



Fireside Chat | **[Customer Retention]** Strengthening Engagement for Long-Term Success



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EngageLab
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Omnichat

KOCHAVA

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Question 1a

In this extremely crowded and low attention span world, how do we engage with our customer/user?



Q&A



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Question 1b

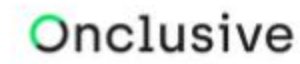
How can brands leverage data-driven frameworks to optimize their go-to-market strategy to maximise customer acquisition and lifetime value?



Q&A



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Question 2

What practical steps have you taken to build customer loyalty beyond traditional rewards programs?



Q&A



Shopping cart

Today's Cart experience



Cart entrypoint

Buyer Protection

Love Bonito Sage Green Cross Open Back V-Neck Sleeveless Dress

S\$15.90

S\$4.60, within 3 - 5 working day(s)

Free delivery (save \$4.60)

Add min. 2 REFASH items to cart

Added to Cart



Added to Cart

Buy

Add to Cart button



Cart(beta)

Promotions



Waived platform fee

Free delivery, min. 2 items



Love Bonito Dusty Blue Crochet Lace Halter Dress

Like new

Buyer Protection

S\$17.90



Love Bonito Sage Green Cross Open Back V-Neck Sleeveless Dress

Like new

Buyer Protection

S\$15.90

2 items

S\$33.80

Checkout

Cart Page



Order Request



Love Bonito Dusty Blue Crochet Lace Halter Dress

Like new

Buyer Protection

S\$17.90



Love Bonito Sage Green Cross Open Back V-Neck Sleeveless Dress

Like new

Buyer Protection

S\$15.90



Safer deals when you pay via Carousell

Get a refund if your item doesn't arrive, or is not as described

Address

Edit

Huiyi

Place order

Order summary for multiple purchases


Low cost delivery (J&T, Ninjavan, SingPost)

9:41

✕

Choose a courier for drop-off


Drop off at any drop-off point of the selected courier

 **Ninja Van** >

Any Ninja Point, islandwide

Parcel size: The sum of the Length + Height + Width of your package must be within 80cm

[Find drop-off points](#)

 **SingPost** >

Any POPStation or POPStop


[Print shipping label for free at POPStations](#)

POPStation: Max 42x37x61cm,
POPStop: Length <150cm, sum of sides <300cm

[Find drop-off points](#)

9:41

✕



Congrats on the order! Your SingPost shipping label is ready.

Deliver via SingPost right here on Carousell. Do not use your own smartpacs or pre-paid labels, your buyer already paid for delivery.


Next step
Tap 'Ship order' to get your SingPost shipping label for this order.


[Learn more](#) [Ship order](#)


9:41


←


Review drop-off details

Drop off at
 **SingPost** [View locations](#)
Any POPStation/POPStop/postbox

Drop off before
 **3 Jul 2024, Saturday**

Return address
 **Shawn** [Change](#)
0123456789
Block 203, Potong Pasie Ave 1, 13-344, 57000

I'll pack the item(s) securely 
Sealed in a box or polmailer. Use bubble wrap if required.

 **Pack your item(s) securely**
Be sure to drop them off in a single parcel. Use proper packaging materials and make sure to tape up your package

By proceeding, you agree to our [Terms](#), and that your details will be used for order processing, fulfilment, and dispute resolution in accordance with our [Privacy Policy](#).


[Confirm](#)

9:41

✕

Prepare for drop off



Step 1
Print the shipping label for your parcel



POPStation printing: Enter this code at the POPStation and follow the onscreen instructions
J2141532543
or
Print the shipping label yourself: Simply print it on an A4-sized paper and tape it to your parcel

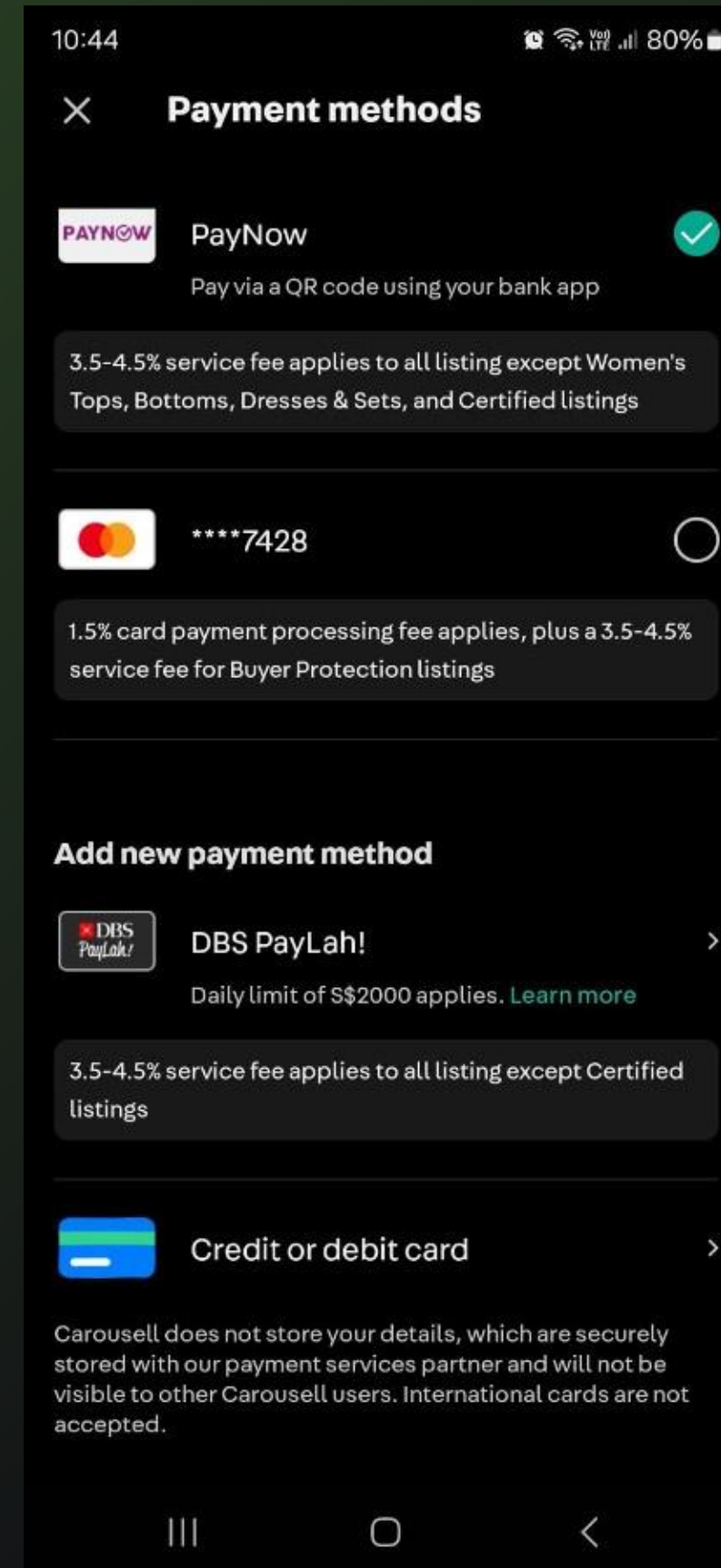
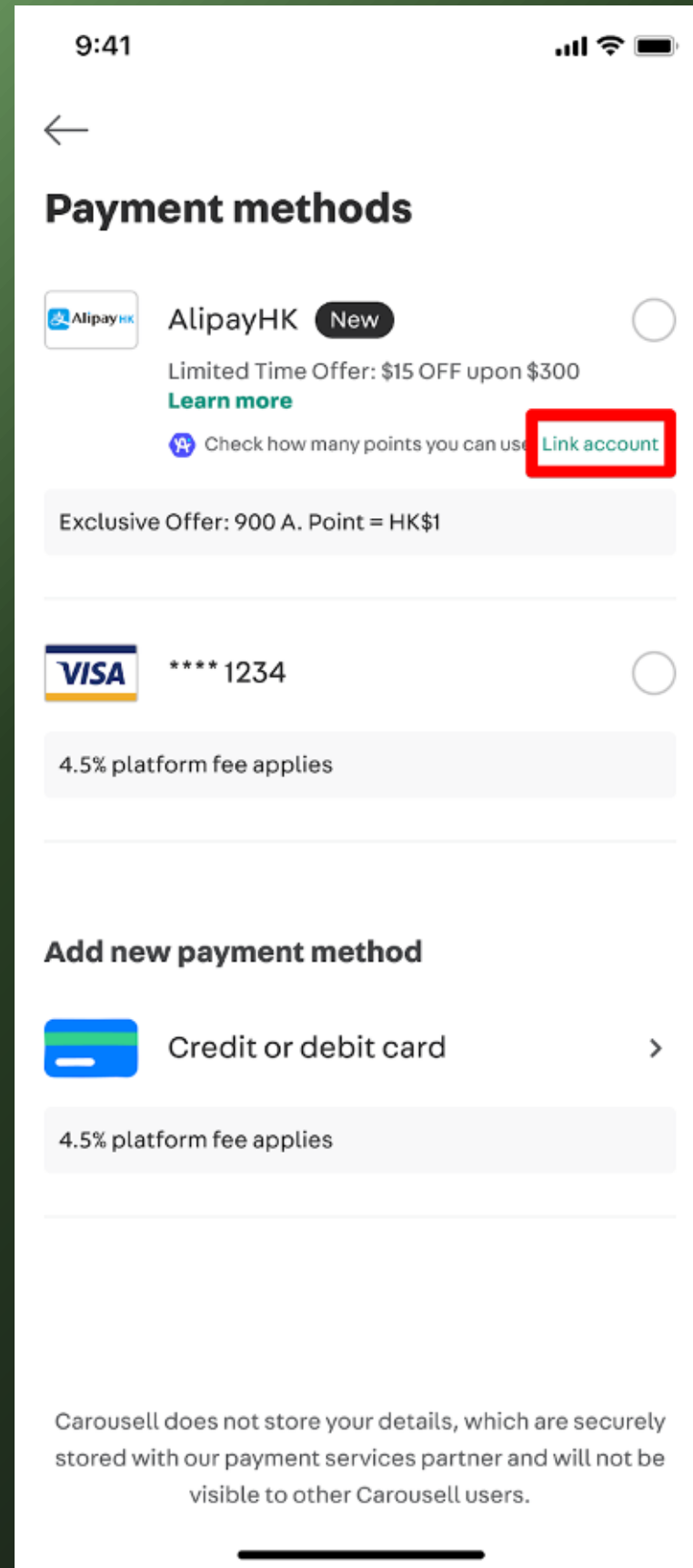
[View shipping label](#)

Step 2
Seal your item(s) securely in a single box or polmailer, and attach the label created for you. Do not use smartpacs or stamps. **Make sure the parcel can fit into the letterbox.**

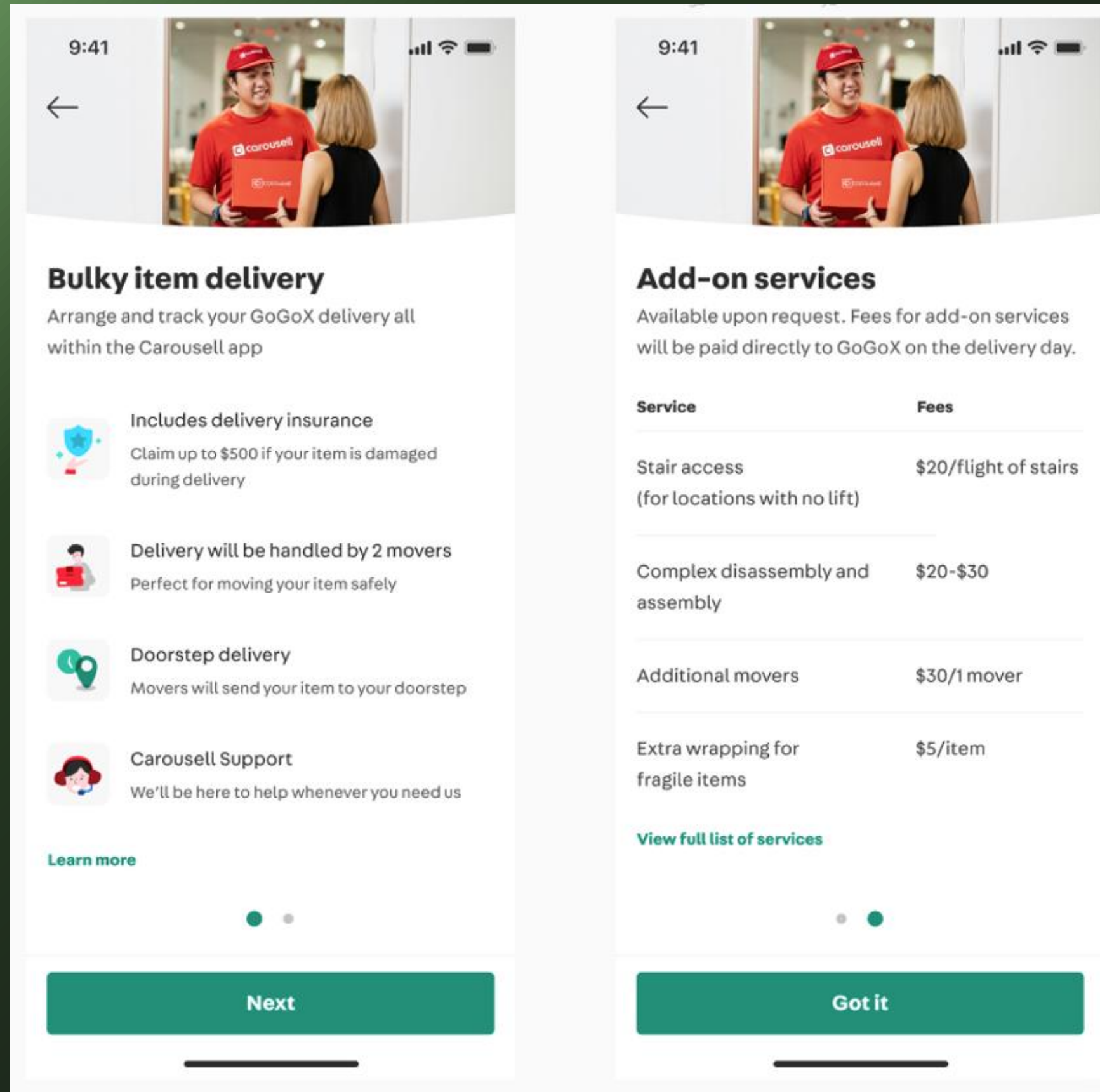


Package must not exceed the maximum dimensions of 324mm x 229mm x 65mm

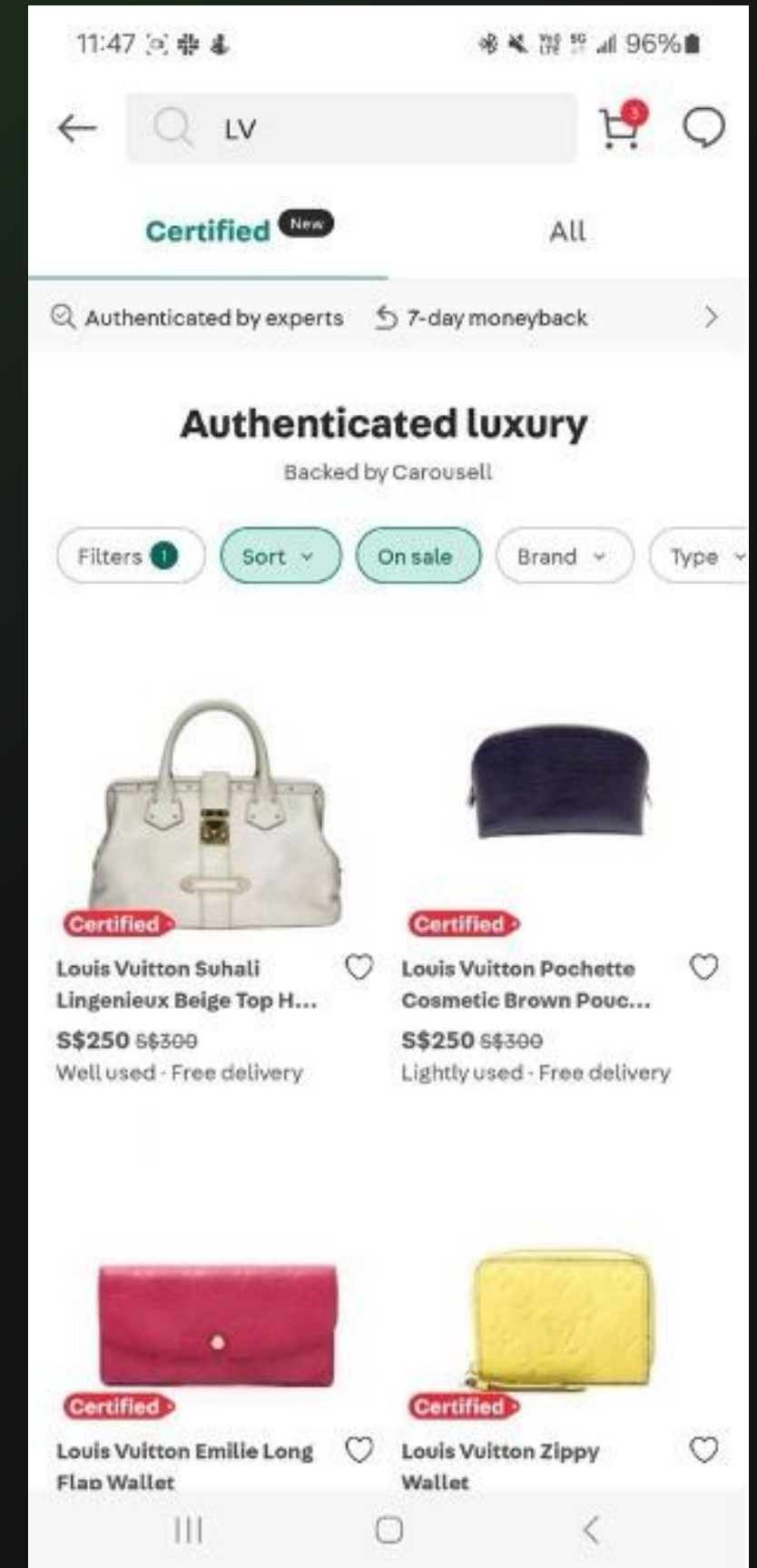
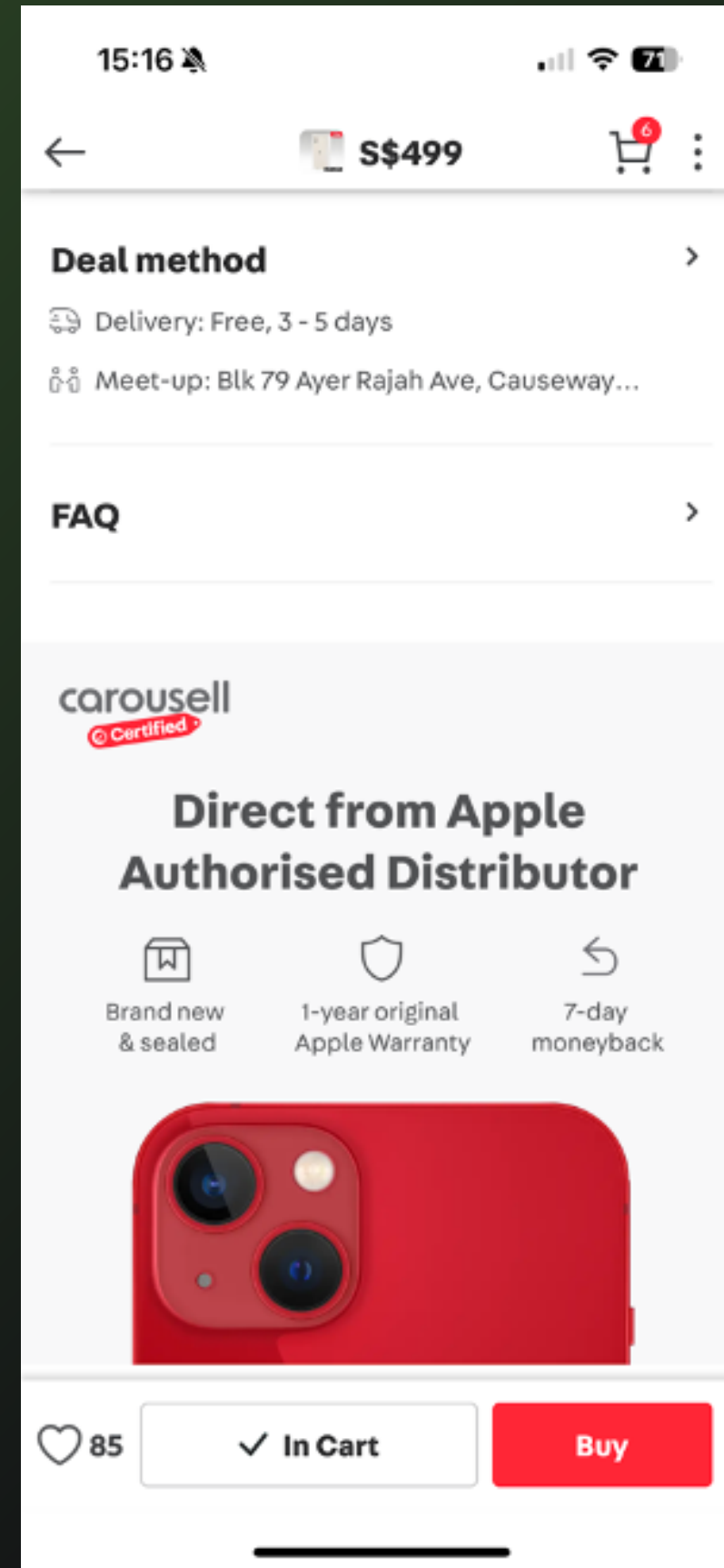
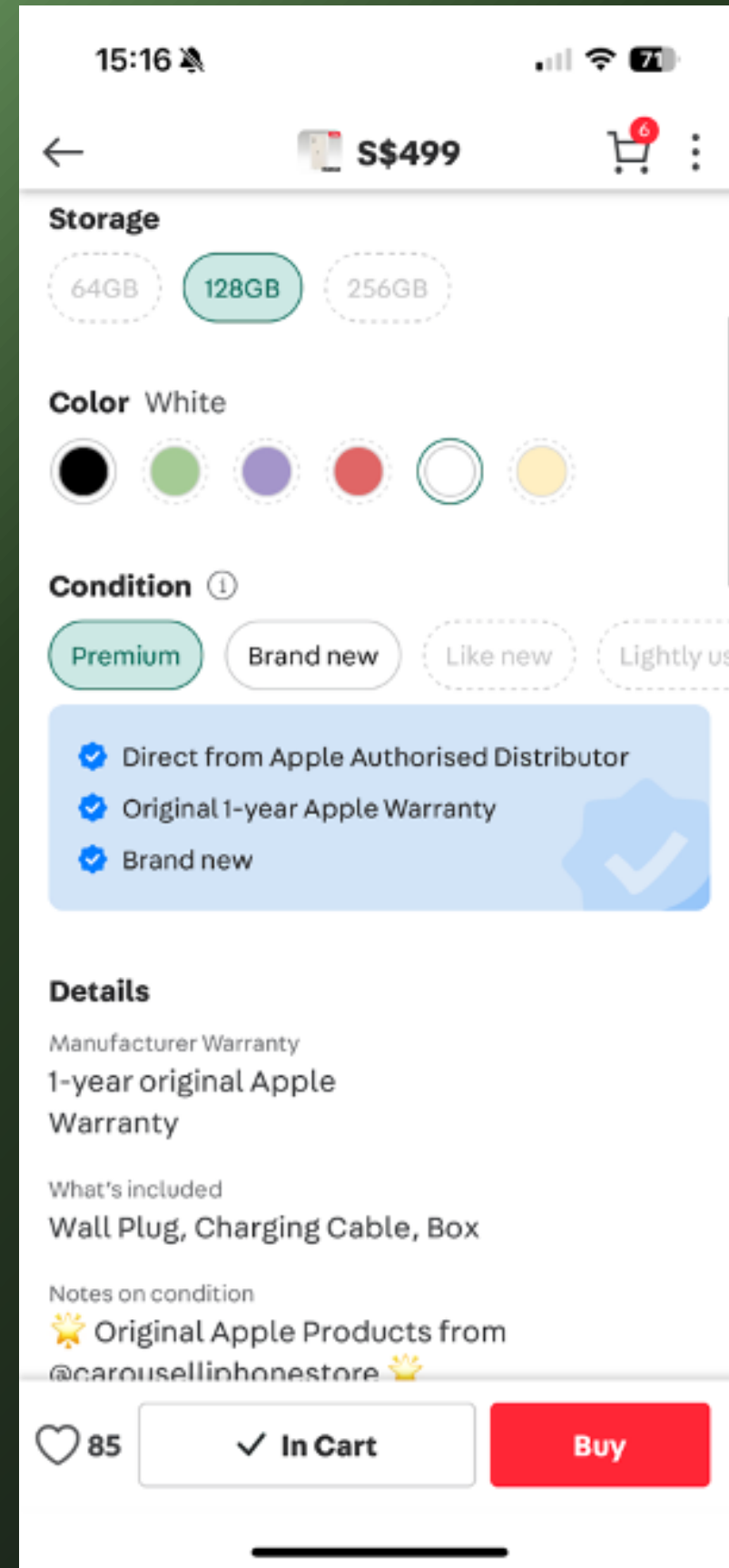
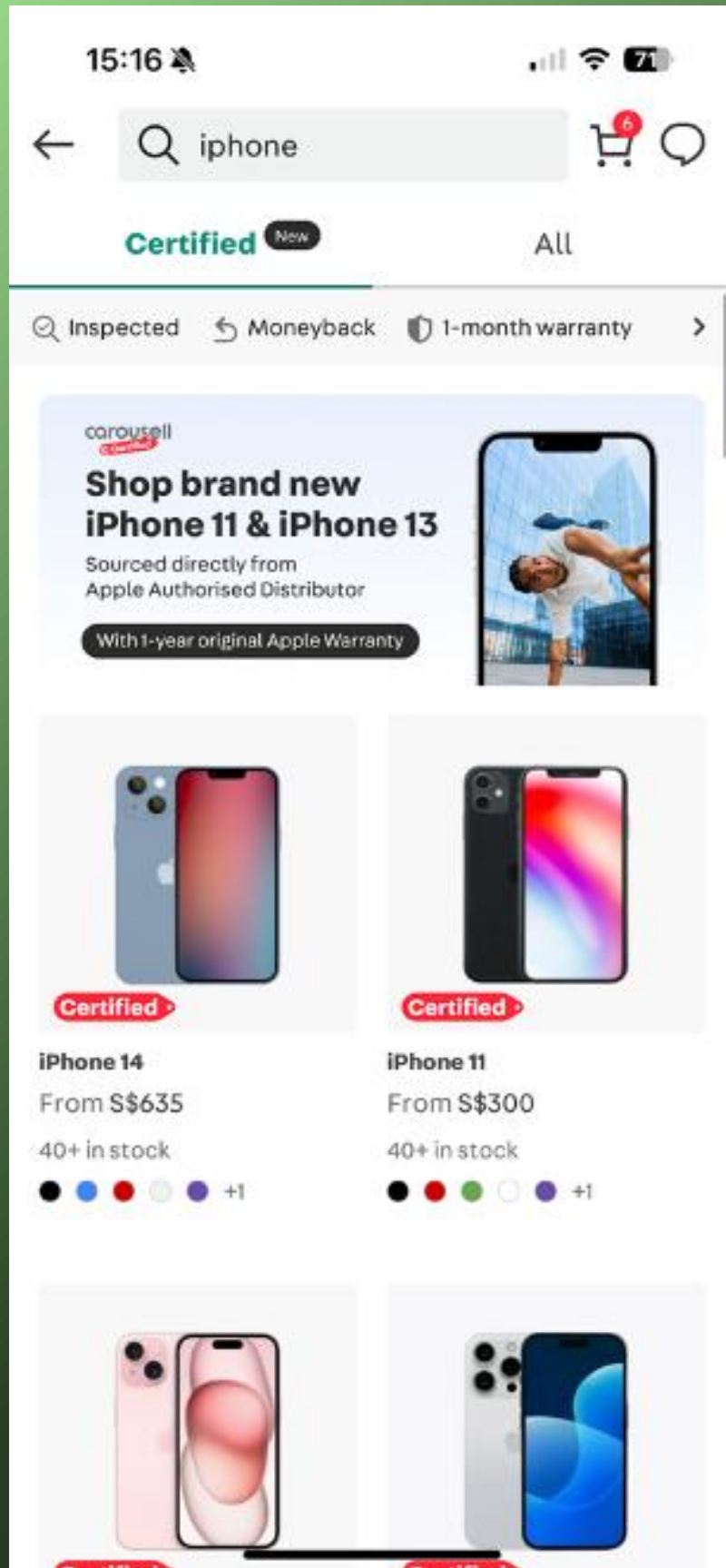
On-platform payment (PayNow, PayLah, Credit card, AliPayHK, etc)



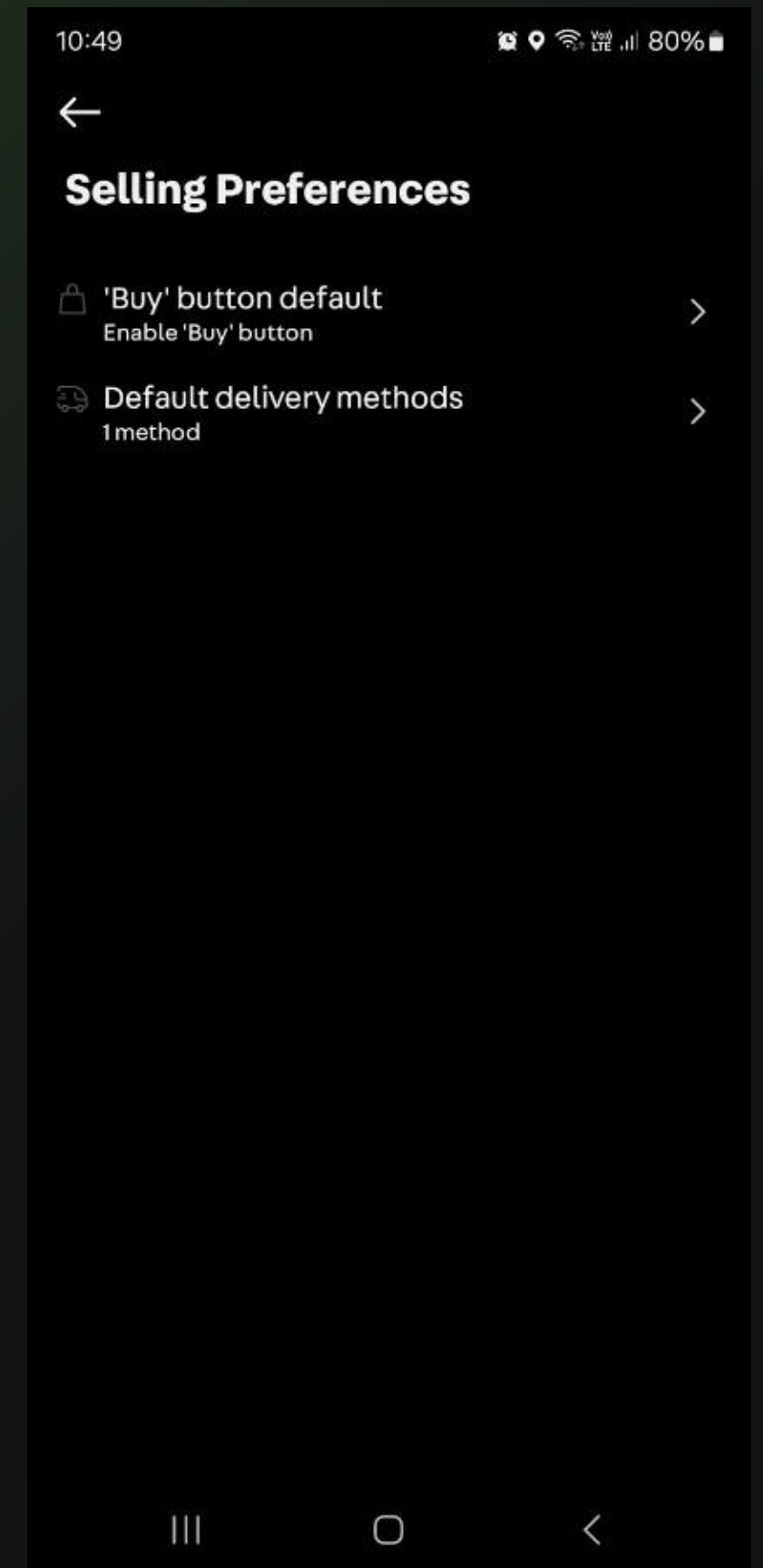
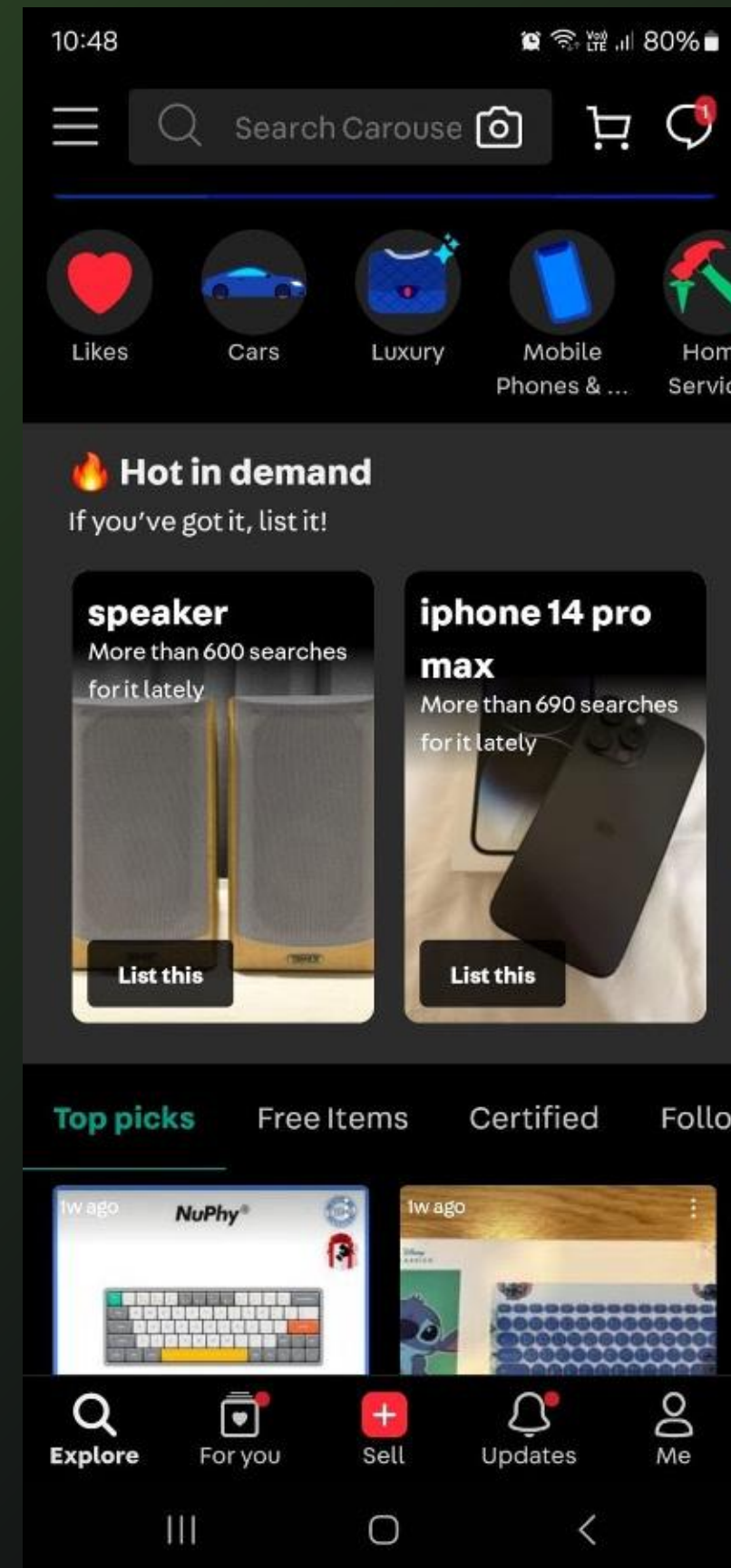
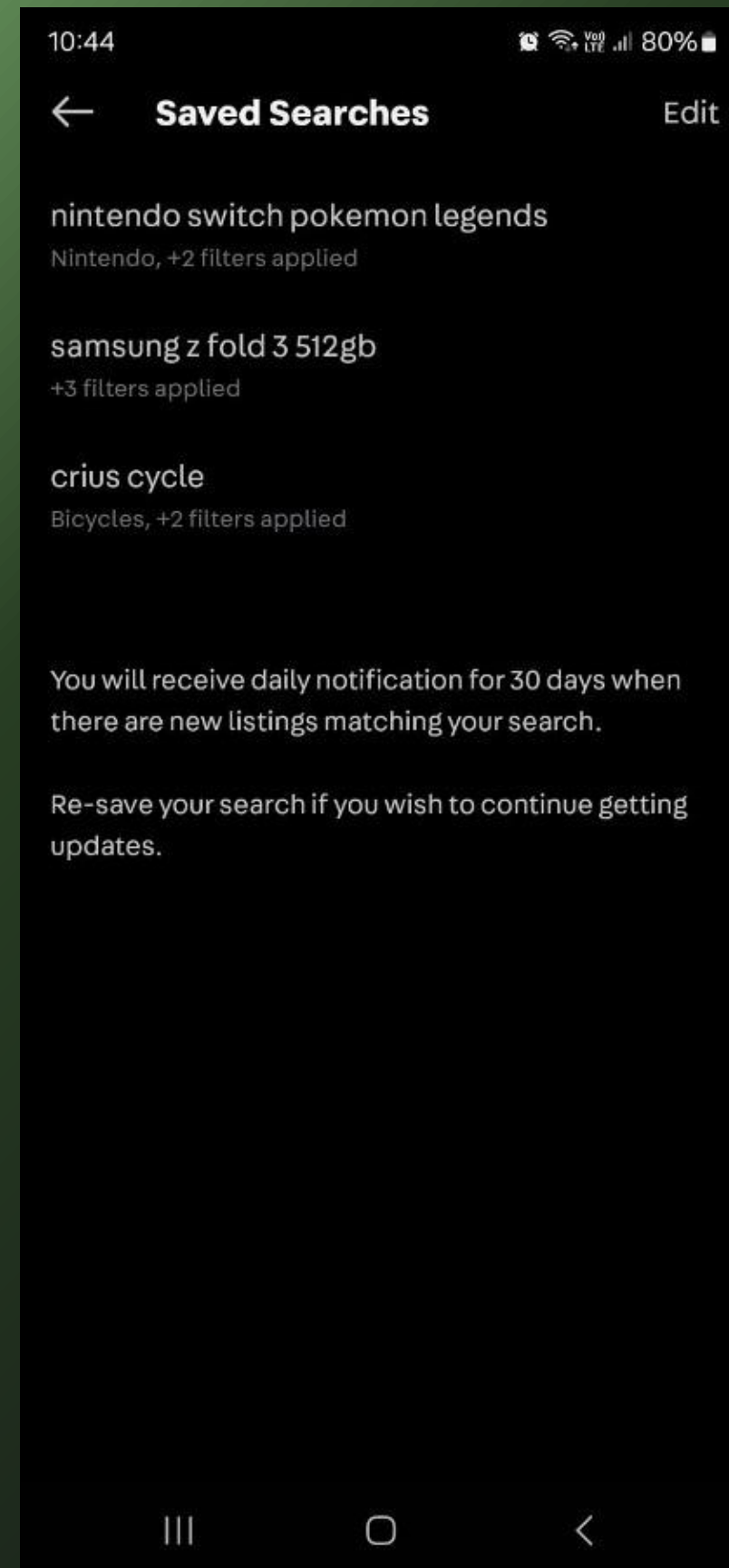
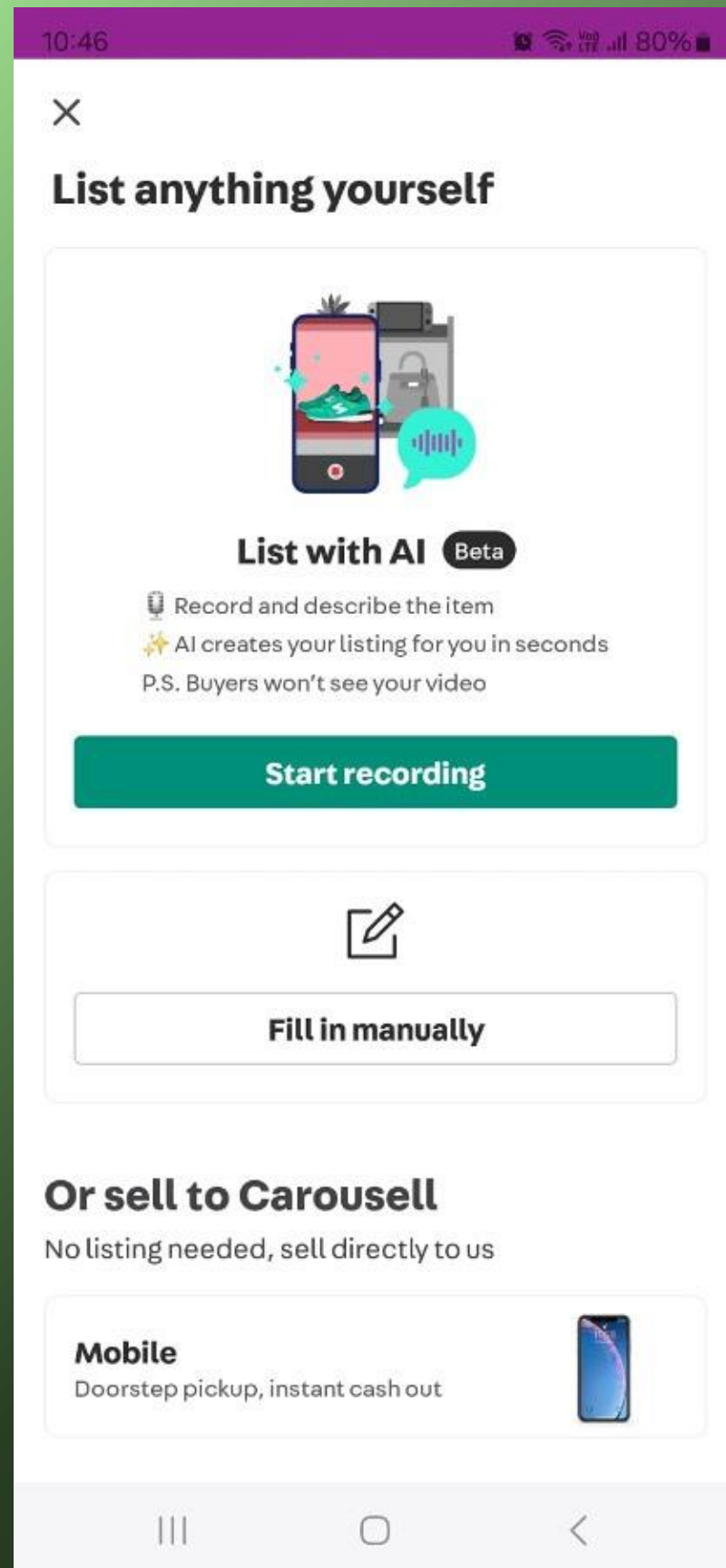
Integrated delivery for bulky items leading to more savings and convenience



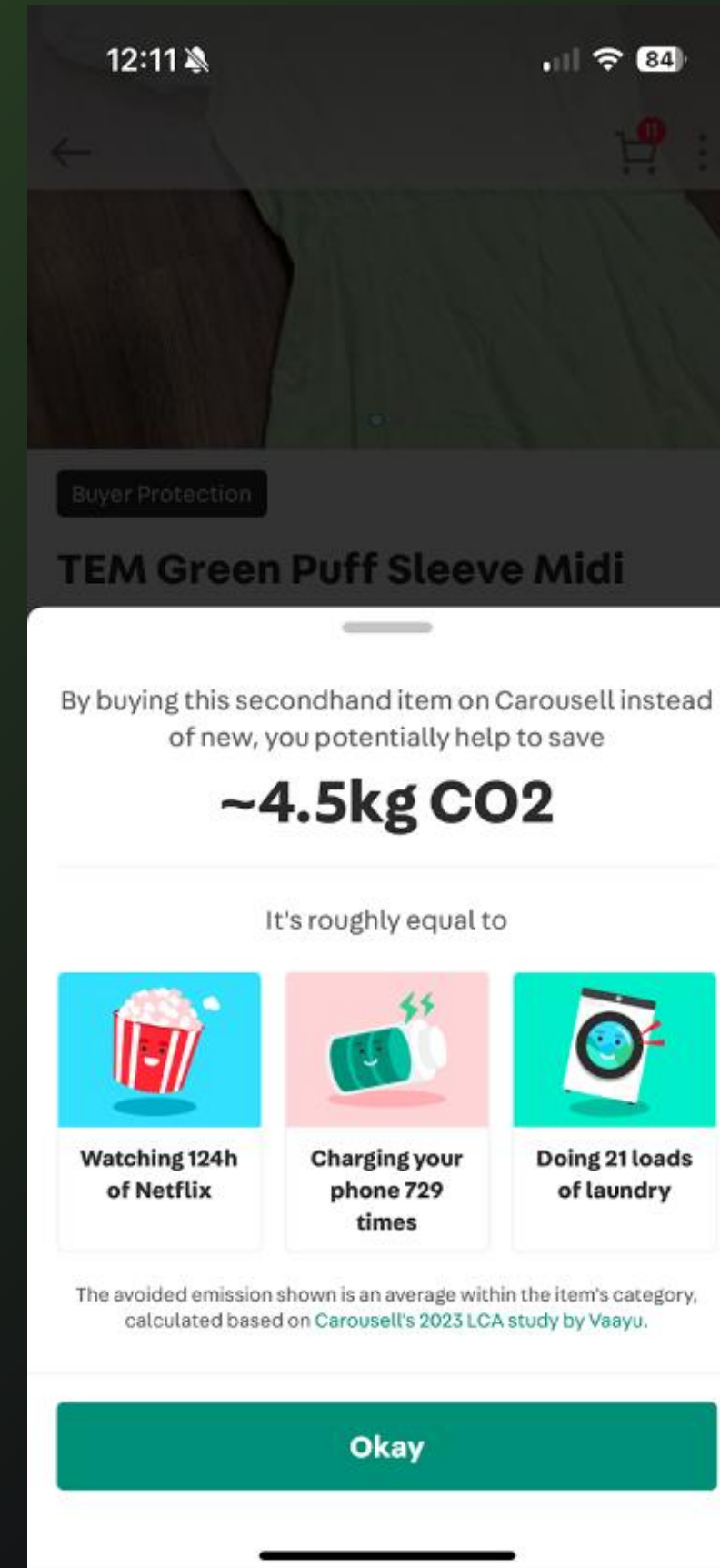
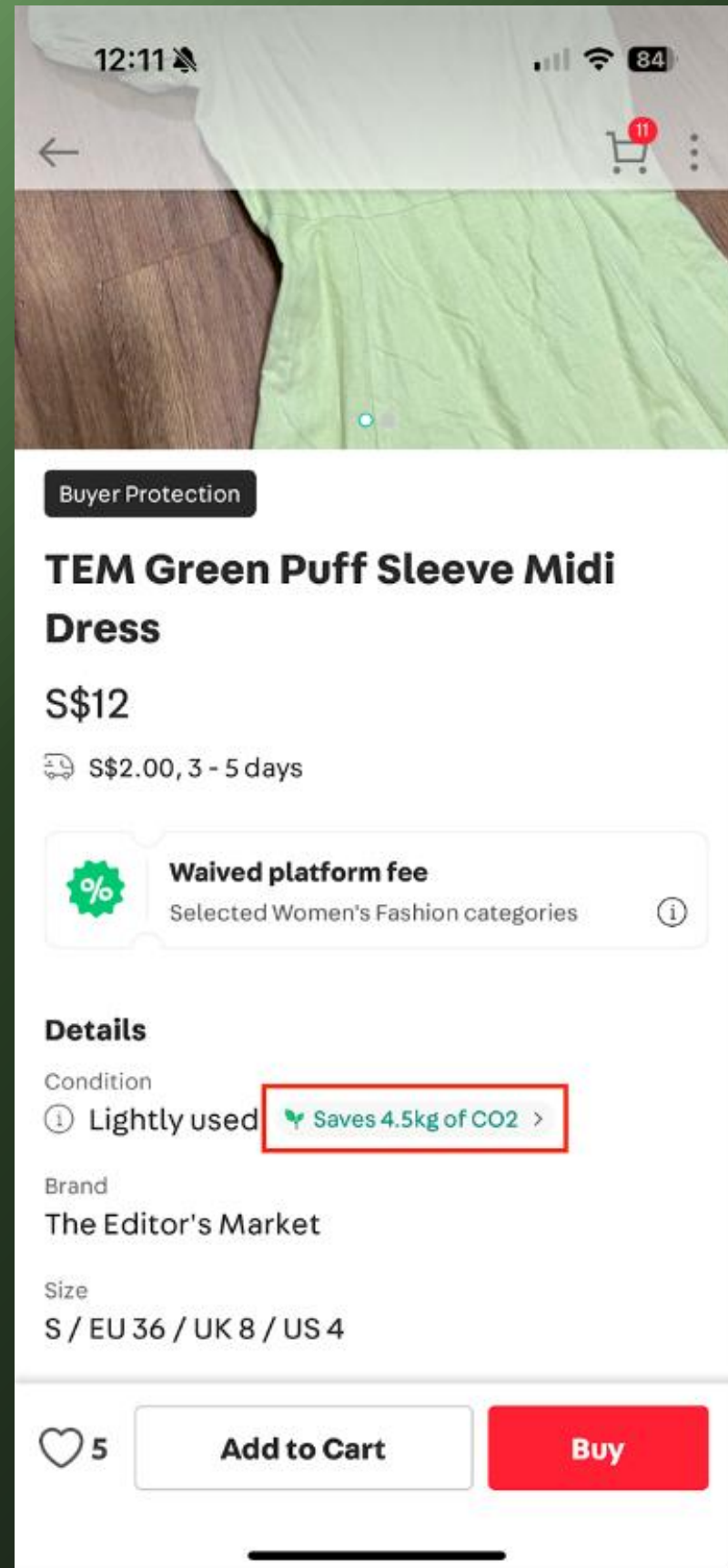
Launch Certified program to buy directly from Carousell



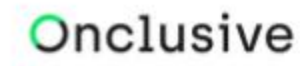
Product features to make it easier to buy and sell



Highlighting a wider problem that we need to solve together



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Question 3

What role does personalisation play in driving repeat purchases and long-term engagement?



Q&A



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Question 4

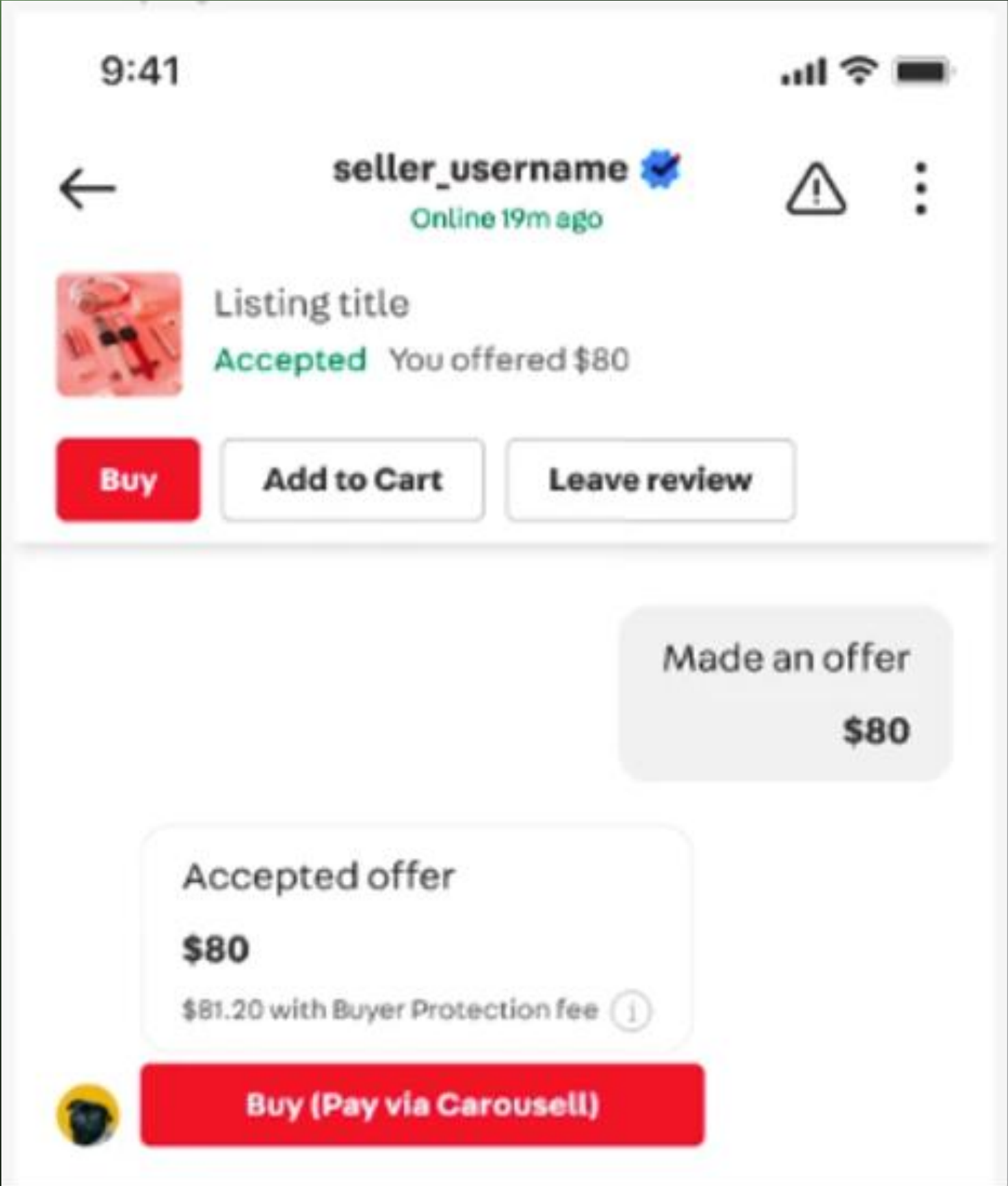
Could you share a real-world example where customer feedback directly influenced retention strategy?



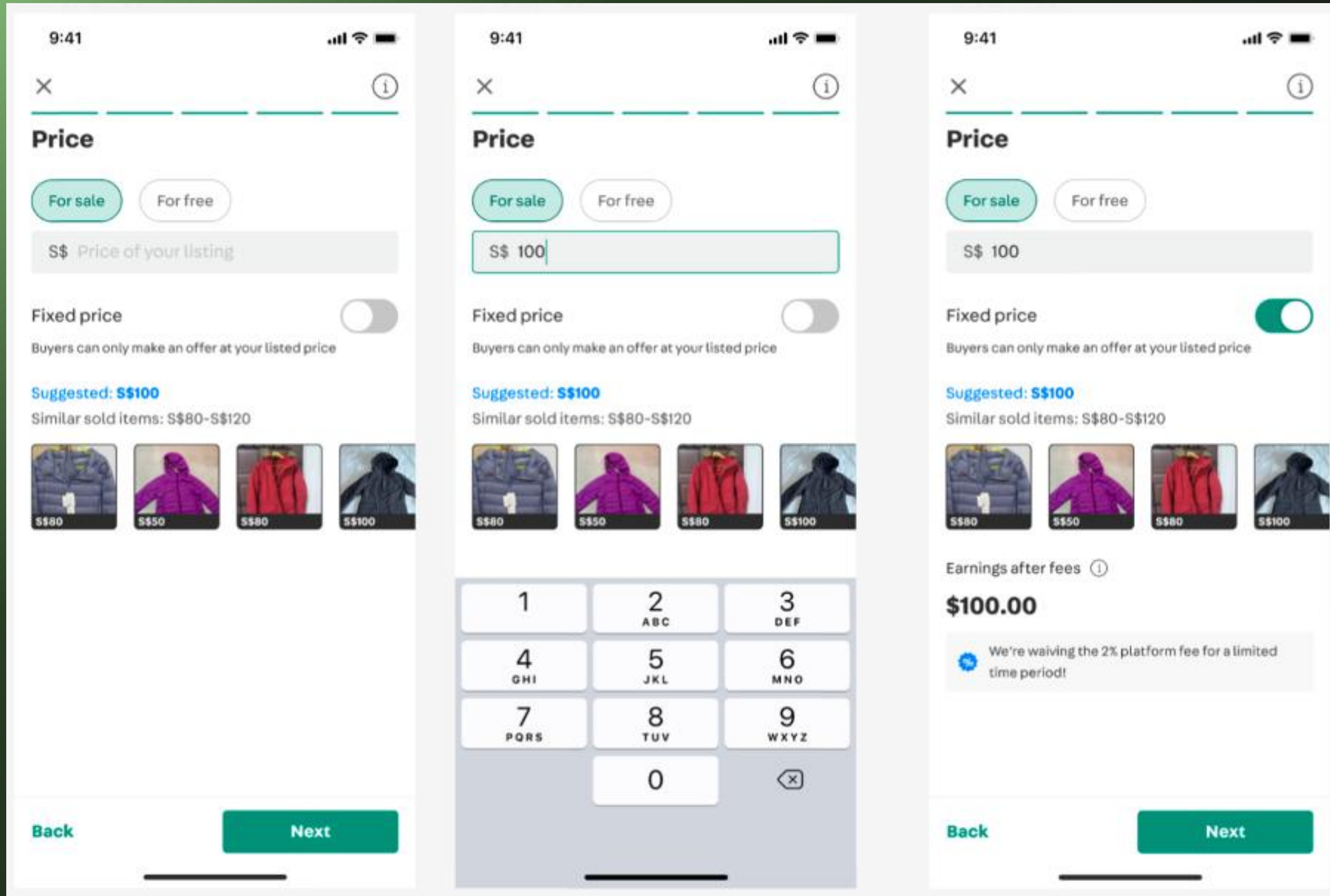
Q&A



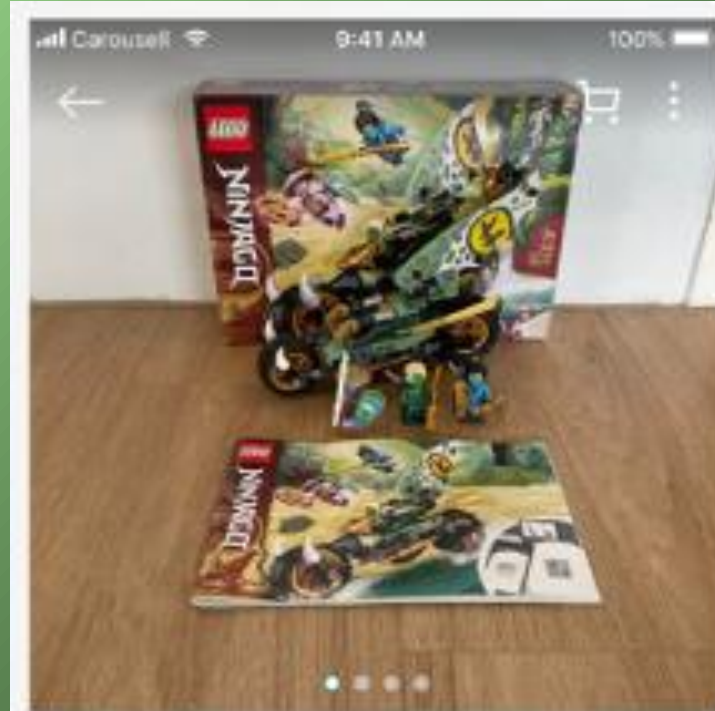
What role does personalisation play in driving repeat purchases and long-term engagement?



Fixed price listing



Fixed price listing



Buyer Protection

LEGO Minecraft: The Sky Tower (21173) Limited Edition

S\$42 ~~S\$120~~

Free delivery, within 2-3 working days

Listing price is fixed

Details

Condition

Like new ⓘ

Brand

Lego

Types

Bricks & Figurines

Age range

0-2 year old

[Read more](#)

9:41

seller_username
Online 19m ago

Listing title
\$100

Buy Add to Cart Make offer

username
Singapore
5.0 ★★★★★ (46)

Select message or type your own below.

I'm interested! How do we deal?

Type here...

Auto present
bottom sheet

Show bottom sheet **one time**
whenever buyer tap on **Chat** for a
fixed price listing, even when it's
other listings from the same seller.


9:41

seller_username
Online 19m ago

Listing title
\$100

Buy Add to Cart Make offer

Fixed price, best price!



No negotiation for this listing. Chat with
seller for other questions or tap 'Buy'
to check out.

Close Buy