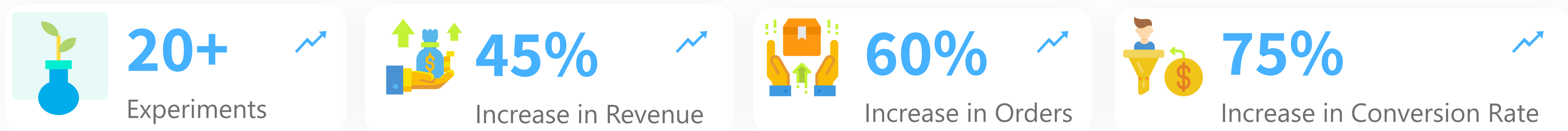


Enabling transition to digital for a leading offline QSR major

How Saras helped a leading QSR franchisee transition to digital in the wake of rising hegemony from food delivery aggregators



Highlights



Context

While rising interest, acceptance and adoption of food delivery aggregators across markets has made lives easier and more convenient for customers, the scale and clout these players have come to exercise across markets has spelt trouble for incumbent F&B brands.

Although a handful of brands have tried to stage a fightback of sorts to establish their independence, it has largely been in vain against entities which have tailored customer experiences on the back of carefully collected and harnessed data.

This has resulted in established brands losing negotiation leverage while having revenue conversations with these aggregators and slowly but surely ceding ground & control to the aggregators.

Brand owners very often, but mistakenly, think that getting their websites and apps in place will help them overtake the competition without realizing that having these online assets is just the first step in a long journey of crafting and curating personalized customer experiences.

They do go ahead and set up an online front for customers to land on, but it is devoid of any data driven strategy to shepherd a customer through the entire journey.

The UI/UX experiences are not human centric, favourite/top selling products are not highlighted, too many unnecessary details are solicited which eventually demotivate the customer from transacting on the same platform again.

One of the largest QSR franchisee brands in the middle-east, sought to move away from its increasing dependence on online aggregators to set-up digitally powered online experiences of its own.

As their digital transformation partner and adviser, Saras helped them implement their strategy using advanced analytics, crafting user friendly design experiences and extensive AB testing.

The Problem & Objectives

The Problem

- Collaborating with teams working in siloes towards a common good of what is best for the brand
- Inaccurate and incomplete tracking of customer journey across web assets
- Rapid turnaround in case of experiments that do not seem to be yielding the desired results

Objectives

- Increase business being done by in-brand home delivery orders.
- Improve e-commerce conversion rate by deploying a mix of analytics, design and engineering enabled features.
- Set-up and stabilize the necessary infrastructure changes to effectively track and monitor user behaviour on the web assets effectively.
- We optimized our effort without losing business context, through a mix of pre-defined and asset specific analysis as a part of EDA
- Post analysis and led by our EDA findings we drew an outline of product as well as feature recommendations to be implemented across funnel steps
- After finalization of recommendations, we worked closely with the design and engineering team to get the recommendations implemented
- Instituted the necessary changes from an AB testing and tracking perspective to effectively monitor the result & impact of these product changes
- Analysed data periodically & crafted leadership communication at defined cadence for stakeholders to witness and appreciate the changes being brought about

How Saras helped?

How we made a difference?

- We were able to increase the revenue share of non-aggregator home delivery from 19% to 25% within 3 months
- In addition to this, we were able to augment the revenue by 19% within 3 months
- Along with that we were able to bring about a significant change in key parameters like conversion rate (75%), AOV (5%), orders (60%), revenue (49%) etc.

Learnings & Takeaways

- Coupons and discounts can be a good way to attract new users to the platform but they are insufficient from a customer retention standpoint
- Customer favourites & repeat orders reduce friction and facilitate customer journey as customers have a fair idea of what the brand offers & care little for exploration
- In an attempt to simplify customer journey, brands run the risk of over-relying on hero products and hence need to draw fine balance between promoting popular products and the rest of the ecosystem

The Road Ahead

- After having stabilized their act this year, the brand is looking for aggressive and ambitious expansion to the tune of 5X in revenue in partnership with Saras
- Enabling a robust data warehousing and descriptive analytics infrastructure to democratize data driven decision making across different brands and functions within the organization
- Harnessing the huge volume of data being captured to tailor customer outreach campaigns and hyper-personalize brand specific user journeys

Liked Our Approach

Let's Get In Touch!!



Saras Analytics takes its name from the Sanskrit word for crane. The crane is a venerated species according to Indian mythology. It can fly at high altitudes, can migrate to different continents and adapt, it is dynamic, nimble, and a great team player; given its ability to fly in formations across a great distance. All of these qualities like strength, flexibility, adaptability, and the ability to be dynamic, are what we strive to achieve at Saras Analytics.

True to our name, we set ourselves lofty targets and work hard to achieve them as a team. We work across borders, and are nimble and flexible in the pursuit of achieving our major goal, that is to make our customers successful.



VEDANT PANSARI
Senior Business Analyst
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Vedant Pansari: Vedant is a Senior Business Analyst with the Consulting practice at Saras. He brings an acute understanding of Google Analytics, CRO and dashboarding through his exposure to food-tech and e-commerce.



BALAJI K
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PRATHYUSHAA
Program Manager
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Prathyusha A: Prathyusha is a Program Manager with the Consulting practice at Saras. She brings a host of experience across program management, agile sprint planning & scrum through her exposure in e-commerce and restaurant tech.

FOR MORE INFORMATION

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