**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.

**Solution :**

Loyalty program:

Namma Yatri could create a loyalty program that rewards customers for frequent usage. This could include discounts, cashback offers, or other incentives for taking a certain number of rides within a specific time frame. The program could be tiered to incentivize even more usage and create a sense of achievement for customers.

Personalization:

Namma Yatri could use customer data to personalize the experience for each user. This could include recommending routes or destinations based on past usage, offering promotions based on individual preferences, or creating a more personalized in-app experience overall.

Gamification:

Namma Yatri could gamify the experience of using the app, making it more fun and engaging for customers. This could include challenges, leaderboards, or other rewards for completing certain tasks or using the app a certain number of times.

Push notifications:

Namma Yatri could use push notifications to remind users about the app, send personalized promotions or discounts, or highlight new features. By staying top-of-mind, Namma Yatri could encourage users to take more rides and use the app more frequently.