



Shiprocket

IMPROVING
ENGAGE
PLATFORM

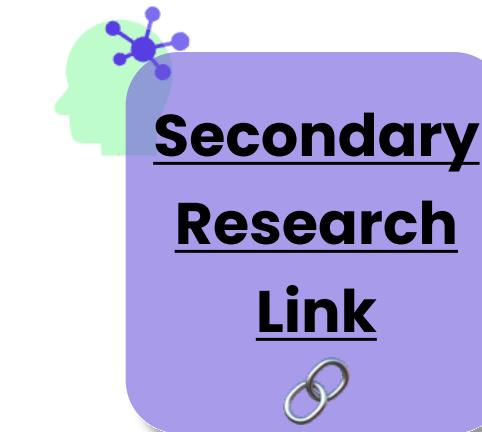


1. Learn about buyer's experience through NPS with Chatbot

What exactly is the problem

Problem Statement

E-commerce brands can already gather info about buyer's experience using Shiprocket's custom tracking page but a lot of the times **buyers don't visit** the tracking page to review the product after purchasing and **user feedback** is important for brands as it can lead to almost **2X** better NPS



What the users are saying

User Survey

[Link](#)

58.2%

of respondents (out of total 12) don't give a review after receiving a product because they think it's too much work with no reward

Objectives

Value generated for Shiprocket

- Increased revenue:** As no. of custom tracking pages built by brands will increase
- Brand Satisfaction:** Improved NPS of e-commerce brand will lead to increased satisfaction with Shiprocket

Value generated for e-commerce businesses

- Better NPS:** Increase in **no. of user reviews** will lead to increased NPS
- Better User Experience:** Knowing what buyers liked/disliked will help **improve the brand**

Value generated for customers

- Rewarded with coupons:** To incentivize buyers, coupons/discounts can be provided after review is completed
- Giving feedback made easier and time-saving:** Buyers can give review in under a minute from WhatsApp chat

What is the solution to this problem

Solution

Courier executive delivers the order to the buyer

Shiprocket notifies the buyer that their order is delivered using WhatsApp chatbot

Buyer gets a one question feedback form right on their screen

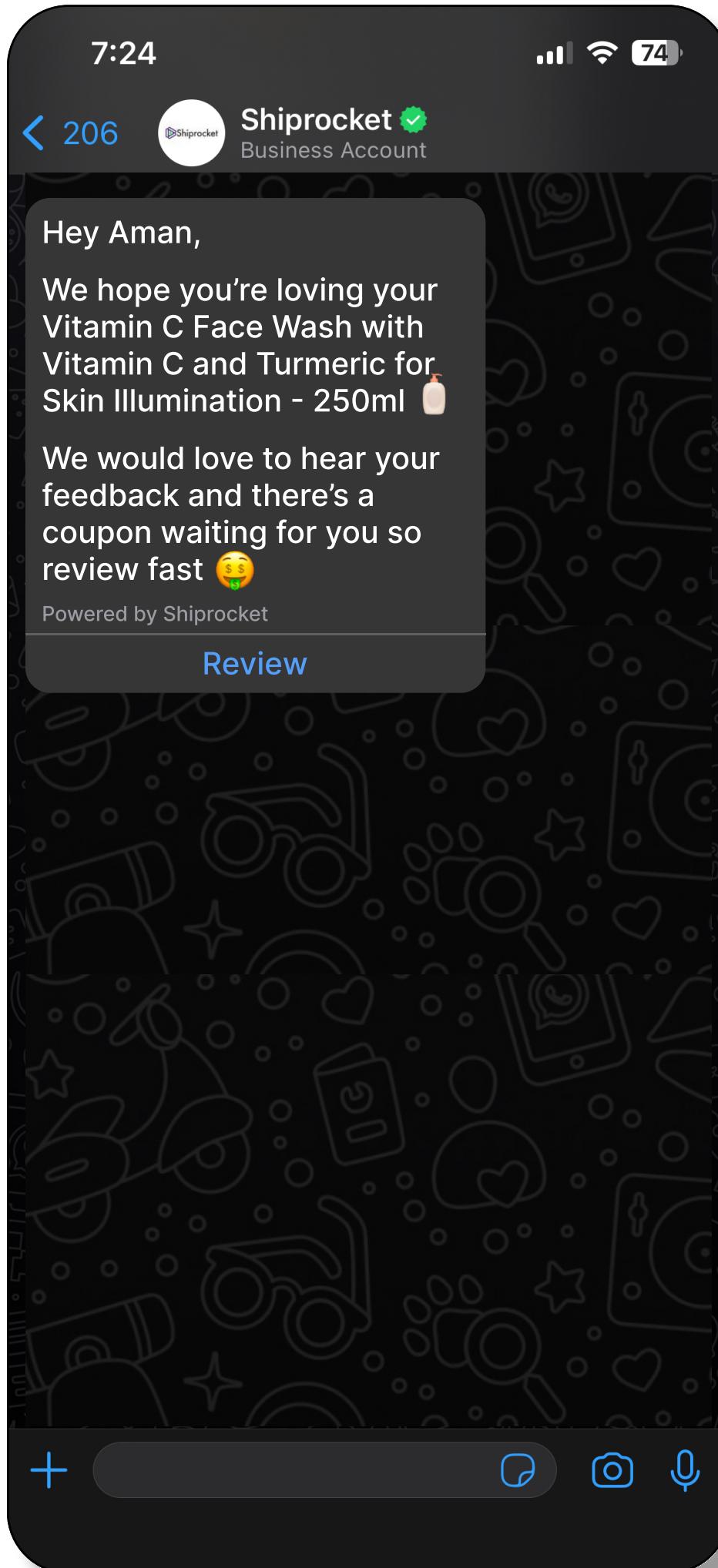
They can answer the question by scoring between 1-10 and to give an elaborate feedback a link to tracking page is provided

Buyer receives a coupon code with a link to brand's website which can increase conversion



Implementing the solution and Measuring it for success

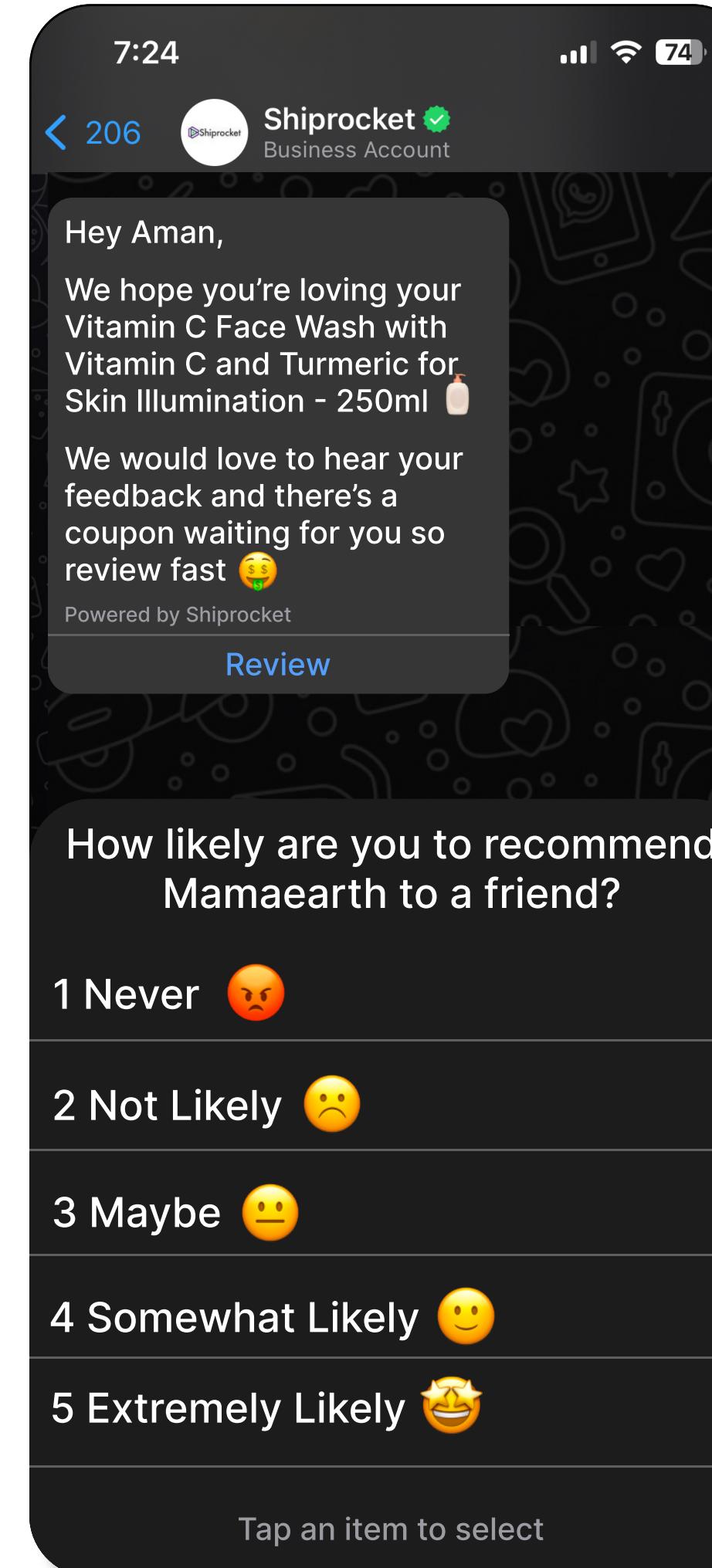
What the solution will look like



After receiving their order, users will get an automated message from WhatsApp chatbot with the NPS feedback question

Buyers can answer the question by giving a score from 1 to 5, which is easy for the user and helpful for the brand

After completing the review, buyer will get a link that will take them to brand's website and will be rewarded with a coupon



Success Metrics

North Star Metric

Net Promoter Score

It is important to track if the NPS is increasing or not

L1 Metrics

1. Avg. no. of reviews

To track if feature is working, we need to track how many users are giving feedback using chatbot

2. Avg. no. of coupons used

This will help in knowing if people are giving feedback or not

L2 Metrics

Avg. no. of repeating buyers

This will show if the brand loyalty is increasing and if user experience is getting better or not

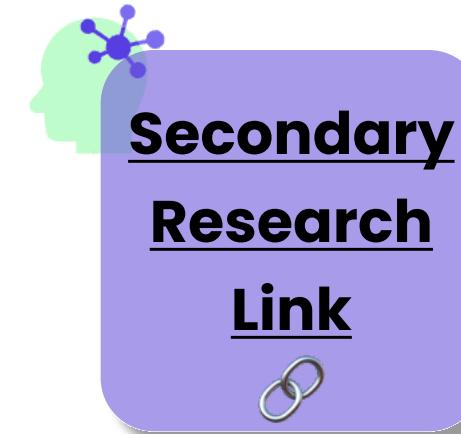


2. Real time notification of undelivered orders

What exactly is the problem

Problem Statement

Shiprocket already offers NDR Management solution in which buyers receive a notification on SMS/Email or IVR call but **no WhatsApp notification**. WhatsApp chatbot messages usually have **50%** better contact rate and this will help **reduce NDR**



What the users are saying

User Survey

[Link](#)**43.7%****70.2%**

of respondents (out of total 12) have cancelled an order because of unsuccessful delivery of respondents (out of total 12) prefer WhatsApp for order updates over other mediums

Objectives

Value generated for Shiprocket

- Increased revenue**: As avg. number of e-commerce businesses **sign ups will increase**

Value generated for e-commerce businesses

- RTO Reduction of upto 10%:** Notification through WhatsApp will lead to **reduction in NDR** processing time

Value generated for customers

- Real time update**: Customers will get instantly notified about their undelivered order easily on WhatsApp

What is the solution to this problem

Solution

Courier executive tries to deliver the order to the buyer



Buyer is unavailable/ cannot accept the order



Shiprocket captures non-delivery information in real time and updates you on the panel



Real-time notification to the buyer via WhatsApp



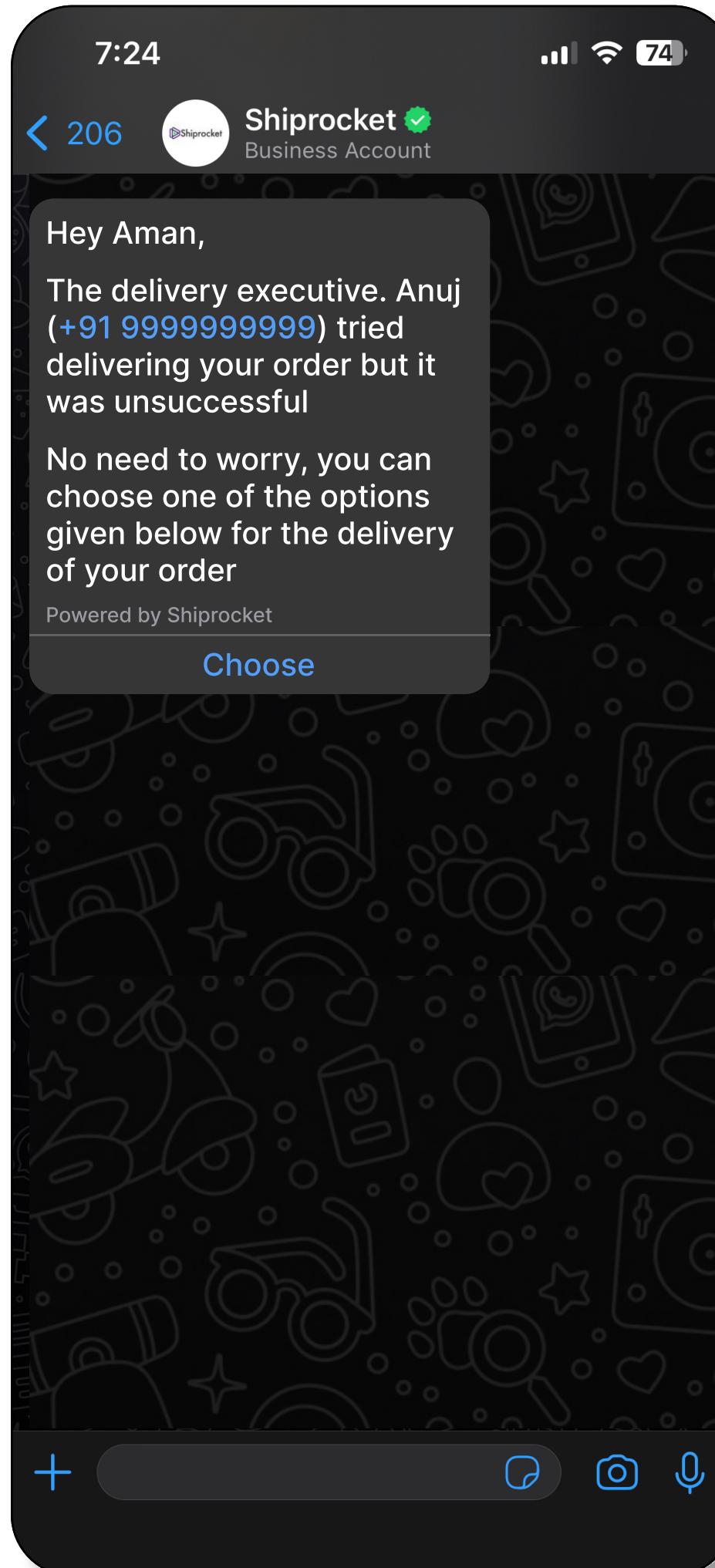
Buyer has can respond by choosing one of multiple options provided:

- Leave the order with the guard
- Leave the order with a neighbour
- Attempt delivery at some other date



Implementing the solution and Measuring it for success

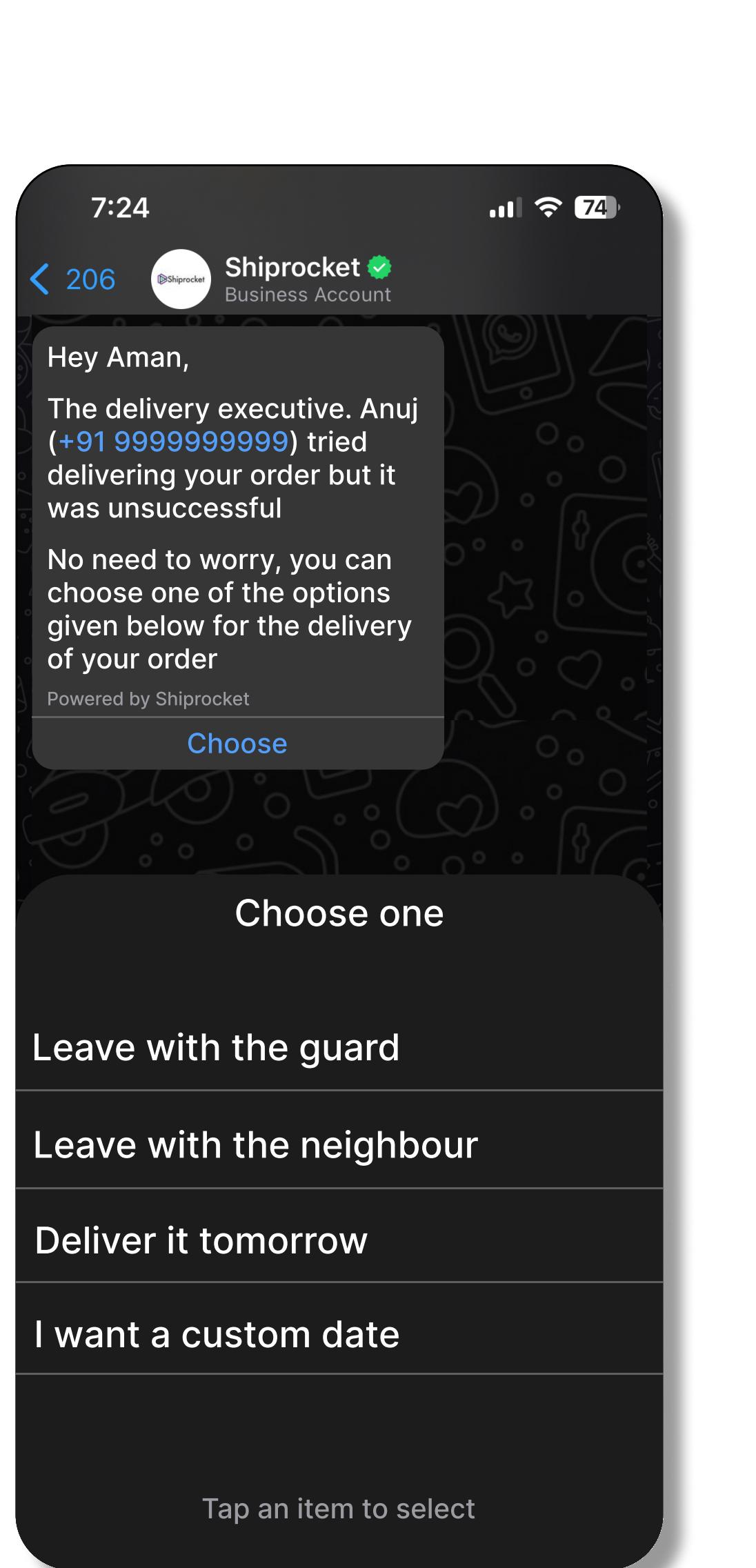
What the solution will look like



As soon as the delivery executive notifies the service that order delivery was unsuccessful, buyer will be notified immediately through WhatsApp chatbot

Buyer will have multiple options from which they can choose and set the re-delivery accordingly

As soon as the customer fills their response, process for re-delivery will be initiated



Success Metrics

North Star Metric

Reduced NDR

Reduced NDR will lead to a decrease in RTO

L1 Metric

Avg. no. of re-deliveries

This will help us know how many users are opting for re-deliveries and are not cancelling the order

L2 Metrics

Avg. delay in re-delivery

To understand how fast the process is taking place



3. Hyper-Personalised Recommendations on WhatsApp

What exactly is the problem

Problem Statement

WhatsApp chatbots have a **high customer interaction rate** with over **41 billion** messages per minute and recommending users on brands websites is not enough to increase retention, by delivering recommendations based on buyer's previous **order history** directly on their WhatsApp will lead to **increase in sale conversions**



What the users are saying

User Survey

[Link](#)

64.9%

of respondents (out of total 12) like receiving brand advertisements or marketing messages if they are useful and not spamming

Objectives

Value generated for Shiprocket

- **Increased revenue**: More WhatsApp messages by brands will lead to more **revenue per message** (₹0.72) earned by Shiprocket

Value generated for e-commerce businesses

- **Increased revenue**: Personalised recommendations will lead to **increase in CTR** (click through rate) to brand's website
- **Increased Conversion rate**: More **no. of clicks** will lead to more users visiting the website thus increasing **website traffic**

Value generated for customers

- **Hyper-Personalised Recommendations**: Using buyer's previous order history, better and more personalised recommendations can be provided

What is the solution to this problem

Solution

Brands can see details of buyers who have not placed an order for quite some time on Shiprocket Engage



Brands can choose product recommendations unique for every user with the help of data analytics and AI



With the help of WhatsApp chatbot, customers will be shown the products selected by brand



Customers can buy the products using the brand website link provided with the WhatsApp message



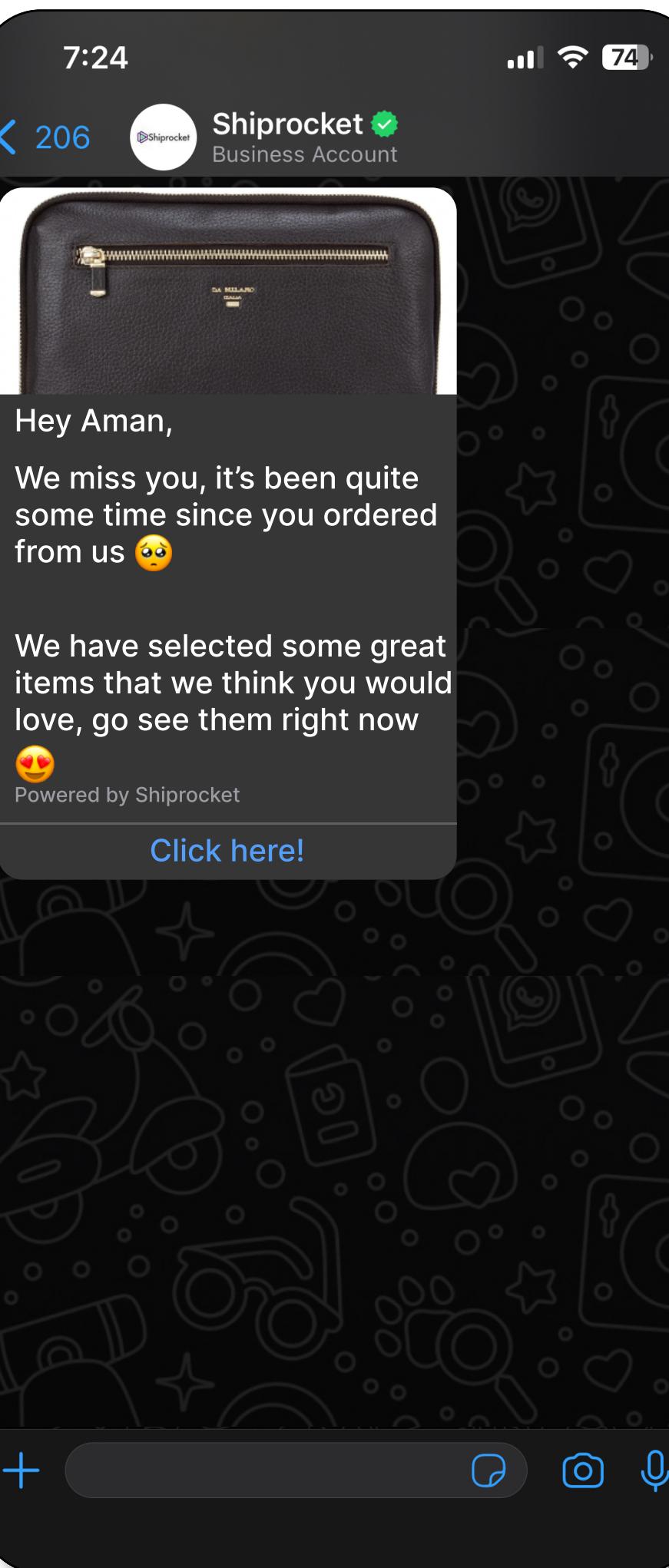
Implementing the solution and Measuring it for success

What the solution will look like

Shiprocket already provides suggestions to brands about recommended products that brands can put on their tracking page

Brands will be able to see the data on which users have not used their service in quite some time

They can send an automated GPT written message with a link to recommended products



Success Metrics

North Star Metric **Click Through Rate**

This will give us how many users are opening the link to brand's website

L1 Metrics

1. Avg. no. of recommended products ordered

To understand if recommendations are working or not

2. Conversion Rate

This will let us know how many customers who were not active have been converted to buyers again

L2 Metrics

1. Avg. no. of order per person

To compare the no. of orders by customers who were not recommended vs no. of orders by customers who were recommended