

Measure the success of the feature

Introduction

Swiggy is a food delivery platform that offers a variety of offers and benefits to its customers. These offers can include discounts, cashback, and free delivery. The Offers and Benefits feature is located on the cart screen, and it allows customers to see all of the available offers and benefits before they place their order.

Measuring Success

There are a number of ways to measure the success of the Swiggy Offers and Benefits feature. Some of the most important metrics include:

- North Star Metric: Offer redemption rate
- Secondary Metrics:
 - Average order value
 - Customer satisfaction
- Guardrail Metrics:
 - Number of new customers
 - Customer retention rate
 - Customer churn rate

North Star Metric

The North Star Metric for Swiggy's Offers and Benefits feature is the offer redemption rate. This metric measures the percentage of customers who redeem an offer. A high offer redemption rate indicates that customers are finding the offers and benefits valuable.

The offer redemption rate is a key metric because it directly measures the value that customers are getting from the feature. If the offer redemption rate is high, it means that customers are finding the offers and benefits valuable and are using them to save money. This, in turn, can lead to increased customer satisfaction and loyalty, as well as increased revenue for Swiggy.

Secondary Metrics

In addition to the North Star Metric, Swiggy can also measure the success of the Offers and Benefits feature by tracking the following metrics:

- Average order value: This metric measures the total amount of money that customers spend on each order. A high average order value indicates that customers are ordering more items when they use the Offers and Benefits feature.
- Customer satisfaction: This metric measures how satisfied customers are with the Offers and Benefits feature. A high customer satisfaction score indicates that customers are happy with the value that they are getting from the feature.

Guardrail Metrics

Swiggy can also track the following metrics to ensure that the Offers and Benefits feature is not having a negative impact on the business:

- Number of new customers: This metric measures the number of new customers who have signed up for Swiggy after using the Offers and Benefits feature.
- Customer retention rate: This metric measures the percentage of customers who continue to use Swiggy after using the Offers and Benefits feature.
- Customer churn rate: This metric measures the percentage of customers who stop using Swiggy after using the Offers and Benefits feature.

Conclusion

By tracking the metrics mentioned above, Swiggy can get a better understanding of how the Offers and Benefits feature is impacting its business. This information can be used to improve the feature and make it even more valuable to customers.

Recommendations

Here are some specific actions Swiggy can take to improve the success of the Offers and Benefits feature:

- Make the offers and benefits more visible: Swiggy can make the offers and benefits more visible to customers by highlighting them on the cart screen. Swiggy can also make it easy for customers to find the offers and benefits that are relevant to them by using filters and search functionality.
- Offer a wider variety of offers and benefits: Swiggy can offer a wider variety of offers and benefits to customers, including discounts, cashback, and free delivery. Swiggy can also make sure that the offers and benefits are relevant to the customers who are most likely to use them by segmenting its customer base and targeting offers and benefits to specific groups of customers.
- Make it easy to redeem offers and benefits: Swiggy can make it easy for customers to redeem offers and benefits by providing clear instructions and

making the process as simple as possible. Swiggy can also use technology to automate the redemption process, making it even easier for customers to save money.

By taking these steps, Swiggy can improve the success of the Offers and Benefits feature and make it a valuable tool for customers.