# Vietnam-based Delivery Platform, Ahamove Sees over 14x Conversions after Partnering with MoEngage

## About Ahamove

Founded in 2015, Ahamove is one of the leading on-demand delivery companies in Vietnam. As a make-in Vietnam business, the company focuses on developing technology delivery services and differentiates itself from other competitors in the market by offering multiple services to Vietnamese customers in the form of fast and inexpensive, long-distance and bulk.

To learn more, visit www.ahamove.com

**2.5 million +**
Customers across 11+ cities

**100,000+**
Drivers

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## The Business Offerings of Ahamove

### Delivery

Fast, guaranteed delivery and good price with the right service optimized for the customer.

### AhaTruck

Delivery of large and bulky items.

### AhaMart

Delivering daily shopping needs conveniently to your home.

> MoEngage provided us with immense support to seamlessly integrate and unify our engagement and retention processes into one platform. Furthermore, we were able to adopt and understand MoEngage's capabilities without any hassles to analyze our customers. In fact, we were able to automate our previously manual efforts to see 10+ work hours saved per week on an average.

**Bao Tran**
Head of Product, Ahamove

Ahamove's customers include corporate and individual customers, of which **70%** are small and medium-sized business customers such as online shop owners, store owners, or supermarket chains. They regularly use Ahamove to support their business.

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# The Roadblocks

Ahamove, although growing in the market, had a plethora of bottlenecks bringing down operational efficiency and retention.
Here's what we learnt:

- ❌ They were **facing time constraints with analyzing existing data**. Using SQL takes a lot of expertise, which not all relevant employees weren't easily able to use

- ❌ Ahamove **had difficulties in segmenting and accurately classifying its customers.** To be able to provide the right communique to different target audiences within their customer list was proving to be a roadblock

- ❌ To set up and run automation processes, **creating their own API integrations was time-consuming through other third-party vendors.** Ahamove was previously using Firebase Cloud Messaging

- ❌ Ahamove was using **various independent channels to deploy campaigns.** Instead, they wanted to provide an omnichannel customer experience strategy for better results

- ❌ **Less than 20% of their customers were receiving push notification**s, which needed some serious action

- ❌ They were **unable to deploy their campaigns optimally** to enhance overall customer satisfaction

- ❌ They were **unable to analyze customer behaviour** and the flow of the journey

# Why MoEngage?

While setting about solving these issues, Ahamove was seeking a one-stop-shop platform that could positively impact their engagement and retention metrics to drive conversion and revenue. Being problem aware, they researched the various platforms available and upon a thorough analysis of all available tools and platforms, they decided on partnering with MoEngage for the following reasons:

- ✅ Proven results from similar existing customers

- ✅ Ready to support both business and technical requirements

- ✅ Compatibility in solutions for both mobile app and web

- ✅ Dynamic and affordable pricing

- ✅ Easy to use and execute UI/UX

- ✅ High push notification delivery rates for Chinese smartphones like Huawei and Xiaomi

- ✅ Advanced features to analyze and split customer personas using RFM segmentation

- ✅ A large variety of third-party integrations

- ✅ The need for acting on first-party data and lowering dependency on third-party data

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# MoEngage Helped Ahamove Improve Reach and Engagement to Accelerate Conversions in the Pandemic

Due to the unprecedented digital transformation in 2020, Ahamove faced a spike of over **300%** in demand for its logistics services. This created a lot of pressure in ensuring operational efficiency, with the goal of delivering timely and relevant information to their drivers and end customers.

Upon partnering with MoEngage, Ahamove were able to drastically close the gap between supply and demand by segmenting its customers to deliver real-time push, in-app and email campaigns, triggering higher conversions with optimal efficiency.

Upon integrating and testing the platform, Ahamove was initially cautious in deploying campaigns. Ahamove ran only **17** campaigns in the first **6** months post-integration.

However, upon achieving successful delivery rates of roughly **75-80%**, they decided to increase their overall campaign count, which is currently at **82** in the last **5** months alone.

## Results

**6x** increase in monthly active customers in the span of just a year and a half

**300%** increase in daily active customers

**125%** increase in conversions and uplift in app traffic

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# Ahamove × MoEngage

## Use Cases

**For Driver Networks**

- ✓ Award Program and Incentives
- ✓ Increase trip acceptance rate
- ✓ Geofence campaigns
- ✓ Policy and Safety policy communique

**For B2C Consumers**

- ✓ Increase ride access
- ✓ Increase Orders access
- ✓ Increase ride availability during peak hours

**For B2B Users**

- ✓ Orders tracking
- ✓ Retention & promotion campaigns
- ✓ Safety policy communique

## How MoEngage Enabled the Delivery of Real-time Communique to Ahamove's Drivers to Boost Operational Efficiency

The goal was to ensure that Ahamove could seamlessly run campaigns to B2C users, drivers and B2B users to increase trip bookings across all their business entities.

Prior to MoEngage, automating the process was time-consuming and required a lot of manual effort. One such use-case for a customer engagement platform like MoEngage was to understand when and to whom to deliver messages to. The drivers at Ahamove weren't receiving updates on a real-time basis. There were delays as campaigns were deployed manually without any triggers. Using event triggers via MoEngage, Ahamove was able to solve the operational inefficiencies thereby decreasing time loss and ensuring quick response and delivery times.

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# How MoEngage Boosted Customer Feedback Responses for Ahamove Surveys

This is a critical component of observing and analyzing consumer behaviour and executing decisions based on feedback. While there were adequate responses from the customers, Ahamove looked at steadily increasing the number of surveys completed by their customers to focus on customer-centric strategies. Using MoEngage, Ahamove was able send personalised messages to their customers and increase responses by **30%**.

The steady and consistent increase in responses helped Ahamove to boost customer satisfaction by analyzing the importance of their processes and what their customers value more in the delivery process.
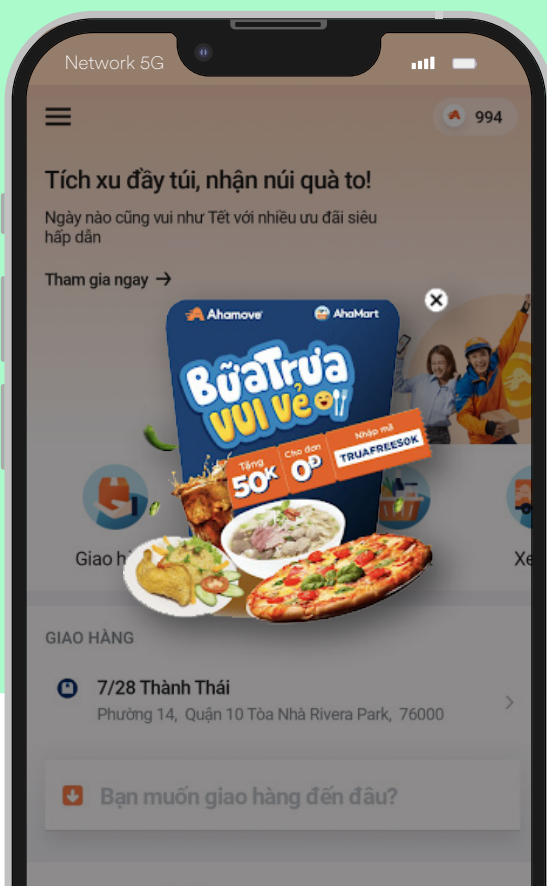
## Deciphering AhaMart's Codes

In order to increase traffic and conversions on AhaMart, their F&B and grocery delivery wing, Ahamove used MoEngage to deploy various in-app and push campaigns to their customers to boost their conversions via a coupon code. By creating flows in the customer journey at the right touch-points, Ahamove was able to exceed the total order value target by **87%**!

Using RFM segmentation and deploying campaigns for AhaMart at time periods when their customers would be most active and likely to purchase by redeeming a coupon code, Ahamove was able to garner a redemption rate of **36%.**

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👁 **58.09K**
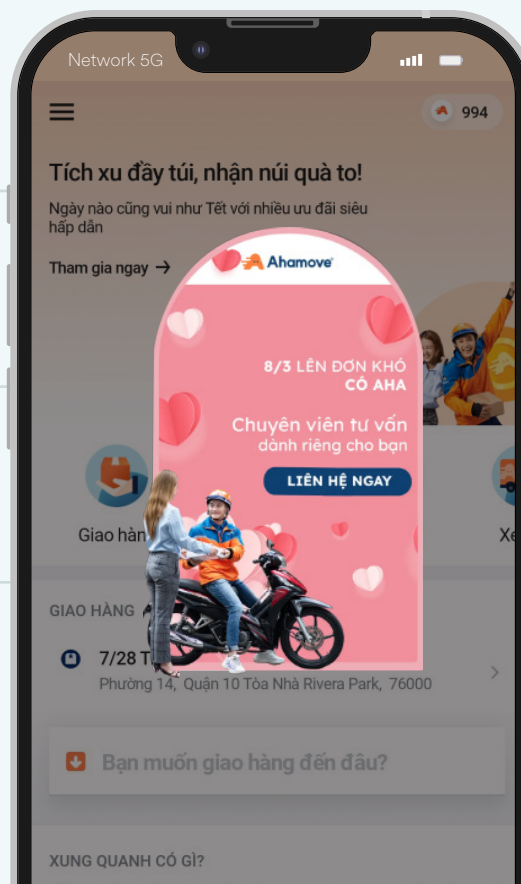Impressions

👆 **2.95K**
Clicks

✖ **41.99K**
Close

🛒 **6.33K**
Conversions



**"**

Segmenting our customers was a huge bottleneck for us. This issue previously prevented us from optimally engaging and following the customer journey map and sending relevant and appropriate content at every touch-point to our customers. Once we partnered with MoEngage, there was no looking back for us - Ahamove was able to deploy in-app, banner and email campaigns with ease. This, in turn, increased our traffic and engagement, ultimately leading to a significant increase in the conversion rate of our campaigns."

**Quynh Ngo**
Head of Marketing, Ahamove

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## Key Takeaways

Using MoEngage, Ahamove were able to:

- Leverage MoEngage to act as an integrated central omnichannel brain for the 3 business units at Ahamove with advanced segmentation and personalisation

- Increase AhaMart conversions via coupon code campaign exceeding target conversions by **87%**

- Seamlessly built automation processes without any constraints in time

- Integrated all their third-party engagement and retention tools into one platform

## Results

| **300%** | **6X** | **14X** | **4X** | **30%** |
|---|---|---|---|---|
| Increase in Daily Traffic | Increase in Monthly Traffic | Increase in Conversions | Increase in Push Notification Delivery | Increase in Customer Feedback |

## Ahamove's Utilization of MoEngage

Omnichannel Communication | Customer Journey Orchestration

Customer Insights and Analytics | AI-Powered Campaign Optimization

## About MoEngage

MoEngage is an insights-led customer engagement platform, trusted by more than 1,200 global consumer brands such as Kredivo, VieON, XL Axiata, TheAsianparent, Mamikos, POPS Worldwide, Seven-Eleven, Part Pay, Automi, CIMB Group, PNJ, Samsung, Nestle, Reckitt, Dan On, and more. MoEngage empowers marketers and product owners with insights into customer behavior and the ability to act on those insights to engage customers across the web, mobile, email, social, and messaging channels. Consumer brands across 35 countries use MoEngage to power digital experiences for over 1 billion customers every month. With offices in ten countries, MoEngage is backed by Goldman Sachs Asset Management, B Capital, Steadview Capital, Multiples Private Equity, Eight Roads, F-Prime Capital, Matrix Partners, Ventureast, and Helion Ventures.

**Get a demo of MoEngage today!**

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