

# CURRENT SCENARIO



## MARKET SCENARIO



## RECOMMENDATIONS



## RISK & MITIGATION



## IMPLEMENTATION MAP

### KEY FACTS PERTAINING TO FLIPKART & TBBD

Sources: Flipkart, Mint

**666mn**

Users visited Flipkart on TBBD in 2020

**250mn**

Customers reached across the nation

**52%**

Customers came from Tier 3 cities

**110**

Orders were placed per second

**1.5X**

Transacting sellers in 2020 over 2019

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### Customer Pain Points

Cancelled orders	Genuineness concern
Damaged products	Low-quality products
Confusing interface	Out of stock
Defective products	Perception issues
Late delivery	Not credible
Not false discounts	Discounts
Lack of trust	Price Hikes
Price Hikes	Return issues

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### Insights from primary research

- Moving to online:** Low sentiments for offline
- More informed, **overloaded with information**
- Miss the **in-store assistance** and consultation
- Customer loyalty decreasing: **Brand switching** made easy

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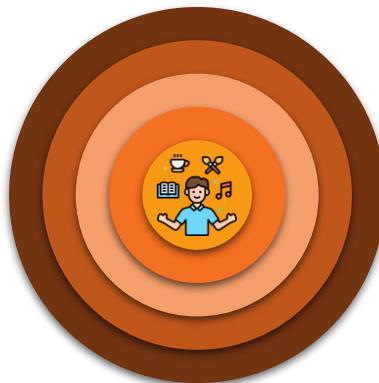
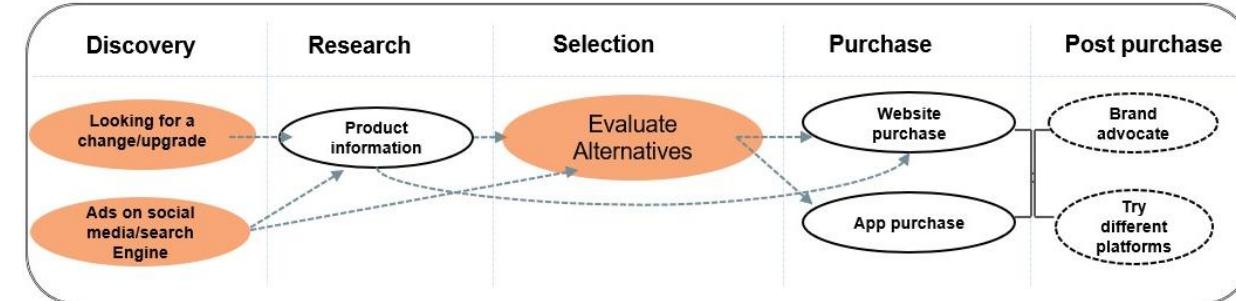
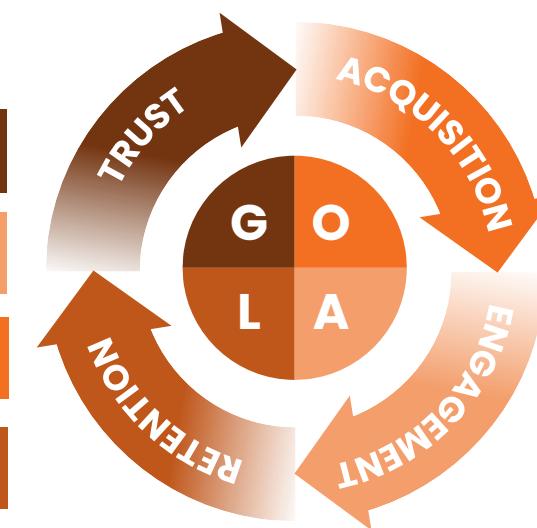
### Key Performance Indicators

Improved consumer sentiments

New Visits/App downloads

Increased sales volume (GMV)

Decreased CAC (Customer acquisition cost)



- Core benefit:** Savings
- Basic:** Quality products & service
- Expected:** Smooth purchasing journey
- Augmented:** Enhanced customer experience
- Potential:** Increased engagement

# MARKET ANALYSIS



**Objective:** Enabling a step change in consumer experience and perception towards Flipkart & TBBG



## Phase 1 FLIPKART EXPERIENCE

Begin building the exceptional Flipkart experience by promotional activities and immersive advertisements

Customer gets enticed by online shopping experience

## Phase 2 UNIQUELY FOR YOU

Launch across new category segments and develop new services and strong supply chain capabilities

Pampered by premium experience & new initiatives

## Phase 3 MY SHOPPING GUIDE

Develop capabilities to customize products according to the customer's unique lifestyle and needs

Personalized products for ultimate shopping experience

The **BIG** Idea

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## Identifying our Customers

New/ Non engaged customers

ToFu

### Targeted Segment

Become part of **evoked set in the purchase decision**

Existing low loyalty customers

MoFu

Make Flipkart **first choice** while looking for **products online**

Loyal & engaged customers

BoFu

**Simulate repurchases** for improving retention and **increasing brand loyalty**

### Adopted Strategy

Value through **affordable deals** to increase downloads

**Improve customer experience** to enhance engagement

**Personalized communication** to increase referrals

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## Estimating Size of Market

### Market Potential

\$70 Bn Market by 2030

\$130 Bn E-commerce GMV

85% YoY Growth

380 Mn Users by 2025

20% retail transactions occur online

200 Mn users engaged in E-Commerce

Untapped Market stands at 320 Mn

Source: McKinsey & Company

# GAMIFICATION: MYGANG CHALLENGE



#MyGangChallenge is a Gamification Plan to Encourage Group Purchases

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## The MyGang Challenge



5 Gang Members



7 Challenges



1 Ultimate Prize

- Flipkart's **MyGang** is a quest that runs across TBBG

Each user can form a **GANG OF 5 FLIPKART USERS**, where 1 user can only be a part of 1 gang

- Gang Milestones** will be set, where each member of the gang will receive **special discounts** on achieving the gang milestone
- Gangs with the **maximum purchase value** at the end of **TBBG** will get **special prizes** too

**Long term scalability:** Can be scaled to community shopping wherein larger groups can be formed such that more shopping leads to added advantages & rewards

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## Future Potential: Remodeling MyGang

**8/10** Users

Intrigued & interested by *MyGang*

- On reaching a threshold success through TBBG, **MyGang Challenge to be remodeled** to engage customers throughout the year
- Customers get **extra rewards for inviting** their friends leading to a Broadened reach for the company



Increased time on Website/App



Increased User Loyalty & Retention

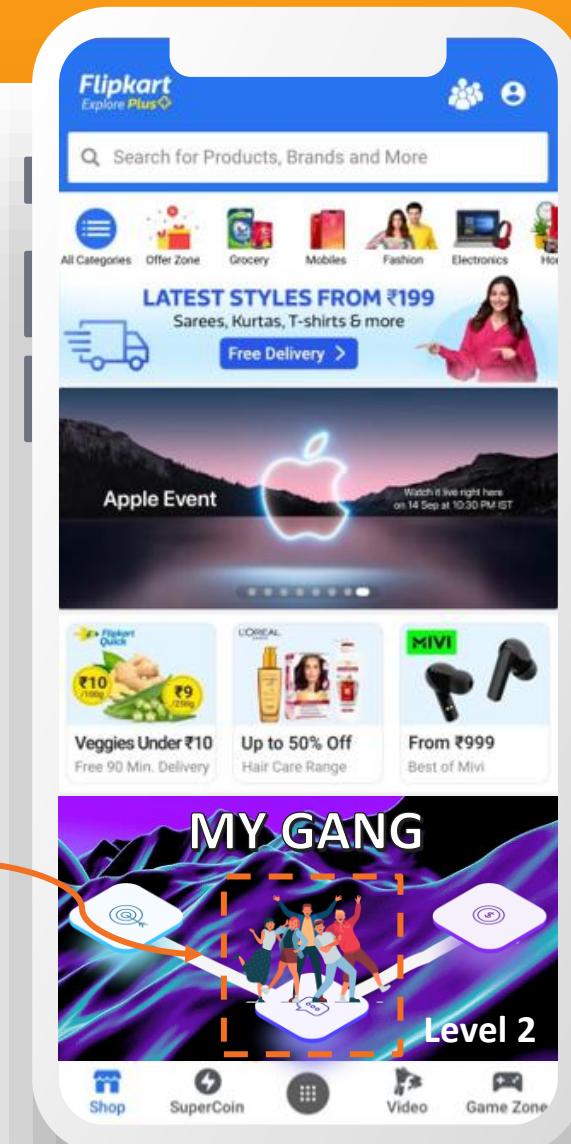


Satisfies Social Needs of Customer

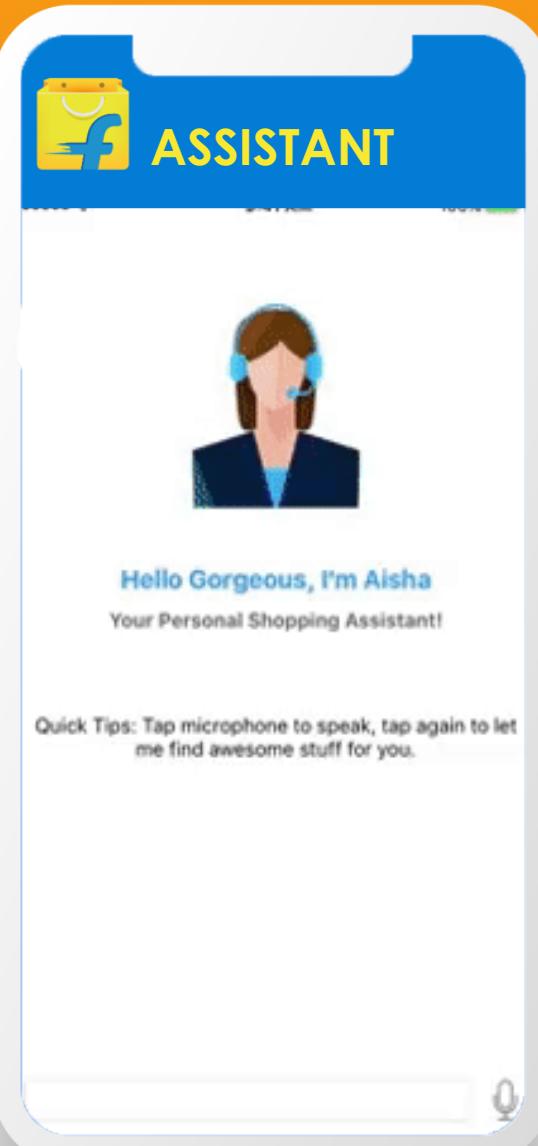


Improves Customer Experience

*My Gang Section revealing current level of users on Flipkart App*



# PERSONALIZATION: FLIPKART ASSISTANT



Flipkart Assistant helps you shop for everything, from groceries to furniture

Personalization  
**45%** Users

User Adaptability  
**37%** Users

User Engagement  
**3X** Likely

Product Guidance  
**5X** Convenient

Source: Bain & Company

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## Delivering Excellence to Users

- Owing to its majority reason to shoppers who **can't decide** what to buy, or what fits them perfectly, a **Flipkart assistant** aids a customer in **choosing the right product**

- The average conversion rate for **ecommerce globally** is **4.31%**
- With **added premium features**, the product enables a **human touch** combined with **AI power** giving the **customer warmth** and intelligence they need



AI-enabled chatbot will provide **24\*7 assistance** to the customers that will **solve queries** and **assist in shopping**

AI-enabled chatbot to be available as a **complimentary feature** for all Flipkart customers

## PERSONALIZATION

- Recommendations based on participant's **information parameters**:
  - Demographics
  - Consumer group

Recommending products for **social circle** through integration with 'My Gang Challenge'

# ENHANCING EXPERIENCE



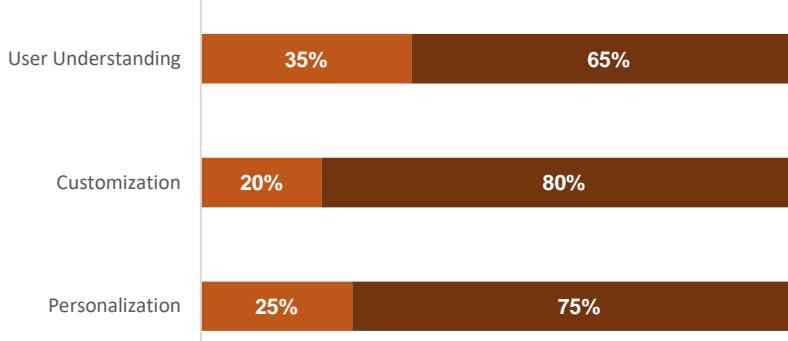
Upgrade your Chatbot to enable the warm human touch & Enhance your experience

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## Human Consultant-enabled Chatbot

Chatbot Type ● AI-Enabled ● Human-Enabled



- The **premium service**, coming at a **reasonable price** in the range of INR 499/year
- It will **enable customers** to have a **human interaction** during their purchase journey

**Assisting the customers** in shopping and giving advice and **suitable suggestions**

- Help customers **find their desired products** and crack the best deals

## INTRODUCTORY PHASE

- All the existing customers to be given a **free 7 day trial in phases**
- Customers for trial** will be chosen on following parameters -
  - Spendings from **Last Fiscal Year**
  - High ticket **purchase frequency**

## INTEGRATING VIDEOS



- Flipkart bot will **recommend videos related to the customer query** or the purchase they make

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## Impact Created

### Assistant #1



Replicates the offline shopping experience

Available

### Assistant #2



Instills sense of trust & increases convenience

Available

**Increases user time spent on Flipkart website/ app & amplifies reach of video section**

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## Long-term Scalability

Introducing assistant for **Smartwatches & others**

**Telephonic assistance** for customers

Scaling & Expanding to **Video Consultations**

## Vernacular Language

Supporting Vernacular Languages through chat and at later stage telephonic & video conferencing

**Your Ideas. Maximised.**

**Wired**