**Namma Yatri**

Problem Statement 3: Customer Acquisition

**Problem Statement**: Out of the Bangalore auto-riding population of 50 lakhs, only 3-4 lakh customers (<10%) have signed up for the product. As of today, product awareness is relatively low. Also, customers are reluctant to try a new app as multiple existing options exist. There is also scope to increase conversions from installs to first rides. Nearly 75% of people who installed the app haven't yet taken their first ride.

**Solution Scope & Deliverables:** The goal is to increase the number of new users (anyone taking the first ride). Namma Yatri doesn't believe in unsustainable discounts or offers to acquire customers. Given drivers' thin margins, they can't offer free or discounted first rides. Think of growth ideas to acquire new customers cost-effectively and sustainably.

Broad themes:

1. Creative Content / Concept / Idea

2. Customers WOM / Referral

3. Drivers as a channel of acquisition

4. Marketing Innovations (Digital or Offline)

5. Product Led Growth

6. Partnership Models

7. Any other ideas including Viral / Guerilla Marketing

**Solution** :

Product-led Growth:

One way to increase new users for Namma Yatri is to create a product that is so compelling and user-friendly that existing users refer their friends and family to use it. This can be achieved by offering features that solve common pain points, such as real-time driver tracking, upfront pricing, and seamless payment options.

Referral Program:

Encourage existing users to refer new users by offering them incentives, such as ride credits or discounts on future rides. This can be done by implementing a referral program within the app or through targeted email and social media campaigns.

Drivers as a Channel of Acquisition:

Namma Yatri can leverage its existing network of drivers to acquire new users by offering them incentives for referring new customers. Drivers can also act as brand ambassadors by displaying Namma Yatri branding on their vehicles and handing out promotional material to riders.

Marketing Innovations:

Namma Yatri can explore innovative marketing strategies to increase brand awareness and attract new users. This can include targeted online advertising campaigns, influencer marketing, and outdoor advertising at high-traffic locations such as bus stations and metro stations.

Partnership Models:

Partnering with other companies and organizations in the transportation ecosystem can help Namma Yatri reach new users. For example, partnering with local hotels or tourist attractions to offer discounted rides to visitors can help attract new users to the platform.

Creative Content:

Namma Yatri can create engaging content, such as videos, blog posts, and social media campaigns, to showcase the benefits of using the app and attract new users. This content can be shared through targeted advertising campaigns and influencer marketing to reach a wider audience.