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

GrabForBusiness

WORARUTAI RATANAWARAHA

Regional Sales Lead, GrabGifts
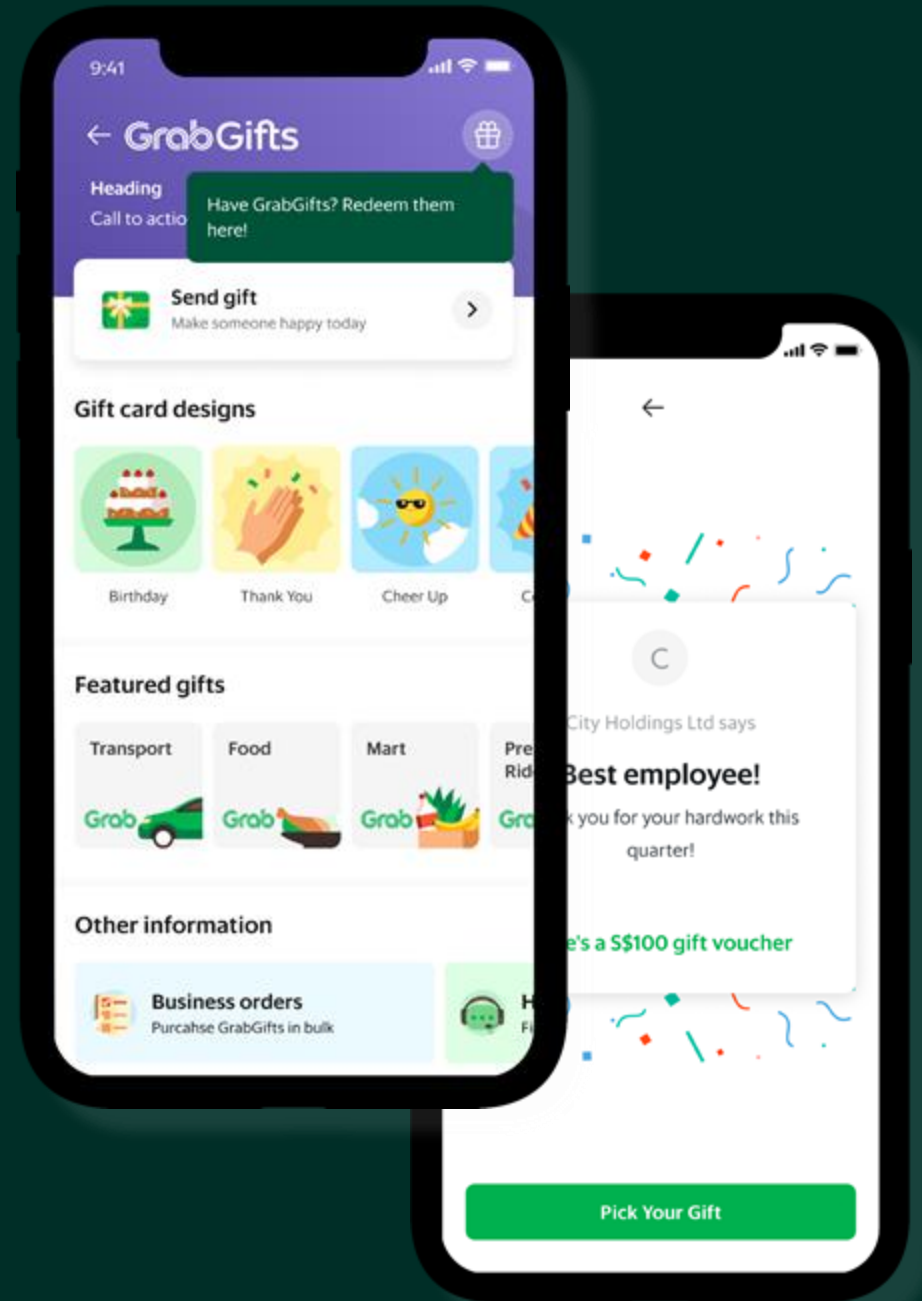Grab For Business

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How to align customer experience (CX) & user experience (UX) for loyalty & retention

Worarutai Ratanawaraha
Regional Sales Lead - GrabGfits , Grab for Business

MarTech Summit, Oct 2023

GrabGifts

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

4M

registered merchant & agent GrabFood partners

5M

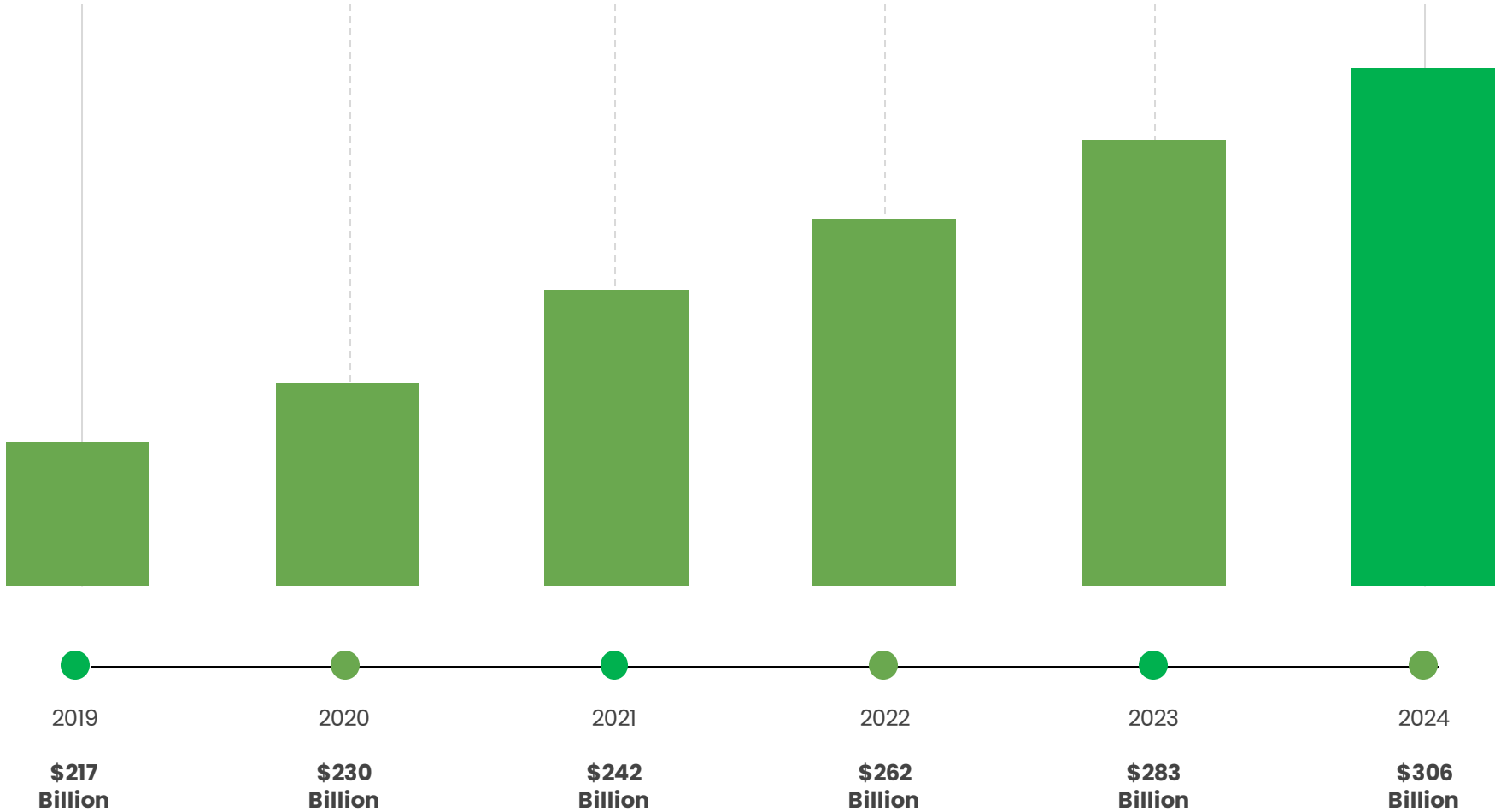registered driver and delivery partners

500+

cities across 8 countries in Southeast Asia

Customer Experience (CX) Strategies

Gifting trend is on the rise, especially corporate gifting

2019	2020	2021	2022	2023	2024
$217 Billion	**$230 Billion**	**$242 Billion**	**$262 Billion**	**$283 Billion**	**$306 Billion**

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.

What they want to receive

Personalised & customised gifts which makes them feel appreciated.

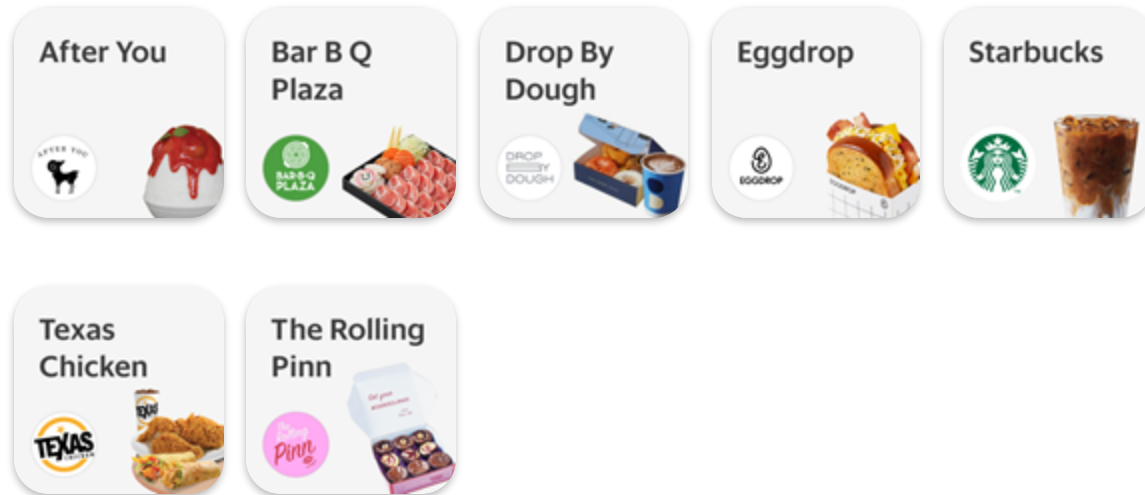Practical gifts that they want and will utilise.

1. Thoughtful
2. Flexible
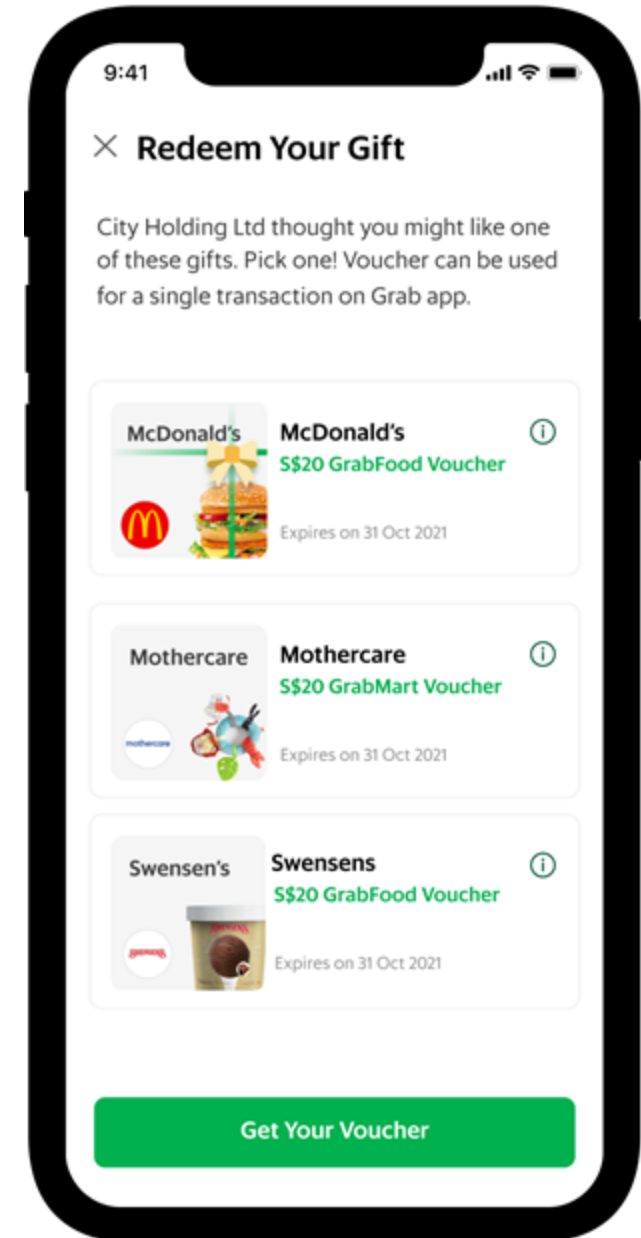3. Convenient

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GrabGifts delights both Consumers & Merchant-Partners

Personalize your gifting experience with GrabGifts merchant-specific vouchers that cater to a wide range of interests and needs.

Choose from the available **Merchants*:**

After You	Bar B Q Plaza	Drop By Dough	Eggdrop	Starbucks

Texas Chicken	The Rolling Pinn

*Full merchant list can be requested from your account manager on demand.

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9:41

✕ **Redeem Your Gift**

City Holding Ltd thought you might like one of these gifts. Pick one! Voucher can be used for a single transaction on Grab app.

McDonald's ⓘ
S$20 GrabFood Voucher
Expires on 31 Oct 2021

Mothercare ⓘ
S$20 GrabMart Voucher
Expires on 31 Oct 2021

Swensens ⓘ
S$20 GrabFood Voucher
Expires on 31 Oct 2021

Get Your Voucher

Find everything you need with Grab's wide variety of Food and Mart Merchant Partners

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

Grab

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GrabGifts

Sustainable digital gifting

Digital distribution reduces the chance of fraud

Save on the costs of logistics, handling and storage

Sustainable and highly customizable corporate gift vouchers

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'
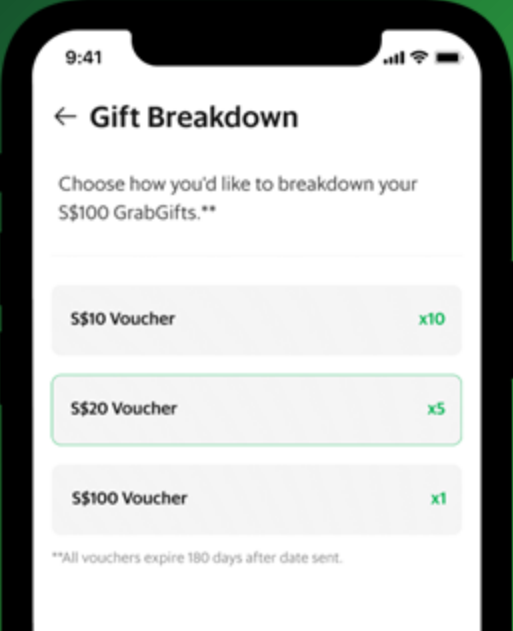
GrabGifts

Flexibility to decide where to use GrabGifts

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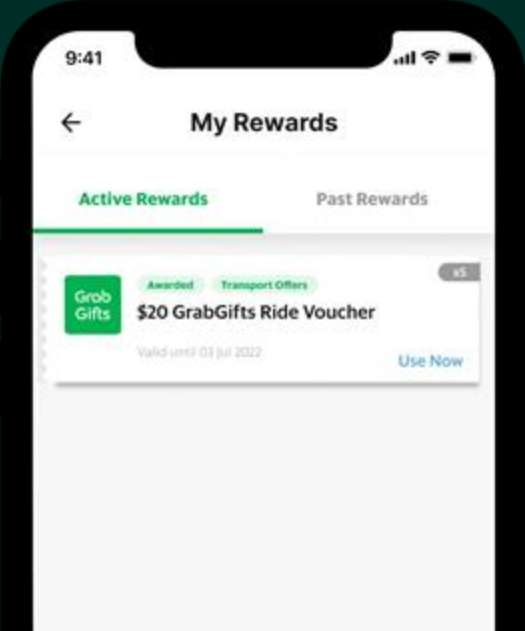
Transport

Food

Mart

Express

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

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Superb convenience with "Gift Breakdown"

← Gift Breakdown

Choose how you'd like to breakdown your S$100 GrabGifts.**

S$10 Voucher	x10
S$20 Voucher	x5
S$100 Voucher	x1

**All vouchers expire 180 days after date sent.

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"

← My Rewards

Active Rewards   Past Rewards

Awarded   Transport Offers

$20 GrabGifts Ride Voucher

Valid until 03 Jul 2022   Use Now

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
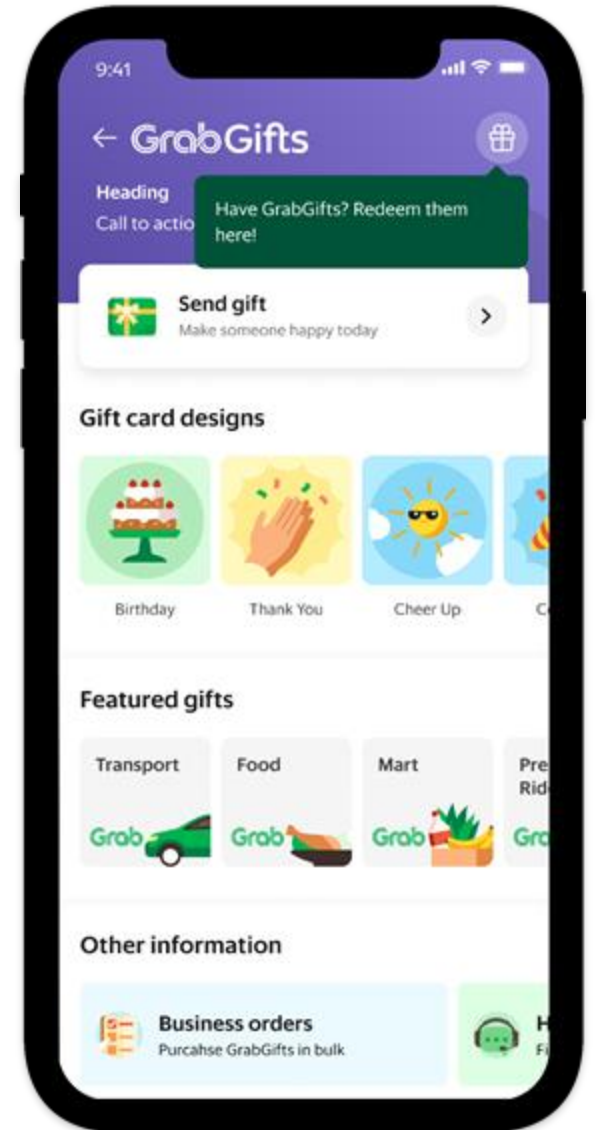
Creating User Experiences

A thoughtful meal

A comfortable & safe ride home

A delivery from miles away

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

Digital voucher sales increased by **50%** year on year in 20202

What we have done

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

Nudges are send as reminders for redemption

GrabGifts are fully digital

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Case Study: A Loyalty Marketing Program

Brand Industry: Insurance

Campaign Period: Q1 2023

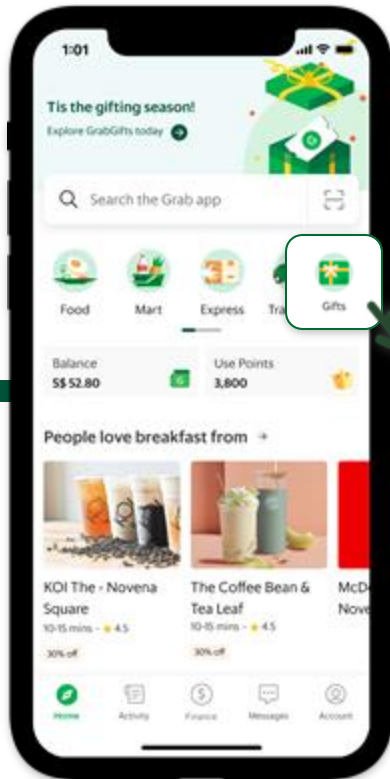**Objective:** Reward members who has in app engagement

Campaign Mechanics:
 Members can redeem 30 points to get a 100 THB Universal vouchers via MTL Click Application
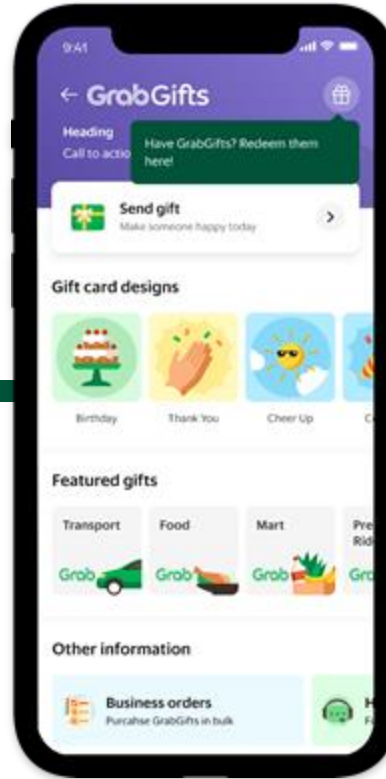
Redemption Flow and Result
Get those universal vouchers which we aim that customer trial the campaign more in this year
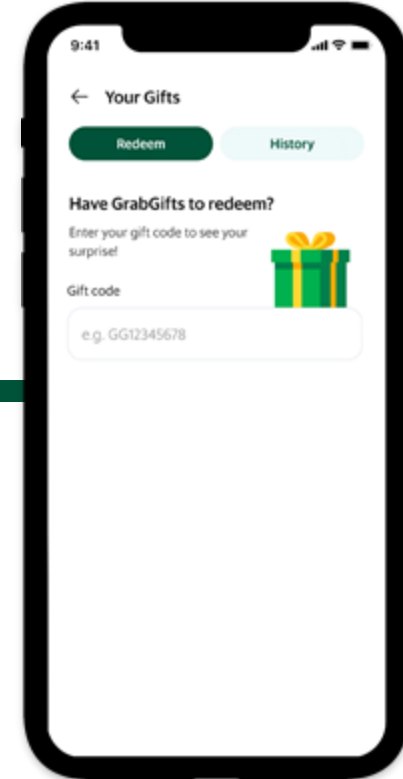
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Seamless end to end rewards experience

Open the Grab App,
then choose **'Gifts'**.
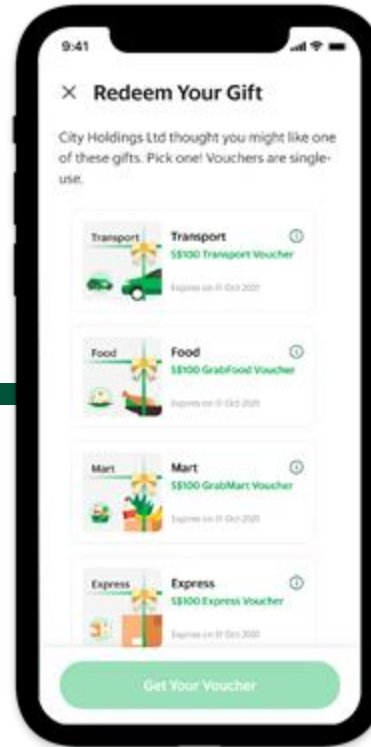
Click the **'Gifts icon'**
at the upper right corner

Key-in your
'Gift Code'

GrabForBusiness | **GrabGifts**

Seamless end to end rewards experience
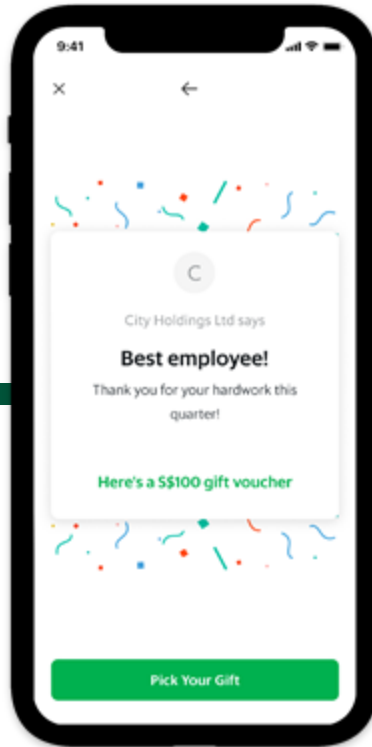
Click **'Pick Your Gift'**, then proceed with saving the voucher

Choose a service, then pick a gift breakdown (If Applicable)

Saved GrabGifts vouchers will be stored in **'My Rewards'**

Digital voucher for all corporate needs

Digital solutions that empower your employees, partners, and customers

- Engage and reward employees
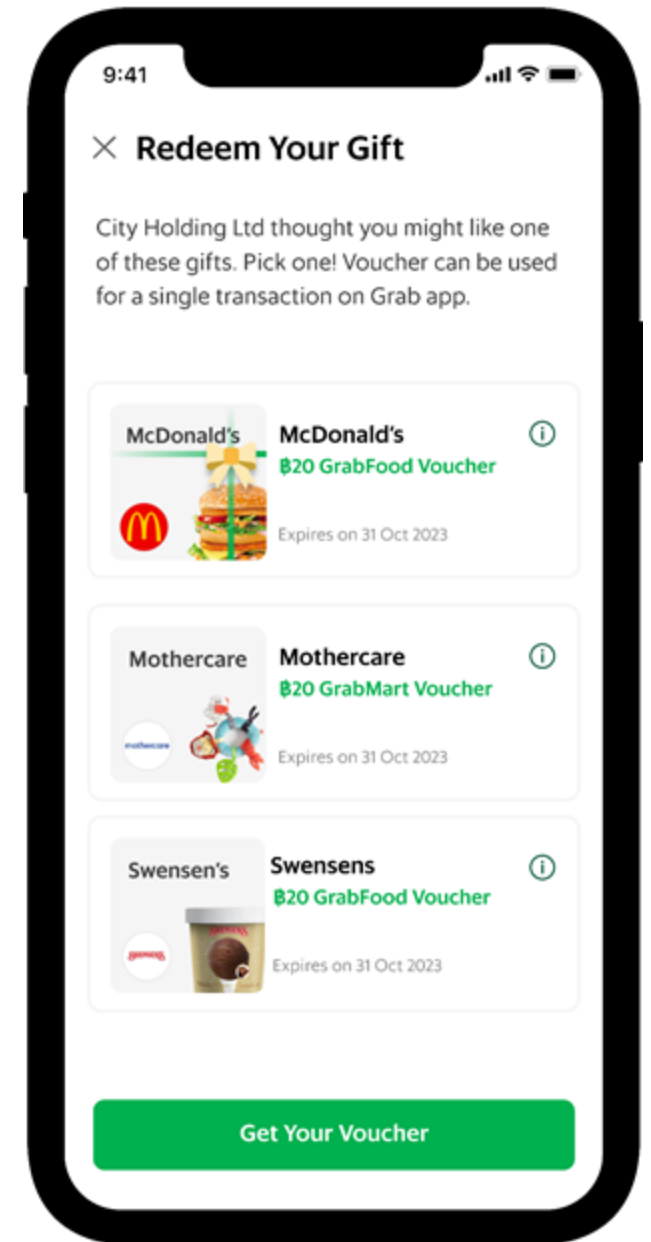- Attract new and repeat customers
- Enhance your brand visibility
- Build customer loyalty & recognition
- Drive traffic to events

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