



**IMPROVING**

**ENGAGE**

**PLATFORM**

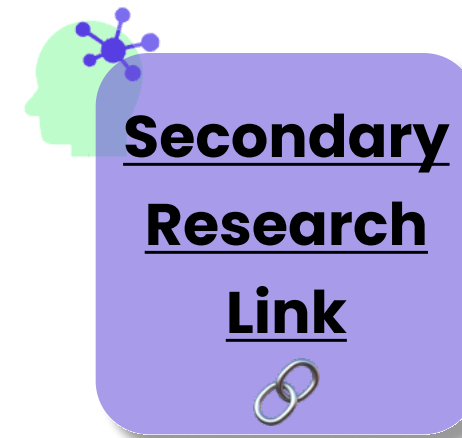


# 1. Learn about buyer's experience through NPS with Chatbot

## 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



**Secondary  
Research  
Link**

## 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



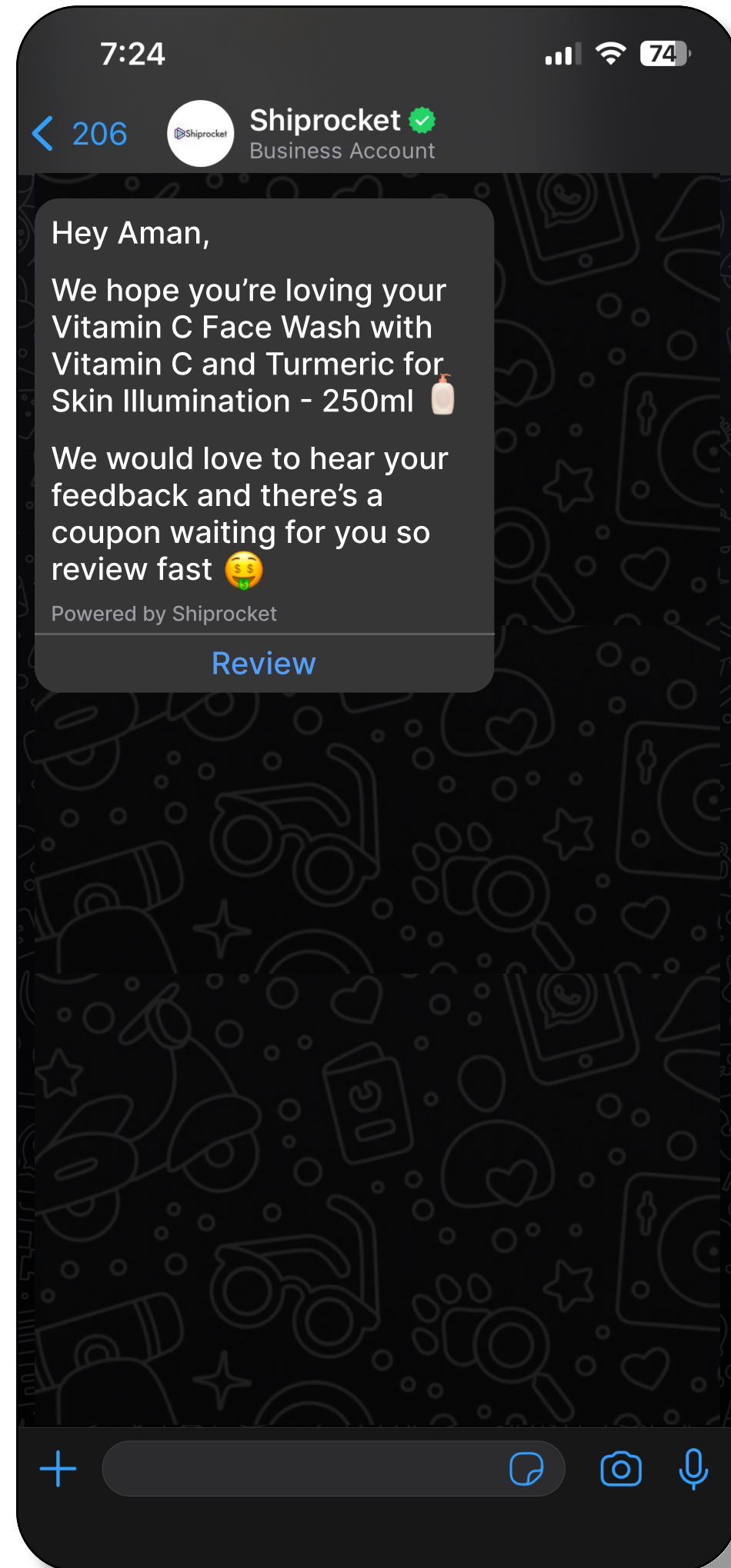
Buyer receives a coupon code with a link to brand's website which can increase conversion





# 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%** of respondents (out of total 12) have cancelled an order because of unsuccessful delivery

**70.2%** 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:

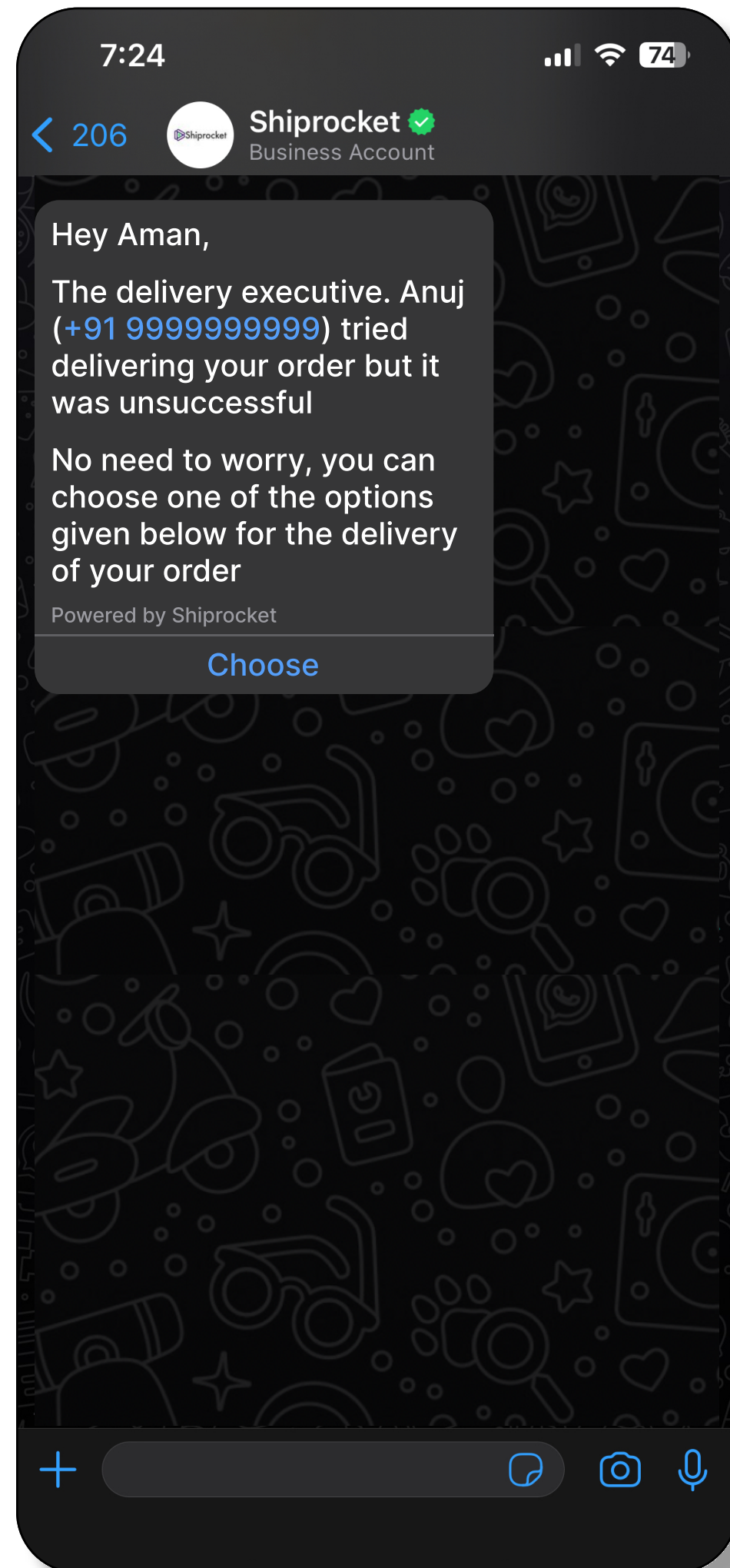
- Leave the order with the guard
- Leave the order with a neighbour
- Attempt delivery at some other date





# Implementing the solution and Measuring it for success

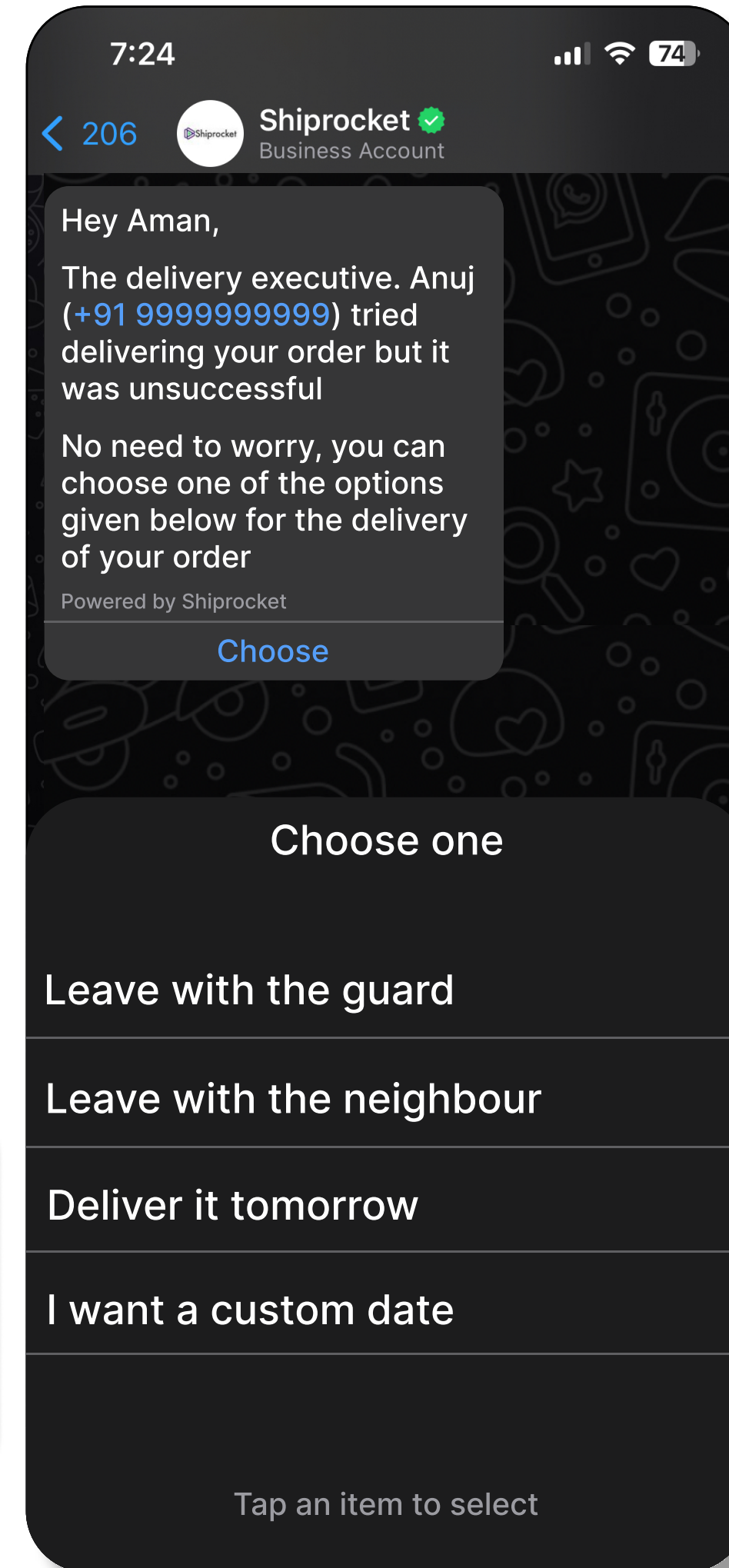
## What the solution will look like



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



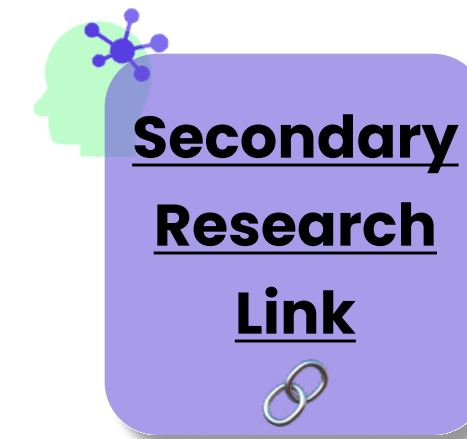


# 3. Hyper-Personalised Recommendations on WhatsApp

## 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





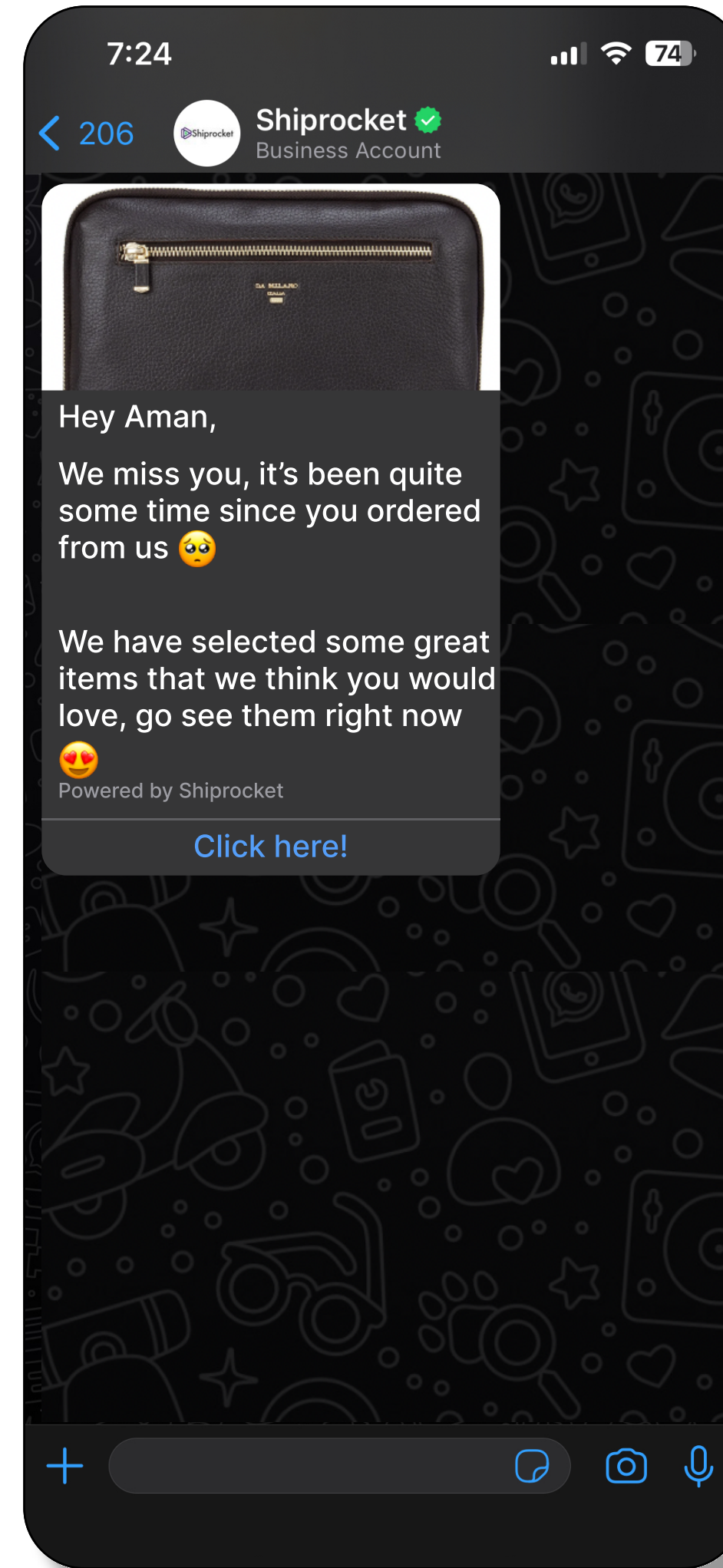
# Implementing the solution and Measuring it for success

## 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