

CURRENT SCENARIO



MARKET SCENARIO



RECOMMENDATIONS



RISK & MITIGATION



IMPLEMENTATION MAP

KEY FACTS PERTAINING TO FLIPKART & TBBD

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

Sources: Flipkart, Mint

1



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 false discounts
 Lack of trust Price Hikes Return issues

2



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

3



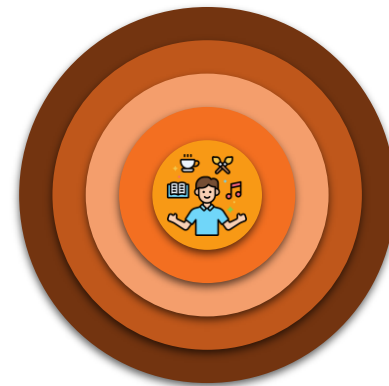
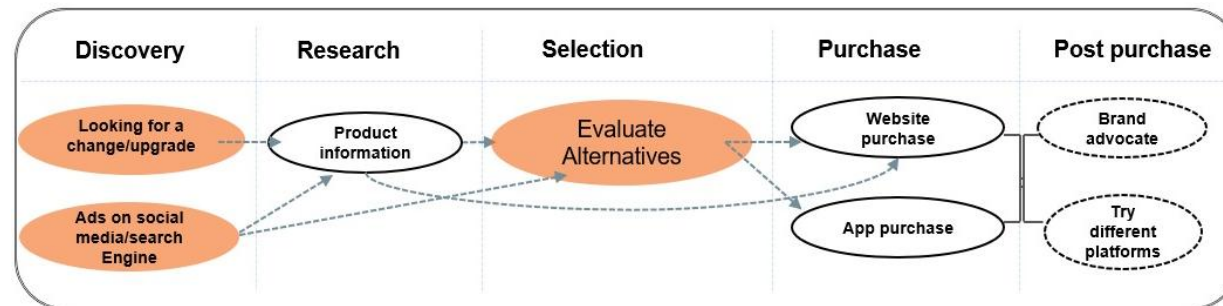
Key Performance Indicators

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

Your Ideas. Maximised.



MARKET ANALYSIS



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



The **BIG** Idea

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

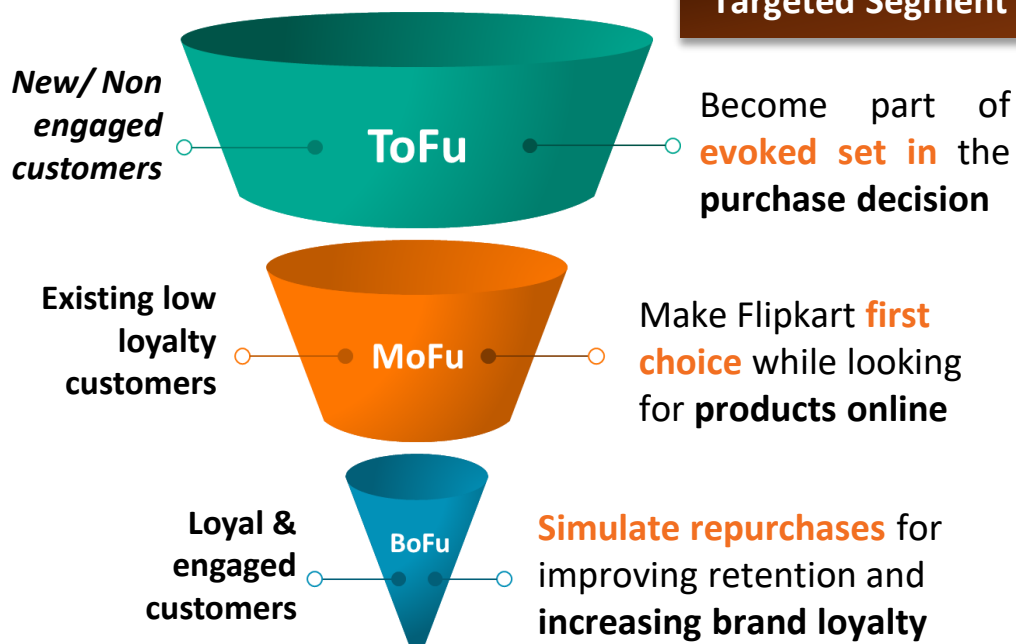
Develop capabilities to customize products according to the customer's unique lifestyle and needs

Personalized products for ultimate shopping experience

1



Identifying our Customers



Targeted Segment

Adopted Strategy

Value through **affordable deals** to increase downloads

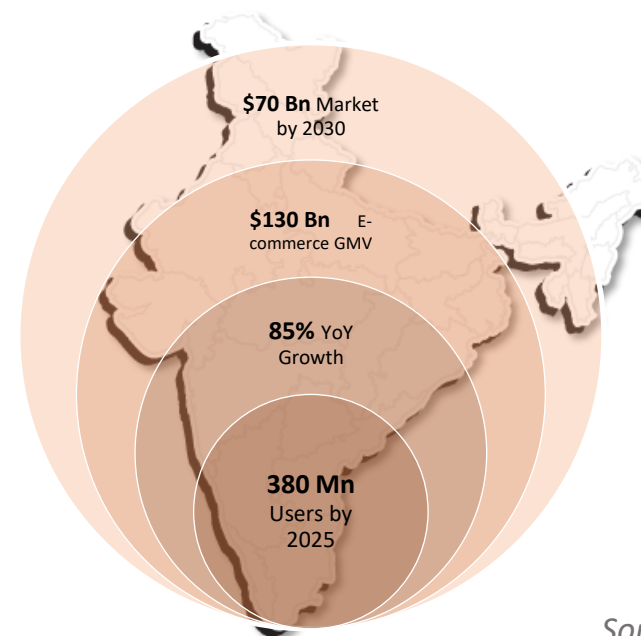
Improve customer experience to enhance engagement

Personalized communication to increase referrals

2



Estimating Size of Market



Market Potential

20% retail transactions occur online

200 Mn users engaged in E-Commerce

Untapped Market **stands at 320 Mn**

Source: McKinsey & Company

Your Ideas. Maximised.



GAMIFICATION: MYGANG CHALLENGE



#MyGangChallenge is a Gamification Plan to Encourage Group Purchases

1



The MyGang Challenge



5 Gang Members



7 Challenges



1 Ultimate Prize

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

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 **TBBD** 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

2



Future Potential: Remodeling MyGang

8/10 Users

Intrigued & interested by **MyGang**

- On reaching a threshold success through TBBD, **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

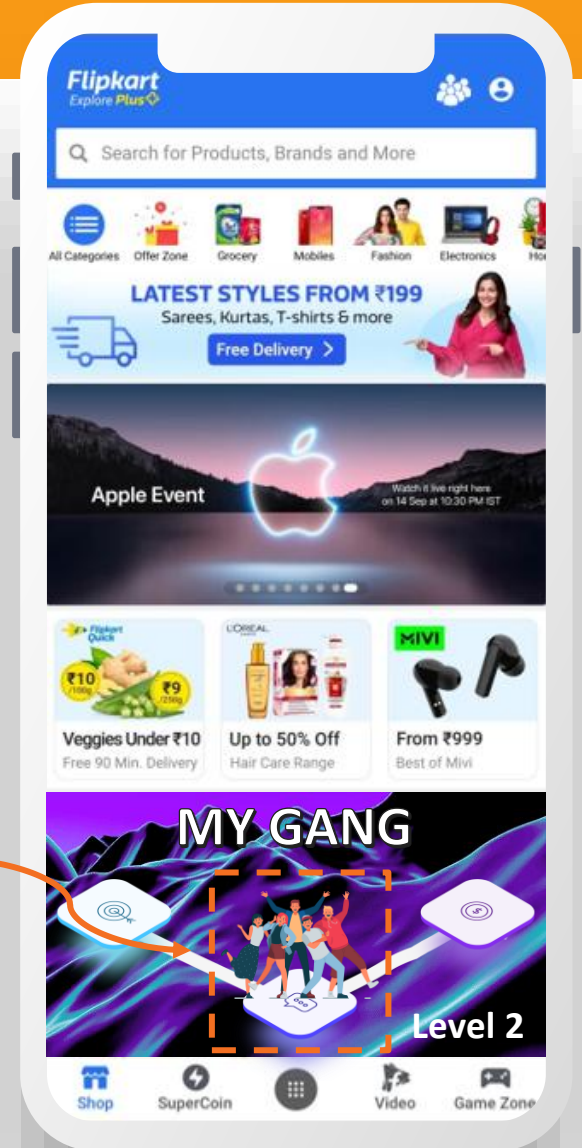
○ Increased time on Website/App

○ Increased User Loyalty & Retention

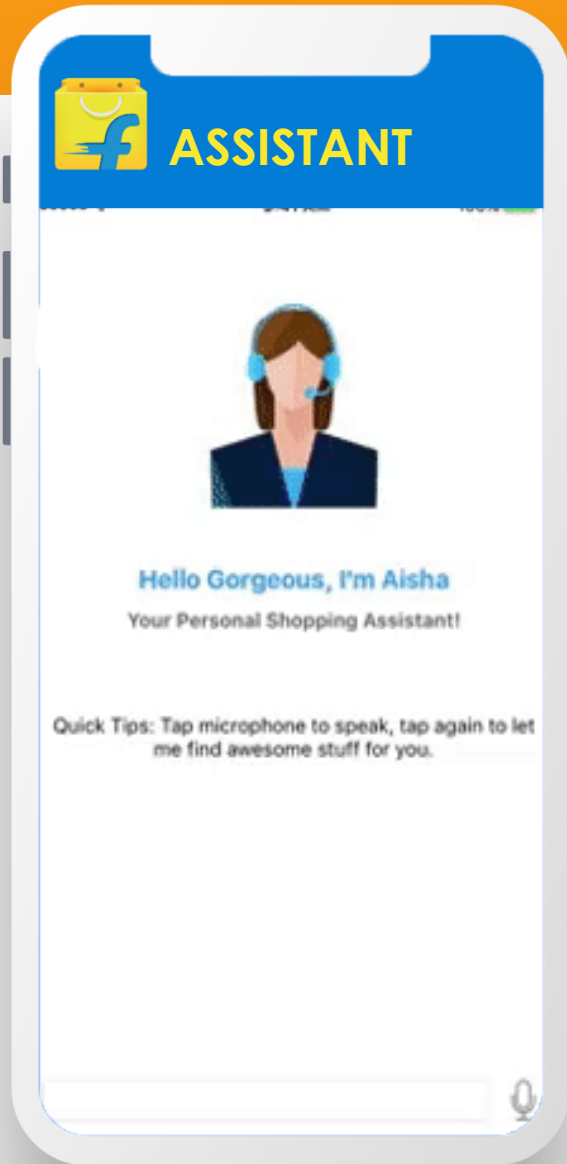
○ Satisfies Social Needs of Customer

○ 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

1



Delivering Excellence to Users

Video highlighting Flipkart Assistant's Personal Touch

- 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

PERSONALIZATION

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

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

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

ENHANCING EXPERIENCE

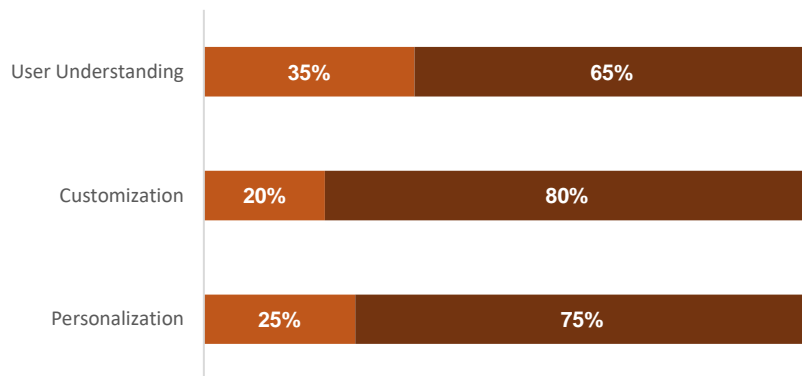


Upgrade your Chatbot to enable the warm human touch & Enhance your experience

2 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

3 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

4 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.

