

GoMechanic Saw a 138% Increase in Orders with Action-based Push Notifications



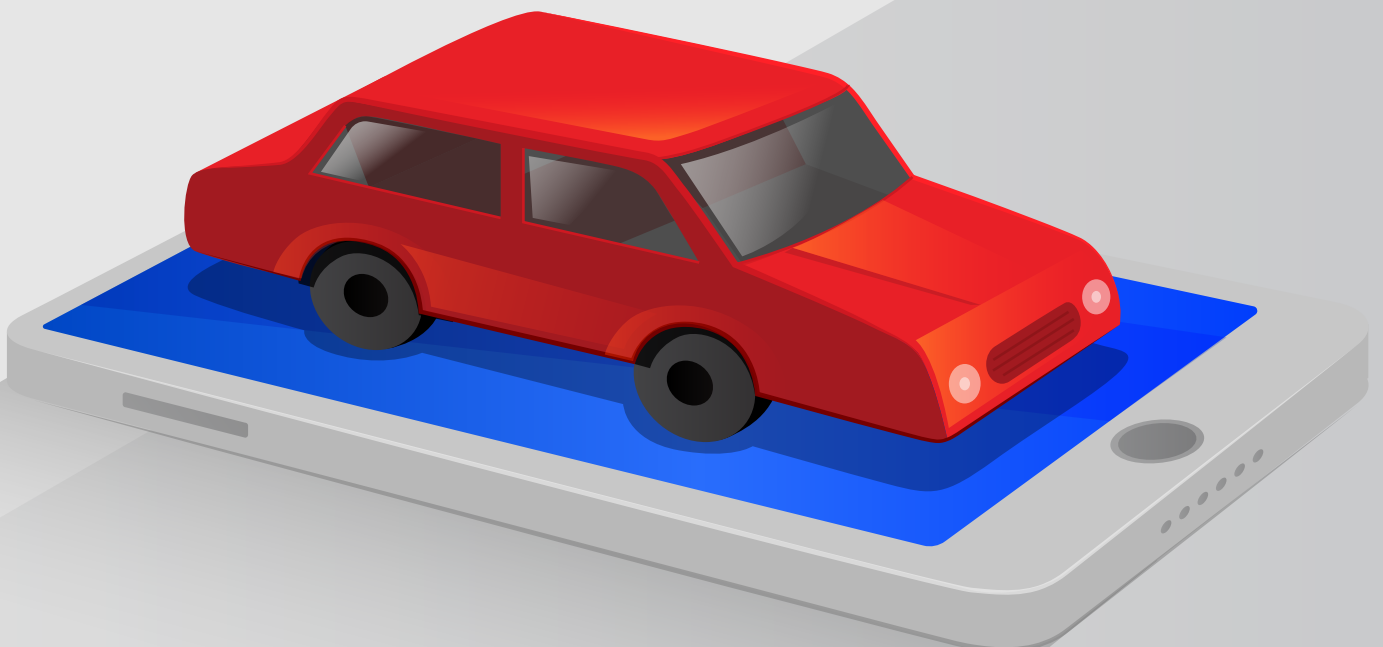
About GoMechanic

GoMechanic offers a wide assortment of scheduled car services at affordable prices. With its custom app - the GoMechanic App - the car servicing solutions provider offers 200+ services across 12 different categories.

GoMechanic is the only player in this unorganized car service market with a strong presence in 29+ cities across India. The GoMechanic App has over 1 Mn+ downloads on Google Play Store, with an average rating of 4.7+ stars.

The company aims to provide one complete car solution ecosystem to its users. Apart from standard car servicing, they work in several different verticals such as spares and accessories, denting and painting, wheel, alloy, and rim care, and many others. GoMechanic also recently launched OBD (On-Board Diagnostics) services on the GoMechanic App.

With a vision to cater to every city in the country, GoMechanic is continuously looking for ways to enhance the overall car servicing experience. Their principal products from a push marketing standpoint include On-Board Diagnostics, GoMechanic Miles (Annual Membership), and Customised Services.



Increasing Retention Rates Over Long Purchase Cycles

The GoMechanic team observed that opting for car services was not an impulsive decision for customers. Car owners conducted extensive research before booking a car service, hence the conversion window was longer than usual for online businesses.

The consequence? Higher chances of dropoff.

The user used to add the service to the Cart and forget all about it. As a result, there was an increasing need to bring the user back, in a subtle yet compelling manner.

GoMechanic started using the MoEngage platform to send persuasive push notifications, sending users a message notifying them of personalized offers. This built a foolproof way to get a better click-through rate and improve conversions.

Using MoEngage, the company's primary strategy was to incentivize the purchase and prime the customers for conversion. With custom offers always displayed in a fixed corner of the App, the immediate next step for the customer would be to get the service.

The customers could avail many benefits on every car care service, such as Free Dry Cleaning, Free Wheel Care, Free AC Gas Top-Up, etc. Each additional service was tailored as per their previous purchasing and browsing history.

Limited-term and exclusive offers were especially useful in Abandoned Cart Campaigns and other user flows.



Creating an Engagement Strategy with MoEngage for Customer Retention

The GoMechanic team used MoEngage to implement two flows to focus on multiple campaigns based on their analysis of customer preferences and needs.

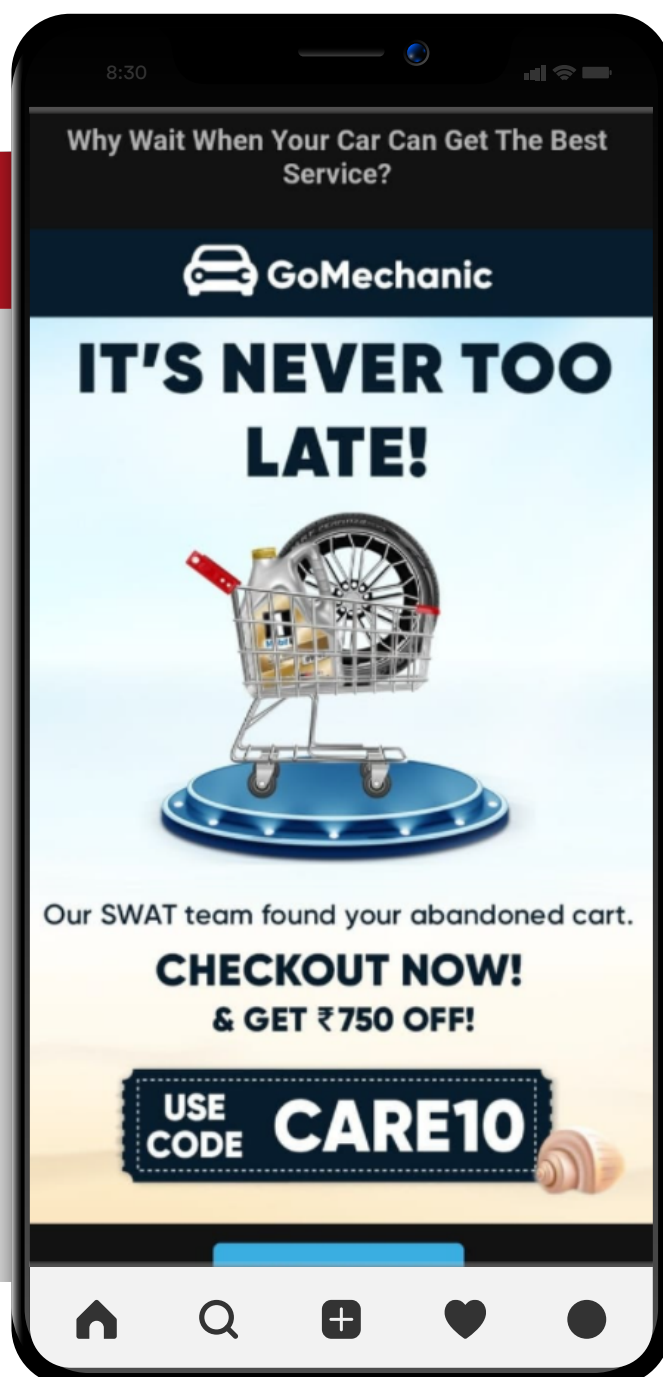
The first campaign involved creating behavior workflows that triggered communication based on actions and events. These included cross-sell and cart abandonment user flows. The second campaign focused on using Predictive Analytics to send Notifications.

Campaign 1 : Behavior workflows with action-based triggers

1 Sending notifications on cart abandonment

Cart abandonment is a recurring problem in e-commerce transactions. Especially considering GoMechanic's longer purchase cycle, abandonment was a common issue.

To overcome this problem, GoMechanic created a cart abandonment workflow. Whenever GoMechanic observed an abandonment from the customer's end, the workflow triggered relevant communication to ensure that the customer came back to finish the action.



2 Cross-selling products after purchase to increase the lifetime value

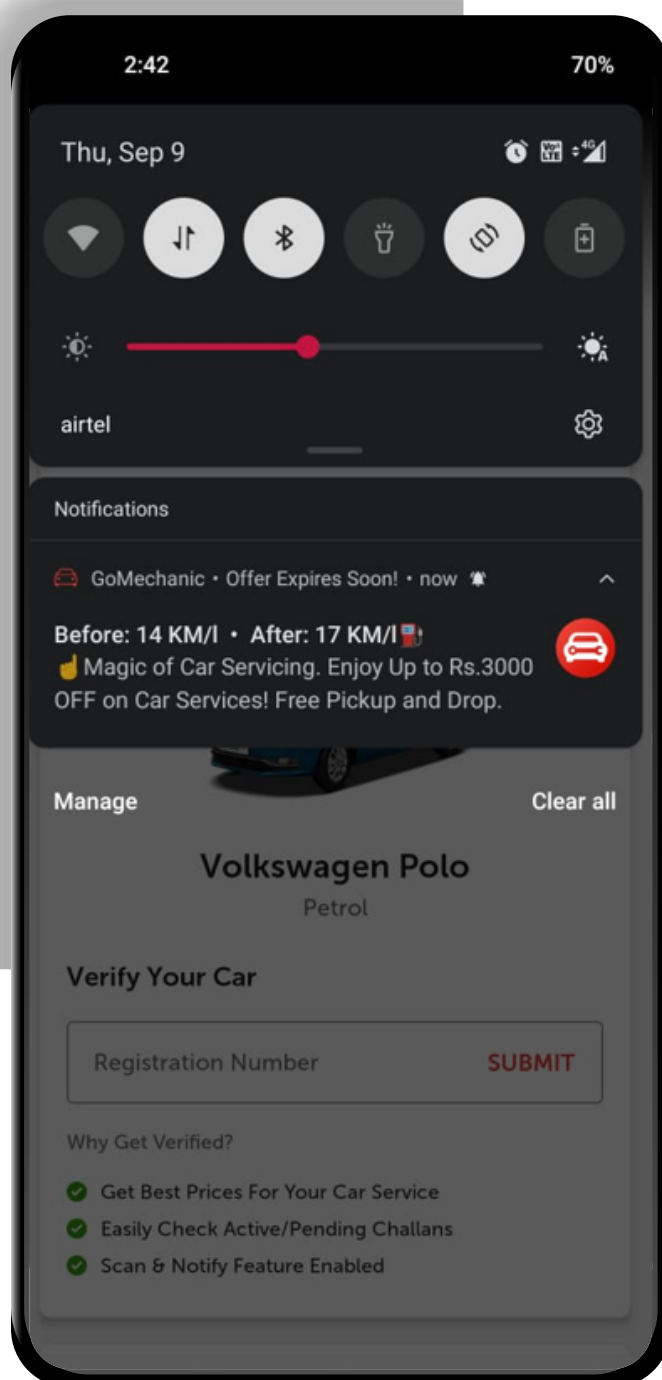
The cross-sell workflow was triggered once the user had converted for a particular action. For instance, once a user got his car serviced, the next possible conversion for this same activity was after 4-6 months.

However, other services such as detailing or onboard diagnostics could be pitched.

The idea here was to increase the lifetime value (LTV) of the customer. Investing in getting new customers who make only single purchases does not justify the cost of acquiring a customer (CAC).

In order to maintain a high LTV to CAC ratio, GoMechanic sent push notifications of other service categories to existing customers to increase the average order value over the customer lifecycle.

With personalized messaging variations and the right time of delivery using MoEngage Sherpa, the company was able to improve the repeat purchase rate by 70%.



Campaign 2 - Predictive Analysis and Notifications

1 Creation of a predictive model that analyzed customer behavior

This workflow was designed to create a predictive model that analyzed customers' historical data with respect to the various services they employed.

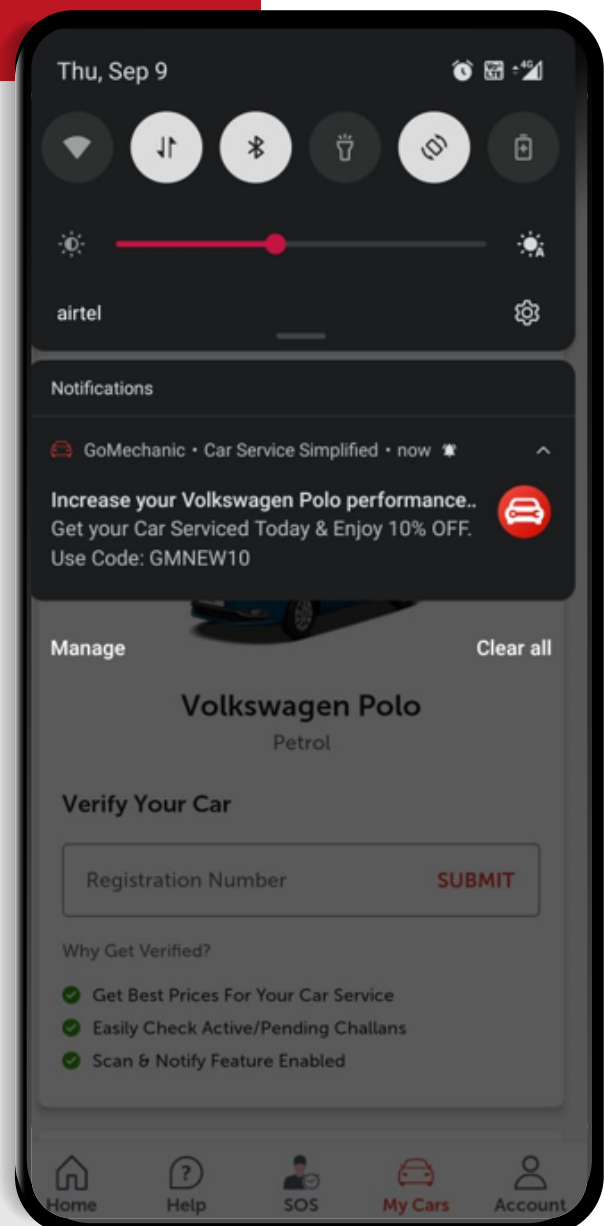
With in-depth analysis of browsing and purchase history, the algorithm predicted the next potential car service requirements, along with timelines. The workflow then triggered notifications for the service updates accordingly.

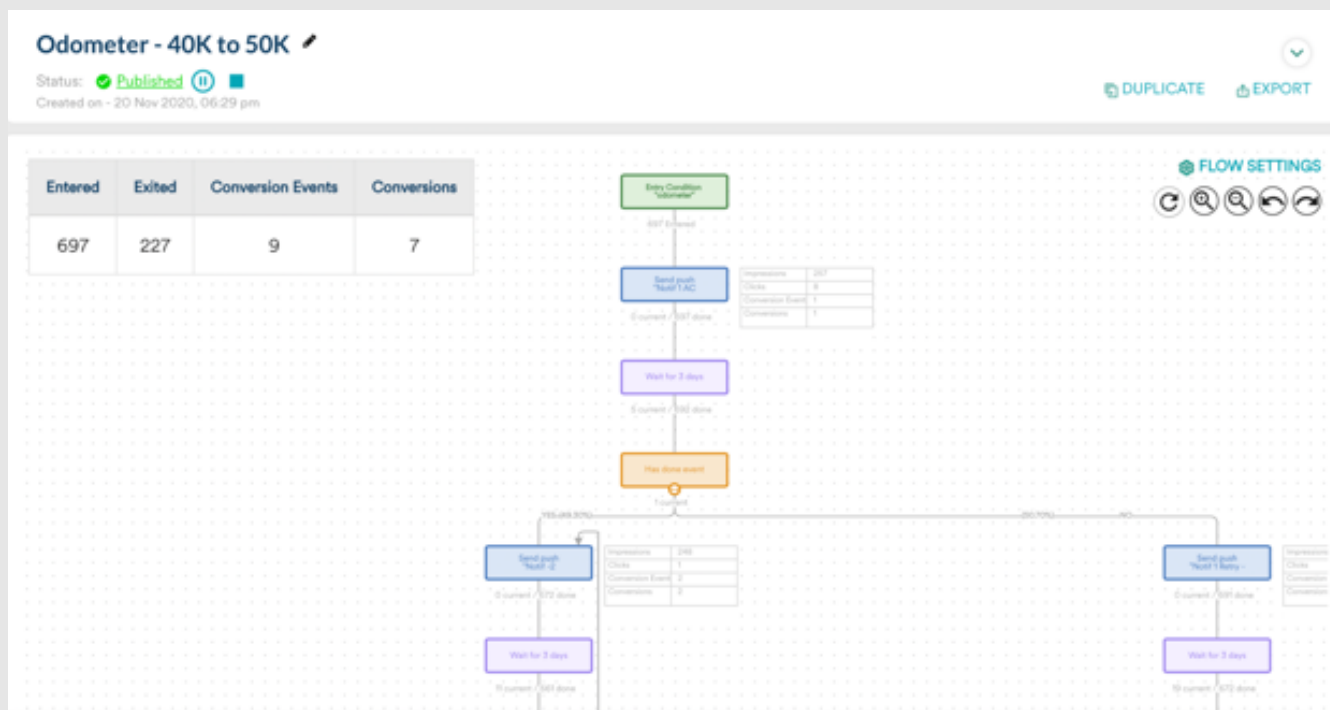
2 Health Card and Odometer Reading workflow

From the customer data analysis, it was evident that customers were responding better to messages that informed them about things they genuinely cared about, such as their car health or upcoming required repairs, as compared to spammy sales messages.

GoMechanic created a system collecting and storing 80 data points for every car repaired with the company, ran algorithms designed for different car systems to predict future wear and tear, and triggered personalized notifications based on those data points.

The software predicted upcoming required repairs on the basis of these data points and odometer readings, which led to a win-win situation for both the user and the business. Customers would be able to save money by avoiding hefty damages in the future and GoMechanic got repeat purchases.





Creating action-oriented campaigns to engage customers

This deep-level segmentation, targeting, and action-oriented campaigns contributed significantly to increasing the marketing ROI.

GoMechanic observed healthy and stable growth in its overall engagement as well as a marked **138% increase in orders**. The number of monthly active users (MAU) effectively doubled in four months with significantly higher retention rates for every cohort.

For Push Amplification, the company saw upto 15% improvement in delivery rates, especially on Chinese devices like Xiaomi and Oppo.

The client was especially pleased with MoEngage's automated segmentation based on recency, frequency, and monetary analysis, for a specific in-app activity.

The algorithm automatically splits the number and percentage of users under each segment. The campaign manager could then easily click on a segment and launch a campaign targeting this exact user segment.

As soon as the users were added to the 'about to sleep' bucket, the company sent them push notifications with personalized offers. These triggers helped in keeping up the number of MAUs.



Developing an Omnichannel Communication Strategy

An all-round marketing experience requires holistic email, push, and SMS messaging that gives a consistent user experience. Disconnected messaging can break the user journey and negatively affect marketing efforts.

A user goes through various stages of growth as they engage with you across digital touchpoints. This gets convoluted when you have multiple interaction channels such as push, email, SMS, etc.

It can be challenging to comprehend this and act on a multi-dimensional matrix.

With MoEngage, GoMechanic stitched the entire user journey together to get the real truth rather than ad-hoc queries that provide misleading answers based on short-term user actions.

MoEngage helped GoMechanic successfully build a complete map of customers across mobile moments to help them engage better with their audience.

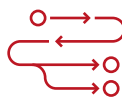
MoEngage products used by GoMechanic



Email Suite



Analytics



Flows



Segmentation

About MoEngage

MoEngage is an insights-led customer engagement platform, built for the customer-obsessed marketer. With AI-powered customer journey orchestration, personalization capabilities, and in-built analytics, MoEngage enables hyper-personalization at scale across mobile, email, web, SMS, and messaging channels. Fortune 500 brands and Enterprises across 35+ countries such as **Deutsche Telekom, Samsung, Ally Financial, Vodafone, and McAfee** along with internet-first brands such as **Flipkart, Ola, OYO, Bigbasket, and Tokopedia** use MoEngage to orchestrate efficient customer engagement. MoEngage was recognized as a Leader in the 2020 Gartner Magic Quadrant for Mobile Marketing Platforms, a Strong Performer in the 2020 Forrester Wave for Mobile Engagement Automation, a Leader in G2 for Fall 2020 Grid® Reports, and the #1 Mobile Marketing Platform in G2's Spring 2021 Momentum Report for our solutions.



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