

CASE STUDY- YAPNAA ADOPTION

A leading consumer durable brand had been facing a challenge of being uncertain about product status of their customers, their opinion on product and support. Source of support for most of the customers were unknown. Essentially, most customers had been out of coverage since installation. Customer connect was absolutely needed to fulfill their growth objective. Then they decided to adopt Yapnaa with pre-established management objective that is to bring customers back into network, understand reasons for not receiving support from the brand and build revenue base.

ON THE GROUND STATUS



BRAND'S GOAL

- Product segment to generate > 200 cr. of annual revenue from after sales
- Deploy Yapnaa across south region in 6 months for their consumer durables
- Reduce customer escalation and service issues

CHALLENGES FACED BY BRAND

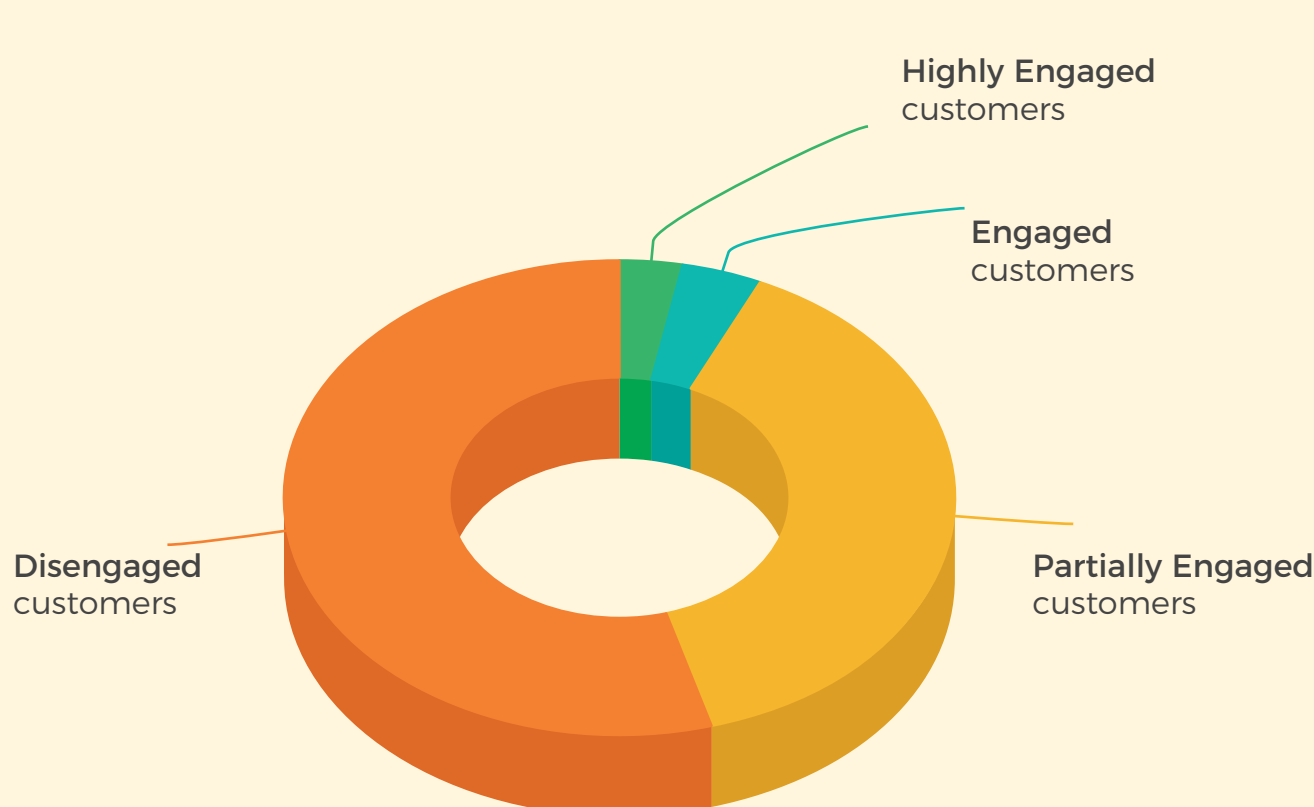
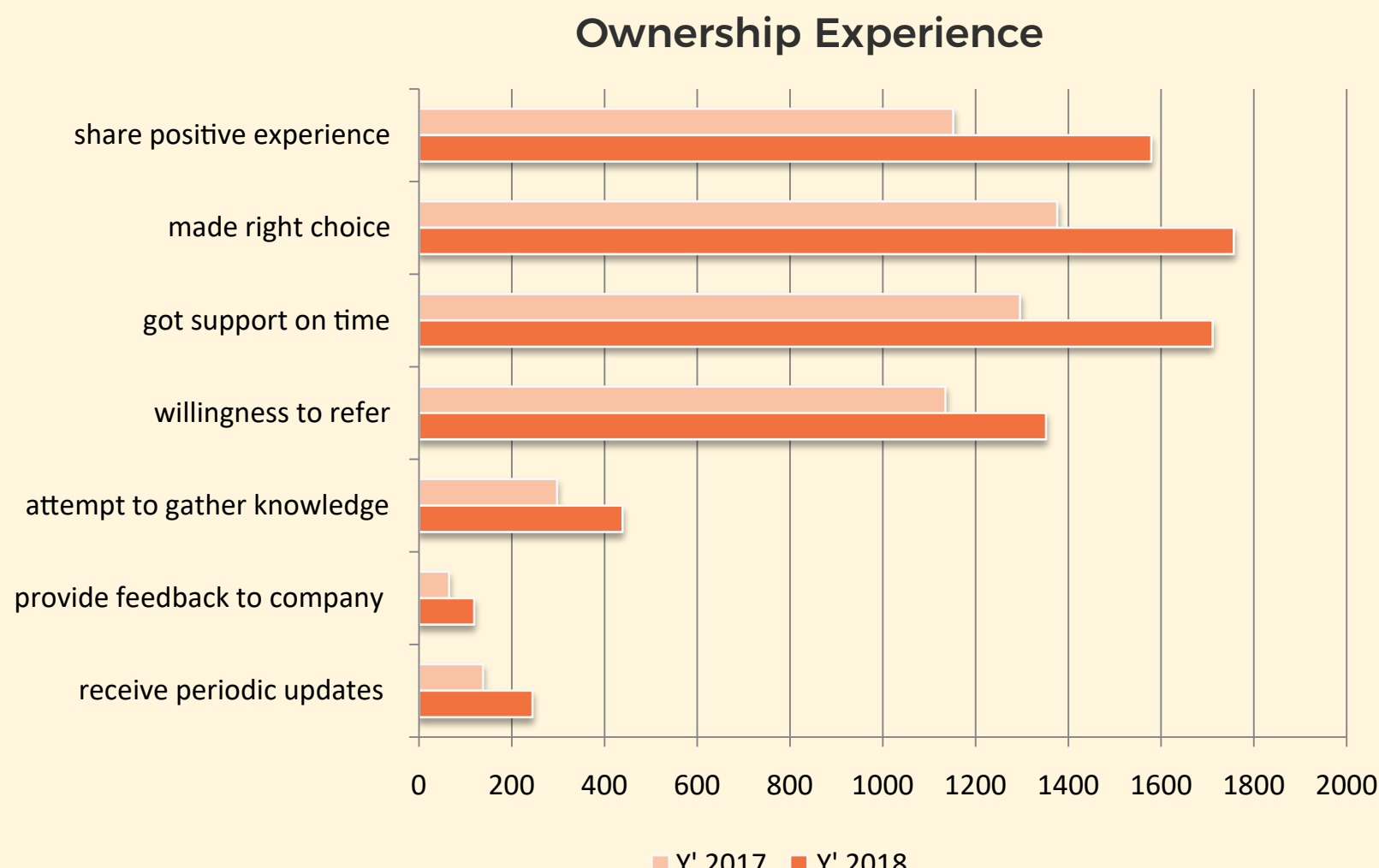
- Facing challenge in recovering lost customers
- SMS campaign not yielding desired results
- Grow revenue through yearly service contracts
- Machines sold prior to 2016 needs to be upgraded

YAPNAA ADOPTION



RESULTS

In less than 12 months, we could gather customer insights of more than 65%, realize revenue opportunities with more than 16% and began nurturing of the remaining customers.



HOW DID WE DO

We built an efficient customer funnel in our CRM turning potential customers into loyal and repeat customers using data and consumer engagement techniques to optimize each stage of the user lifecycle.

★ ACHIEVEMENTS OF QUARTER 1 ★

INITIAL APPROACH & SETUP

- Customization of question bank and tool for digital campaign
- Direct customer relationship executive trained and deployed
- More than 700 customers engaged per month through direct & digital medium

METRICS MEASUREMENT & IMPROVISATION

- Customer data updated with emails
- Email + SMS engagement synchronized and automated SMS campaign under improvisation
- Process framework and loop with brands operation team streamlined
- Periodic sync up with business process excellence (BPE) team

Metrics Realization

5,500 +
Customers Reconnected

2,200 +
Sentiments Gathered

170 +
Customer Feedback

554 +
Demand Generation

STRONGER PARTNERSHIP

Excited with the outcome and insights, brand extended the scope and partnership with Yapnaa to other major cities of south India. Sensing opportunity to directly introduce other products to the customers, brand has initiated cross selling of other product categories on Yapnaa. The team is looking forward to build stronger brand presence and robust revenue stream with Yapnaa.

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