

# Keynote Presentation | [CX & UX] How to Align Customer Experience (CX) & User Experience (UX) When It Comes to Customer Loyalty & Retention



GrabForBusiness

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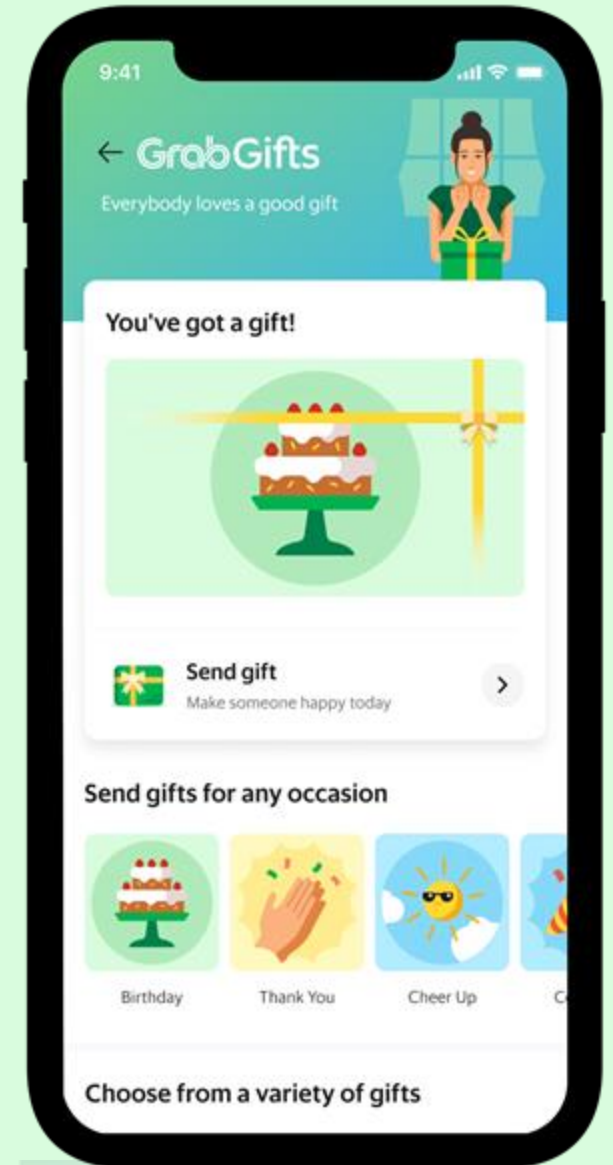
# Grab For Business

## How to Align Customer Experience (CX) & User Experience (UX) when it comes to customer loyalty & retention

Lorraine Ng

Regional Head, Grab for Business

The MarTech Summit Singapore, Apr 2023



Grab

# Millions of users are on Grab to easily access everyday goods and services



**4M**

registered  
merchant & agent  
GrabFood  
partners



**5M**

registered  
driver and  
delivery  
partners



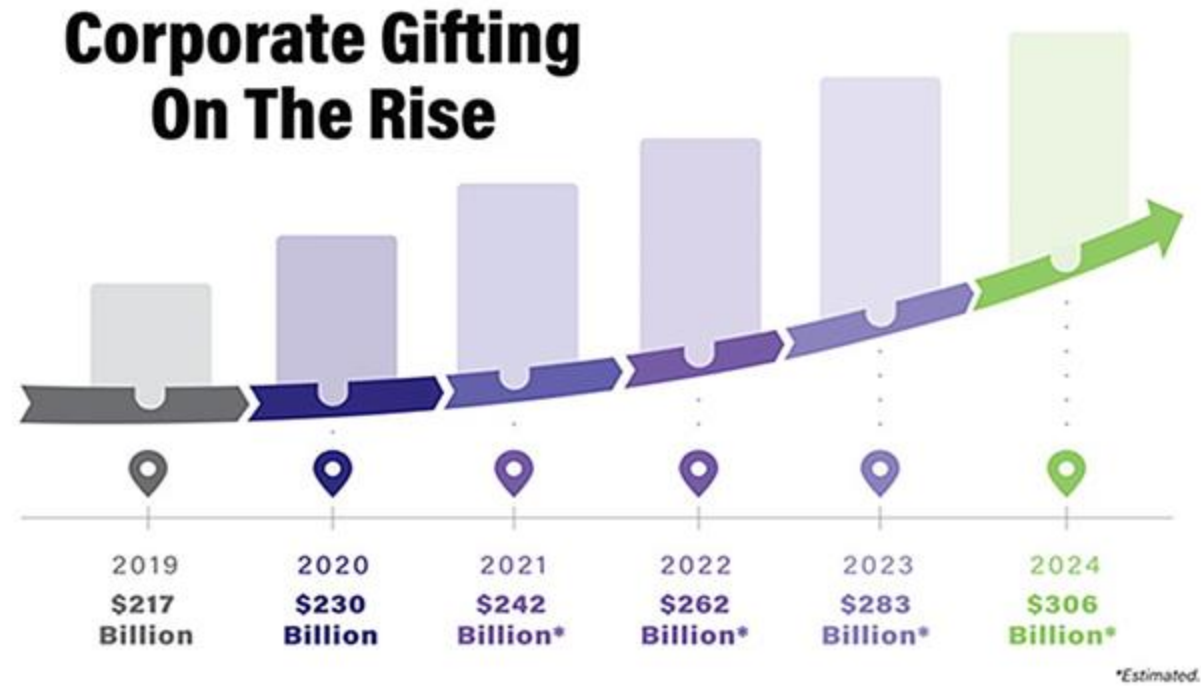
**500+**

cities across 8 countries  
in Southeast Asia

# Customer Experience (CX) Strategies



# Gift-giving trend is on the rise, especially corporate gifting



# Slido Question

What kind of gifts would you like to receive?

Multiple Choice

- a) 2023 Calendar
- b) Customised gift
- c) Company branded/logo goods

# What do our customers really want?

## What they receive today

Pre-fabricated, mass printed card without any signature or anything handwritten on it

Calendars, cards, company-branded items & diaries

vs

## What they want to receive

Personalised & customised gifts which makes them feel appreciated

Practical gifts that they want and will utilise

- 
- 1 Thoughtful
  - 2 Flexible
  - 3 Convenient





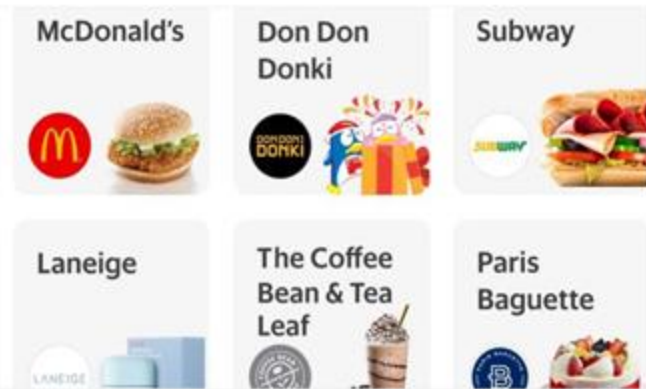
# GrabGifts delights both consumers & merchant-partners

## Consumers

Where is Tom located?



Your gifts must be used in this country as we don't support multi-country gifting yet.



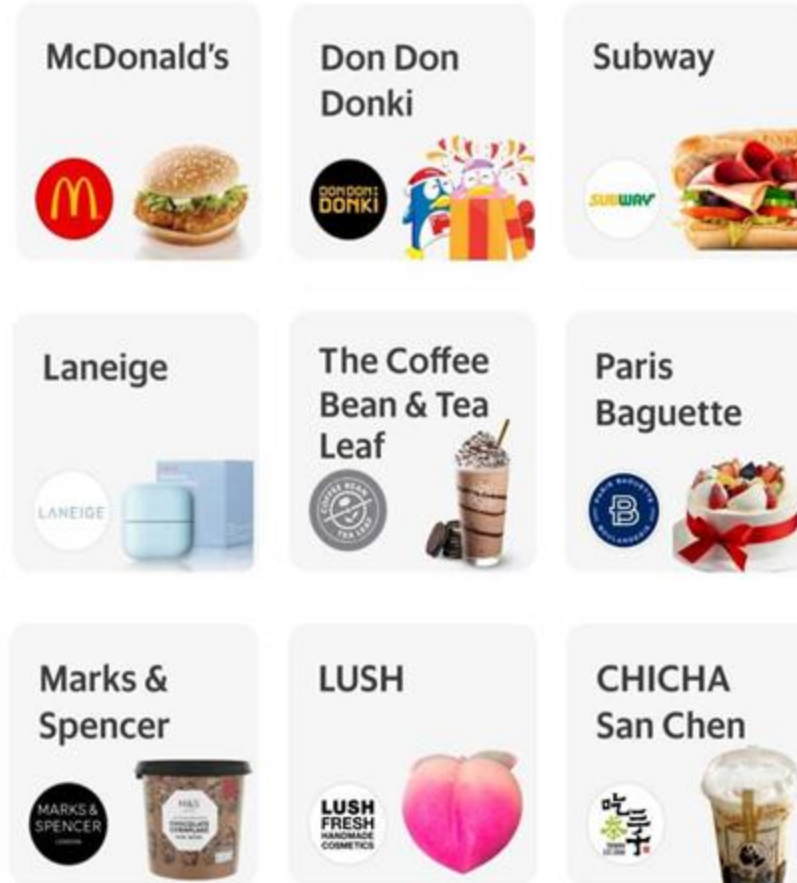
Tom can choose from one of these options:



Confirm Options

Partnered with **4M merchants & agent partners** to provide everyday goods and services

## Merchant-partners



Empower merchant partners to provide merchant specific vouchers

# As a marketplace ecosystem, we are deeply integrated within the lives of our users

## Food

Gift recipients a curated list of favourite restaurants & cuisines at their convenience

## Mart

From supermarket items to pharmacy supplies, Mart vouchers delivers everyday items on-demand

## Transport

Provide a safe and reliable value-based rides for any transport experience

## Express

On-demand Express voucher with live GPS tracking that streamlines delivery needs



# GrabGifts

## Sustainable digital gifting



### CONVENIENCE

Let the receiver choose what service they want to use from the voucher



### FLEXIBILITY

Empower receivers to select a denomination option with "Gift Breakdown"



### ALL-DIGITAL

Easy to apply for the next transaction as all vouchers are stored in one place "My Rewards"



Digital distribution reduces the chance of fraud







Save on the costs of logistics, handling and storage



Sustainable and highly customizable corporate gift vouchers

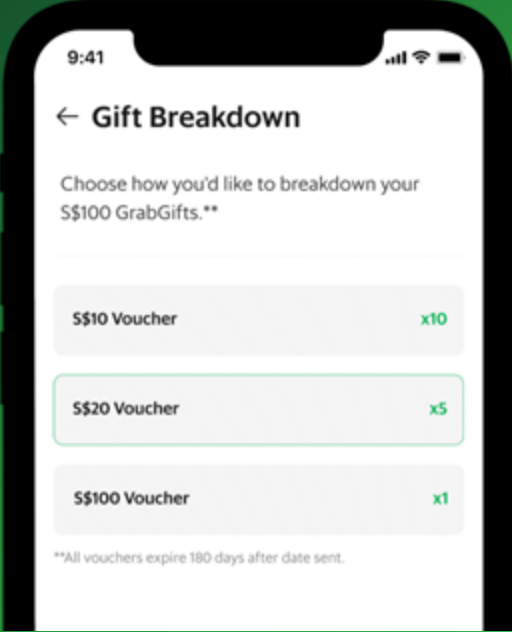
# Flexibility to decide where to use GrabGifts

Recipients can easily choose which Grab marketplace service to instantly redeem their GrabGifts digital vouchers

-  **Transport**
-  **Food**
-  **Mart**
-  **Express**

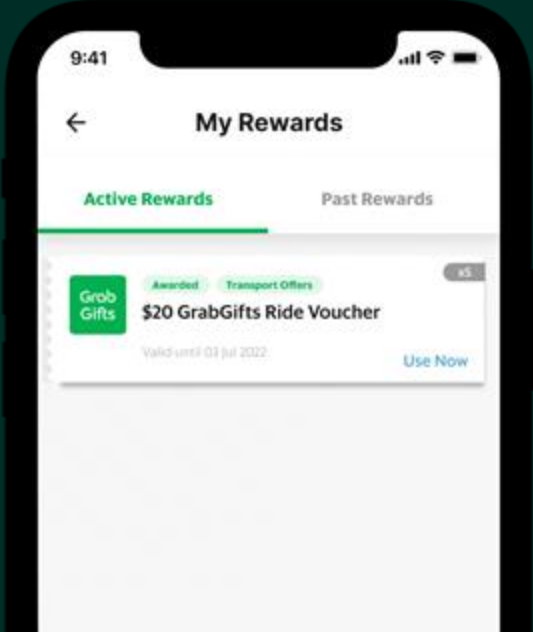
Note: Once the voucher has been redeemed, it will only work on the specific service it has been assigned to.

# Superb convenience with “Gift Breakdown”



For high value gifts, recipients will be directed to the “Gift Breakdown” page to select their denomination options

# All GrabGifts are stored in “My Rewards”



Apply the voucher on the next transaction easily. View all vouchers in the “My Rewards” section

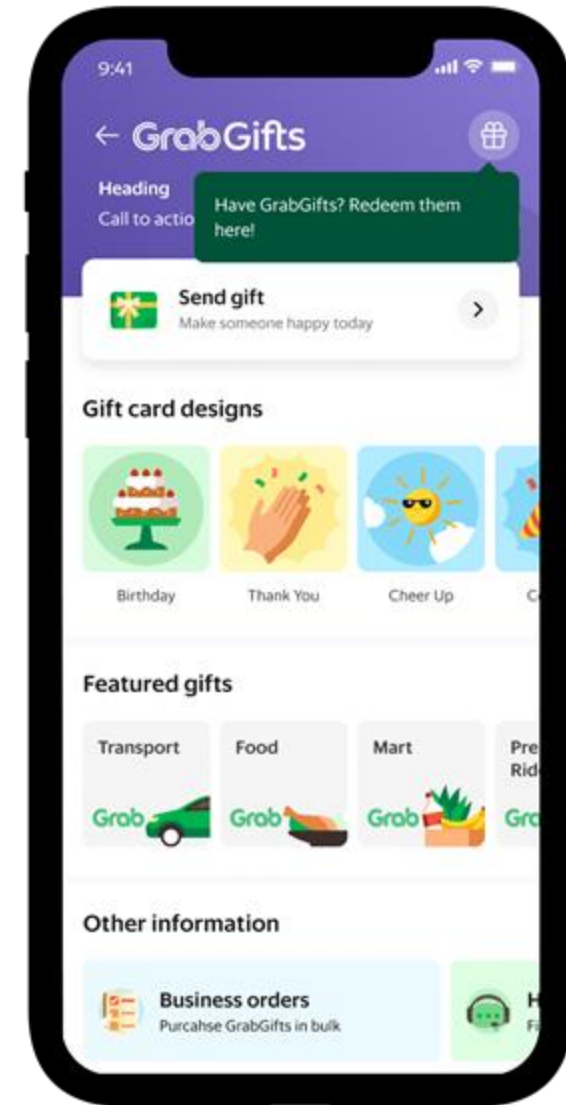
# User Experience (UX) Strategies



# How do we prioritise?

## Key design objectives for GrabGifts

- Customisable to cater to every occasion in everyday life
- Ease of redemption for both brands & target audience
- Increased customer loyalty and engagement through a unique value proposition





# Creating user experiences



**A thoughtful meal**



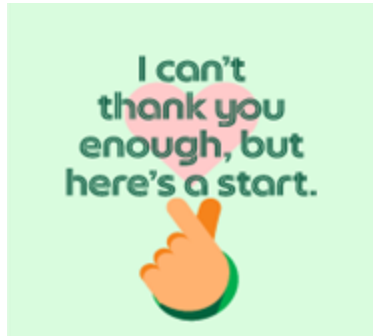
**A comfortable & safe ride home**



**A delivery from miles away**

# and... making everyday better

## Daily use



Thank you



Have fun



Cheer up



Miss you

## Special occasions



Hari Raya



Chinese New Year



Christmas



Birthday



# We enabled brands to create a branded gifting experience



Custom Messaging



Digital Distribution

## & provide a warm and delightful unwrapping experience

Ever since OGG was launched In Q3 2022, there was a 13% increase in customer's usage of the vouchers in 3 months



Birthday



Cheer up



Thank you



Congrats



Miss you



Great job



# What should we prioritise to provide value to brands/customers?

## What we know

Logistics nightmare for voucher disbursement

20% of rewards go unredeemed<sup>1</sup>

Digital voucher sales increased by 50% year on year in 2020<sup>2</sup>



## What we have done



Mass disbursement by sending QR codes or links to the intended personnel



Nudges are send as reminders for redemption



GrabGifts are fully digital

## Case study

### Increase sales on e-commerce channels

**Brand industry:** Beauty

**Campaign Period:** Oct-Nov

**Objective :** Increase sales on e-commerce platform

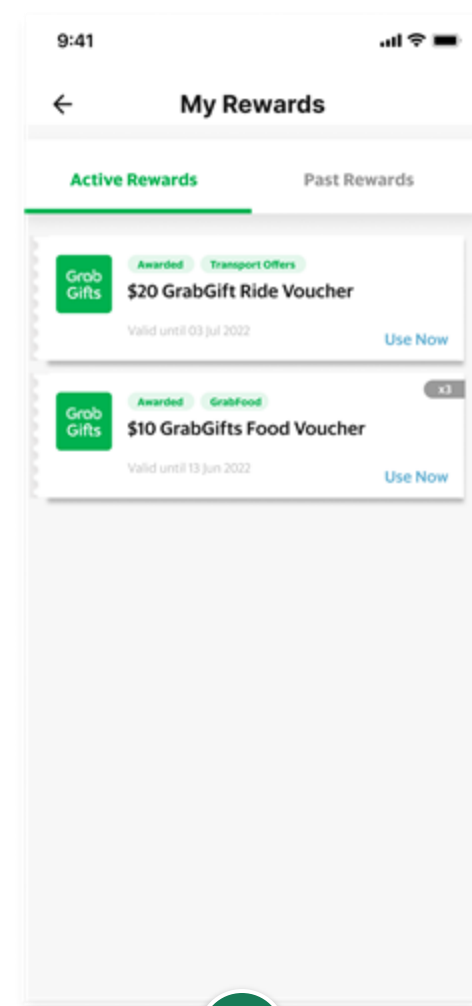
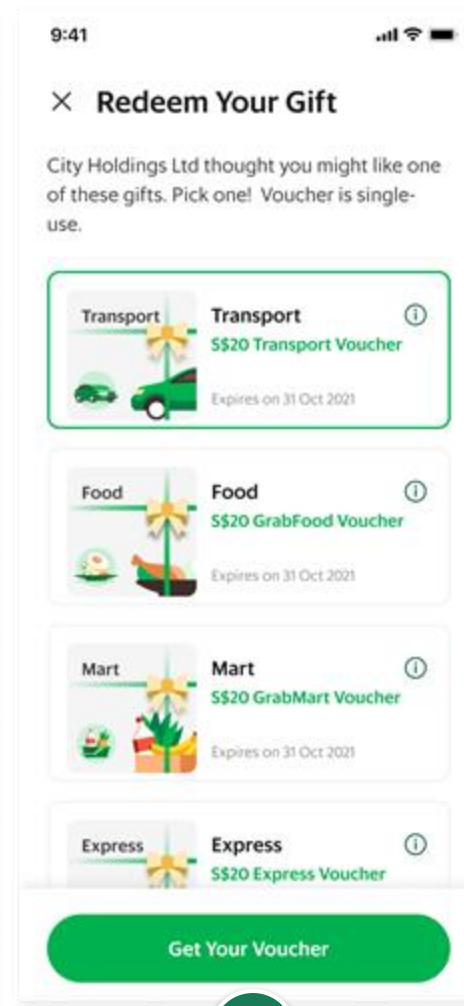
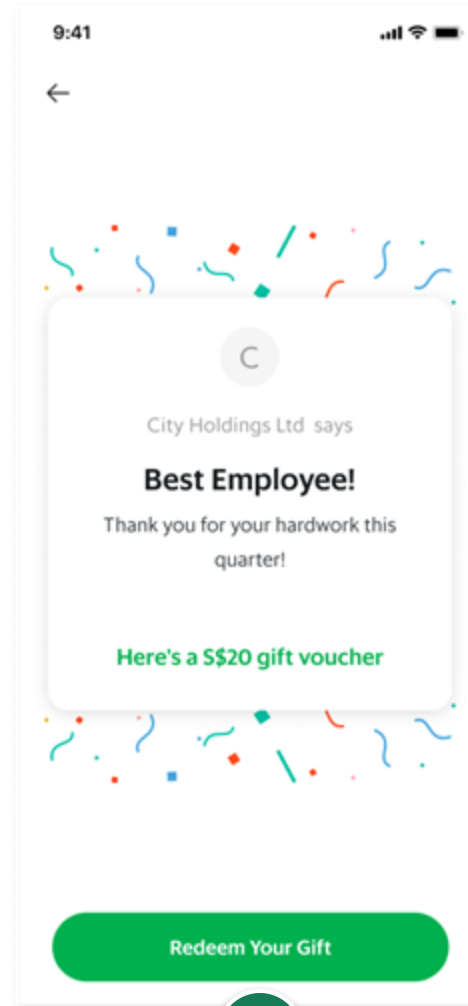
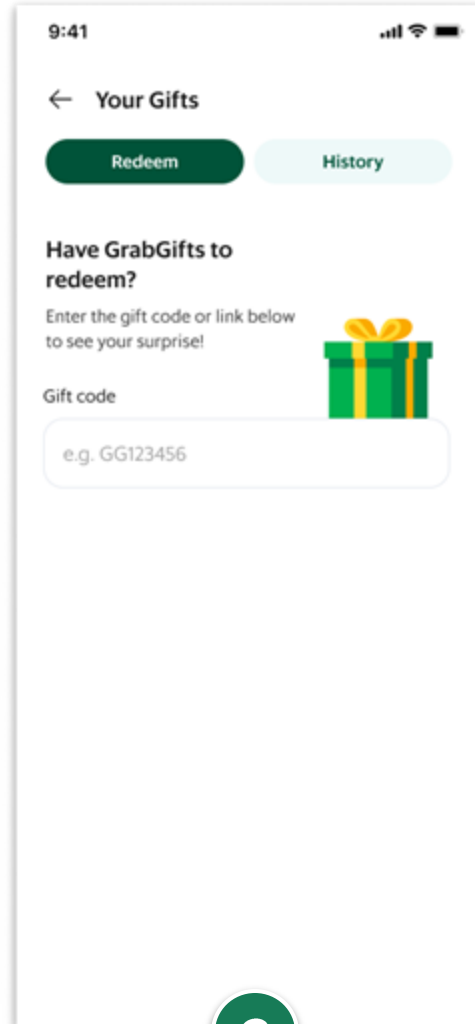
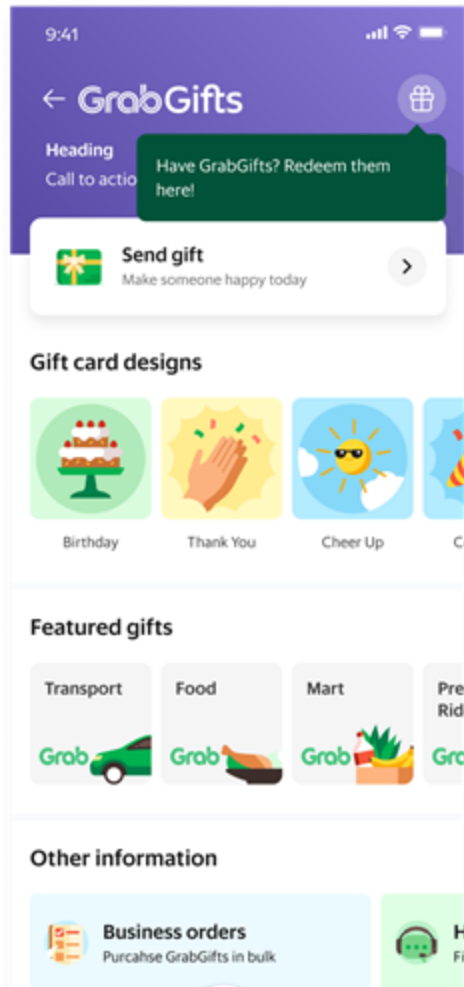
**Campaign Mechanics:** First 100 orders will receive \$10 GrabFood voucher. No minimum spend.

**Redemption flow:** Winners will be notified via direct message and the voucher code will be sent to them directly.

*“The Grab vouchers were fully redeemed within 5 days! Definitely a great incentive to capture customers’ attention and encouraged users to place a deposit.”*

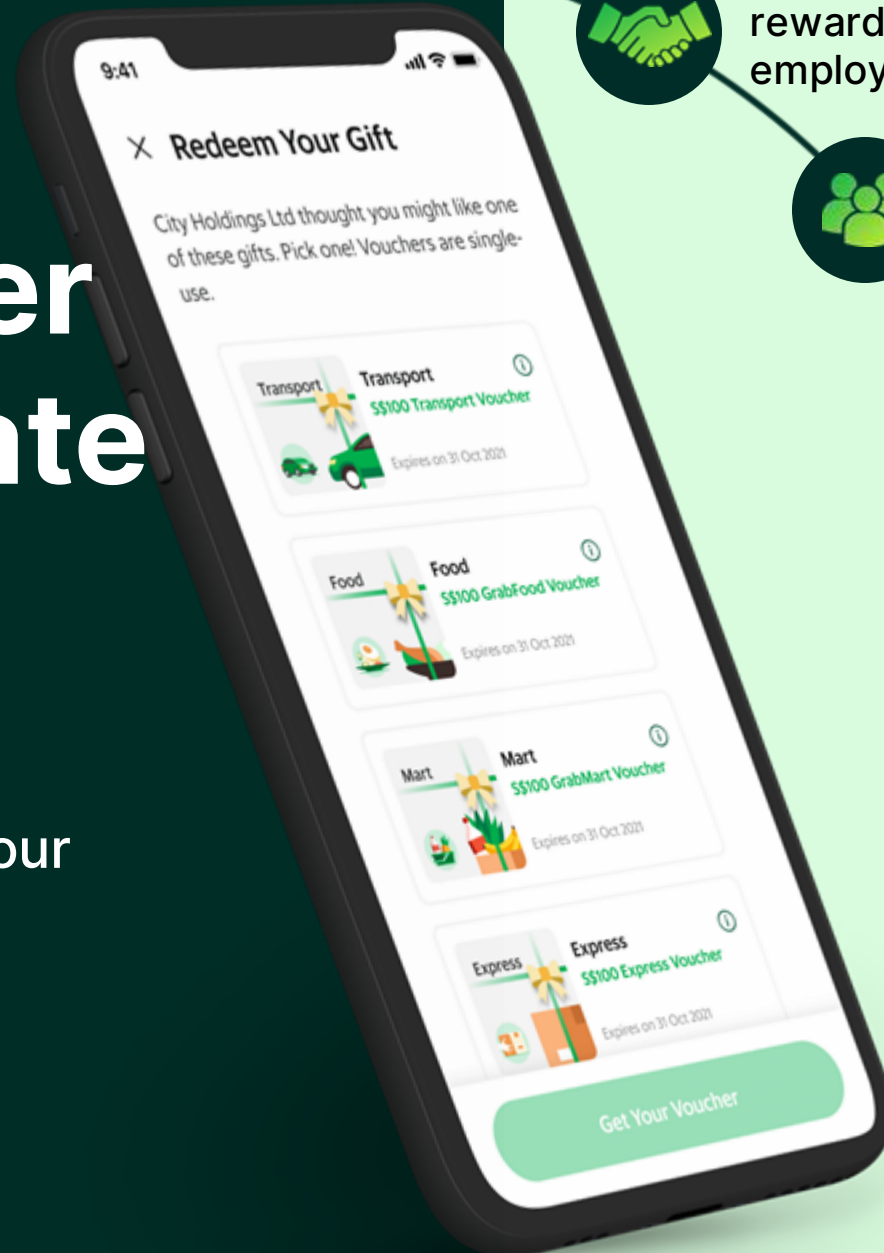


# We aim to provide a seamless end to end rewards experience



# Digital voucher for all corporate needs

Digital solutions that empower your employees, partners, and customers



Engage and reward employees



Attract new and repeat customers



Enhance your brand visibility



Build customer loyalty & recognition



Drive traffic to events

GrabForBusiness