



# Post-Purchase Engagement Strategy for Lenskart

Transforming Lenskart into a periodic eye-care companion Growth Product

## Core Challenge

Most users disengage after purchase

## Category Reality

Eye care is infrequent and need-based

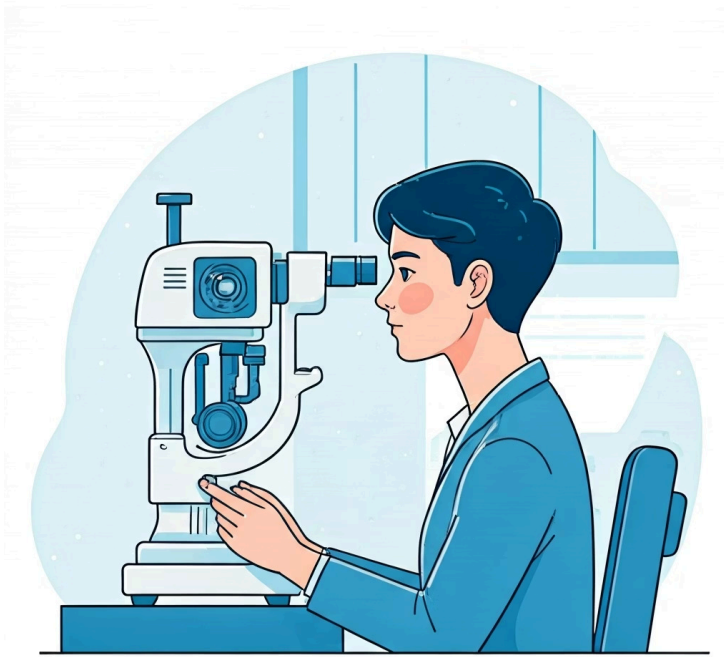
## Engagement Gap

No reason to return between purchases

## Business Impact

Results in low non-transactional engagement

# Jobs To Be Done



Understanding the specific moments when users need Lenskart to be there for them reveals critical engagement opportunities throughout their eye-care journey.

1

## Timely Lens Replacement

When my lenses get old, I want timely reminders so I don't strain my eyes.

2

## Quick Repair Access

When my glasses break or loosen, I want quick fixes nearby so my day isn't disrupted.

3

## Power Change Management

When my power changes, I want easy checkups so I can see clearly.

# Review Insights

- **94% act only when problems become urgent**
- **58% prefer nearby stores or DIY over apps**
- **61% rarely return to Lenskart after purchase**
- **64% see no value in using the app between purchases**
- **60–70% already know about services (awareness isn't the issue)**

❏ Engagement issue is behavioral, not awareness or UX

## Competitive Behavior

### Local optical stores

- Instant walk-in fixes
- High convenience
- No app required

### Eye clinics/hospitals

- Trusted for checkups
- Visit only when needed
- Offline-first behavior

### Online marketplaces (Amazon/Flipkart)

- Price comparison only
- Transactional use

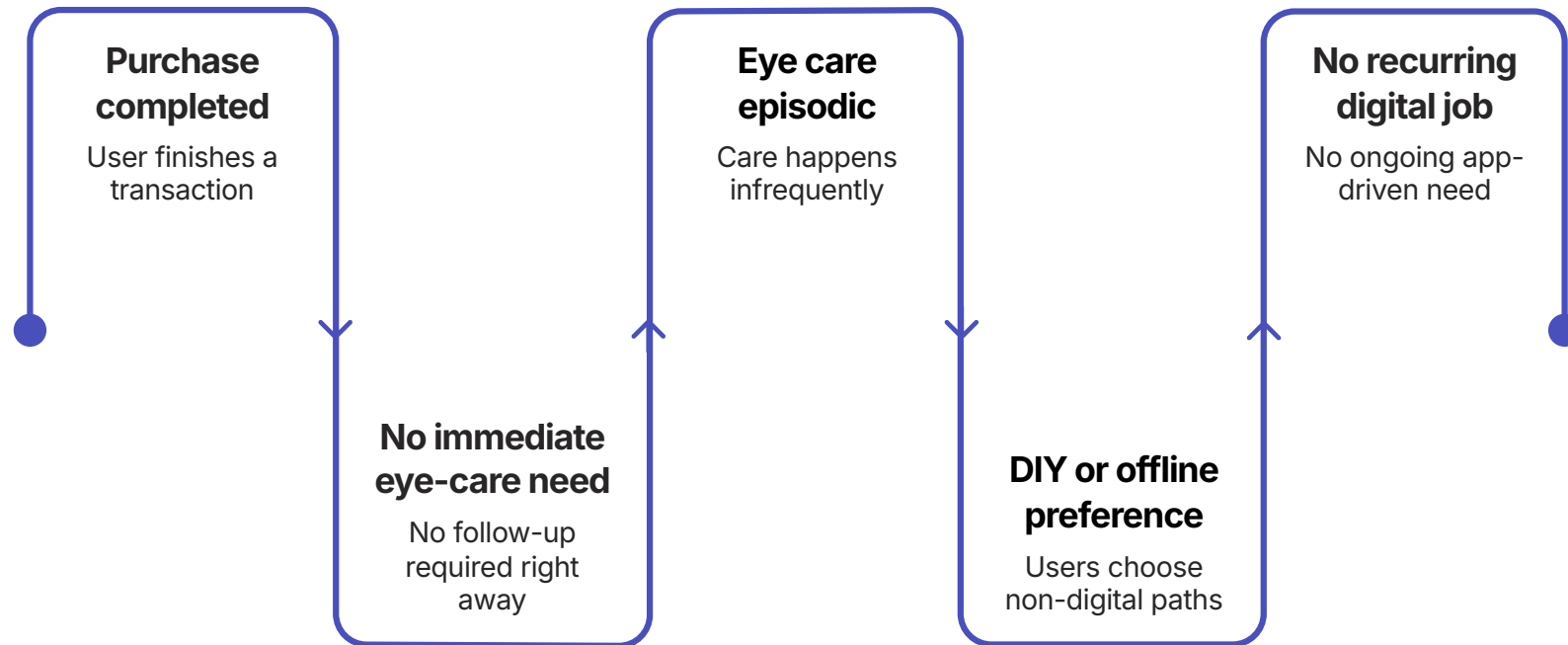
### Lenskart today

- Seen primarily as a purchase platform
- Low usage between purchases

❏ Users default to offline or need-based solutions, limiting habitual app engagement

# Root Cause Analysis

Used the 5 Whys framework and traced post-purchase disengagement back to its fundamental cause: the episodic nature of eye care itself.



This analysis reveals that engagement drops due to **category behavior, not product gaps**. Eye care simply doesn't require daily digital interaction, which means our solution must align with natural usage patterns rather than force artificial engagement.

# User Personas

**My research identified three distinct behavioral patterns that explain why users disengage. Understanding these personas helps us design interventions that respect their preferences while creating value.**



## Reactive DIY User

"If something breaks, I'll fix it myself or visit a nearby shop. I don't need an app for this."



## Offline Convenience Seeker

"When I need help, I'd rather walk into a store or clinic and get it solved instantly."



## Occasional Explorer

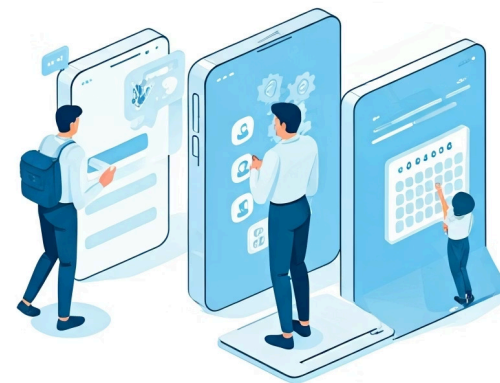
"I'll open the app sometimes to browse or check offers, but only when I'm already thinking of buying."

# Problem Framing

**Post-purchase users experience little perceived need or value when trying to manage their eye care between purchases, which leads to minimal interaction with Lenskart and sustained low non-transactional engagement.**

## Breaking Down the Problem

- 1 Engagement breaks after checkout
- 2 Need arises occasionally, not daily
- 3 App lacks natural triggers between cycles



# Solution Strategy

**Rather than forcing daily habits that don't align with eye-care behavior, we'll create timely, relevant touchpoints that add value when users actually need them. This approach respects natural usage patterns while keeping Lenskart top-of-mind.**

01

## Lifecycle-based reminders

Intelligent notifications triggered by lens age, warranty expiration, and recommended checkup intervals based on individual purchase history.

03

## Personalized dormant-user campaigns

Targeted re-engagement flows based on time since last interaction, purchase recency, and previous service usage patterns.

02

## Contextual moment-based nudges

Location-aware prompts when near stores, weather-triggered lens care tips, and seasonal campaign alignment with user needs.

04

## Dynamic service discovery banners

Contextual in-app promotions for repairs, eye tests, and lens upgrades shown at optimal moments in the user journey.

 **Core Philosophy: Engagement should be driven by timely triggers, not forced daily usage. We're building a companion that shows up when needed, not an app demanding constant attention.**

# Prioritization Framework

Using RICE scoring ( $\text{Reach} \times \text{Impact} \times \text{Confidence} \div \text{Effort}$ ), we've evaluated each solution component to identify which features will deliver the strongest results with available resources. The top two features emerge as clear priorities for initial implementation.

Feature	Reach	Impact	Confidence	Effort	RICE Score
Lifecycle-based reminders	5	3	0.9	1	13.5
Contextual moment-based nudges	4	3	0.85	1	10.2
Dynamic service discovery banners	4	2	0.8	2	3.2
Personalized dormant-user campaigns	3	2	0.75	2	2.25

The highlighted features offer the best balance of broad reach, high impact, strong confidence, and low implementation effort. They form the foundation of our phased rollout strategy.



# Market, GTM, Growth Strategy

## Opportunity Size

- Lenskart has ~9.9 million active customers in India (Medium Article)
- Our research shows 60–70% show little engagement post-purchase
- This translates to ~6–7 million dormant users






These users are the realistic reactivation opportunity addressed by the solution

## Rollout Plan

- Default ON reminders — No opt-in friction
- Enabled at checkout — Immediate activation
- Backfill existing users — Trigger on next app open
- Store staff reinforcement — Offline-to-online bridge

## Growth Flywheel



-  Purchase
-  Reminder
-  Visit/App Open
-  Service Completion
-  Next Reminder Scheduled

# Metrics, Risks & Trade-offs

## Metrics

### North Star

- Non-Transactional Monthly Active Users (NT-MAU)

### Initiative Metrics

- Reminder open rate = opens / reminders sent
- Booking conversion = bookings completed / reminder clicks
- Repeat visit rate = users with  $\geq 2$  visits/month
- Avg time between visits (days)

### Targets

- +25–30% NT-MAU growth (6 months)
- 40–50% reminder open rate
- 25–30% booking conversion
- 15–20% reduction in time between visits

## Key Risks

- Notification fatigue or opt-outs
- Booking friction after reminder
- Store convenience dependency
- Short-term engagement spikes only

## Trade-offs & Rationale

- Lifecycle triggers over daily engagement features
- Full rollout with historical cohorts vs holdout testing
- Simple time-based triggers vs complex personalization