamic savings on widget/intercept, or static content for low value order "Order more than AED 30 to unlock benefit"

- Allow the product to easily add this dynamic variable embedded in a sentence. So based on the use case (B2B,not B2B), product can decide to surface savings or not

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Phase 4 - Double down Careem Plus penetration in Food

We will use the same naming convention when writing the user stories and technical requirements

- Success pop-up + Auto-apply C+: Auto-applying C+ on checkout if user is eligible (high savings opportunity on current food order

- Regret Bottom Sheet: Nudging users they are going to lose savings when unchecking the checkout widget (linked to initiative Checkout widget)

- Cash+B2B: Increase visibility of Careem Plus on cash orders or B2B, and switch payment method nudge once adding subscription to basket

- Position: Experiment position of the Careem Plus upsell experience (above items view or in payment summary)

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Success pop-up + Auto-apply C+ / Regret bottom sheet

1. User stories

- If eligible, user should be seeing success pop-up when landing on checkout and the subscription should be automatically added to basket

- Users should see a pop-up with 1 CTA to continue to checkout

- When user unticks the box for the first time in that session, user should be nudged and see the regret bottom sheet

- User should be able to see different variations of content on the bottom sheet based on the scenario

    - Lost savings on current order if savings > X

    - If lost savings on current order < X

        - Last 30 days savings if user is EU on Food (Y orders in last 30 days)

        - Generic content on potential delivery fee savings if < Y orders in last 30 days

- User should be able to remove Careem Plus or keep Careem Plus

- User should be able to always close the Bottom sheet from CTA or by tapping outside

- User should not see again the regret bottom sheet if ticking and unticking again in the same session

- User should be able to see the regret bottom-sheet even if auto-apply is not available (should be applicable if user is eligible to see the Add to basket widget)

2. Technical requirements

- Success popup to show if user is eligible in a segment in SB

- If success popup shows, Careem Plus widget to be auto-selected

- Success popup to use existing template and include

    - Hero image header

    - Title

    - Static content

    - CTA to continue to checkout

- - Hero image / Static content / CTA content to be easily configurable by product at service area level
- Events to be captured if user taps outside success popup and on CTA
- If user unticks the box for the first time in this session, regret bottom sheet to show
- If user ticks again and untick, regret pop-up to not show again in same session
- Regret pop-up to not be available again if user exposed X times
- X to be easily configurable by product
- Regret bottom-sheet to include
    - Close CTA on the left
    - Hero image
    - Placeholder content to be dynamic based on scenario (see below)
    - Stating content
    - CTA 1 to remove Careem Plus subscription
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    - If savings on order lower than X and if > Y orders in last 30 days, last 30 days delivery fee missing savings opportunity to be communicated
    - If savings on order lower than X and if < Y orders in last 30 days, generic content to communicate potential savings opportunity to be communicated
- Events to be captured if user taps outside regret bottom-sheet and on all CTA bottom sheet
- Feature to be launched at a service_area level, and easily scalable without engineering effort

Cash + B2B

1. **User stories**

- If user is ticking the box but there is no digital payment method (cash or wallet) or wallet+card, user should be aware the C+ subscription and C+ benefit cannot be availed

- User should be nudged then to switch to digital payment method to avail C+ benefit and C+ subscription through the C+ checkout widget

- Once digital payment added, user should be able to tick again the checkout widget

- If user is eligible for B2B offer has the eligible card is on file, user should be promoted within the Checkout widget there is a special offer available

- If user then decides to tick the box but the payment method on Food checkout is not the right one, user should be nudged to switch to eligible B2B card

- Once user accepts to switch card, the C+ subscription and C+ benefit should apply automatically (checkout widget is ticket) without user manual input

2. **Technical requirements**

- When ticking the box, payment method to be checked

- For cash use case, digital payment method to be auto-selected

- If no digital payment method, nudge bottom sheet to show to add card

- Once card added, box to be automatically ticked and user aware about it

- For B2B use case, the eligible card to be auto-selected

- If no available card, nudge bottom sheet to add card

- Once card added, box to be automatically ticked and user aware about it

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Position

1. **User stories**

- As a user, I should be able to see the Add to basket either

    - On top of Basket summary

    - Next to payment summary

- As a business, I should be able to experiment and then configure based on scroll behavior

2. **Technical requirements**

- Flexibility for positioning the widget should be available at user level

- Experimentation should be available

- Dynamic positioning based on user behavior to be built

    - Scrolling quickly and missing on top, add to basket to show in payment summary ?

Design

All upsell Tactics

Groceries tactics

Success metrics and experiment plan

Success metrics

Primary:

1. **% conversion:** Tracking the conversion rate of non members exposed to new upsell tactics

2. **Food conversion**: Tracking conversion rate on Food for NU and EU successfully signing to C+ in their food journey

Secondary

1. **Retention**: Tracking the retention of new members on both Careem Plus and Food
2. **Spend on Food:** Tracking of spend from new members vs existing members

Constraining metrics

Food conversion: Tracking impact of Careem users exposed to C+ upsell tactics and not converting on Food in current food journey
View at different stages of the funnel

Experiment plan

Roll-out to Dubai market to start with

Go to market plan

Mountain peaks

Market	Planned to release?	Rationale
Dubai	Yes	
Abu Dhabi	Yes	
Amman	No	
KSA	No	

Support plan (Care)

Marketing & PR

Sign-off

I have sent this PRD to my sub-domain lead, and Prd legal slack channel for PRD reviews (includes sub-domain leads, Legal, Tax and Accounting) once drafted and aligned with my cross-functional team	[Preparer Name] Martin	[Date]

Review:

Team	Name	Status	Date
Legal			
Tax			
…			

Scaling to Groceries

130k orders / month from non plus (30% order contribution total)
- How many orders on average Groceries user do per month ?
- Split of those users
    - Groceries SSU
    - Ride + Groceries
    - Groceries + Food

This will be enough for potential savings BS

- What's the current CTR of existing components on Groceries home page ?

- Should we test auto-trigger bottom sheet when landing on groceries