



How Shuttl Increased its Referral Conversions by 11.2%

Shuttl is one of India's largest bus-aggregating platforms. It is founded by two IIT grads - Deepanshu Malviya and Amit Singh, who previously worked for Jabong. The company has around 450 AC buses plying on the roads of Delhi which is home to largest number of vehicles among Indian cities. The company has so far raised \$23 million in venture funding.

The Objective

To create a seamless referral program that significantly contributed to their growth, Shuttl had to address the following challenges:

Identify the user who is likely to convert

- Do contextual follow-ups
- Measure the the right metrics while evaluating a referral program: Participation, Referral, Impression, Response, and Conversion.

The Solution

Shuttl created two journeys. Both of the journeys are separate but interlinked and that's the beauty of them.

Let's evaluate the first journey:



[Build a user journey like this](#)

Key Result

In terms of the overall acquisition for Shuttl, this was

3.6%

of the total subscription by new users in that period.

“ WebEngage has been a great complement to our growth strategy. It provides engagement and analytics on the same dashboard that has made things quite easier on the campaign management side. It's USP is journey designer module which gives allows you to design your engagement flow visually and can solve really complex use-cases. ”

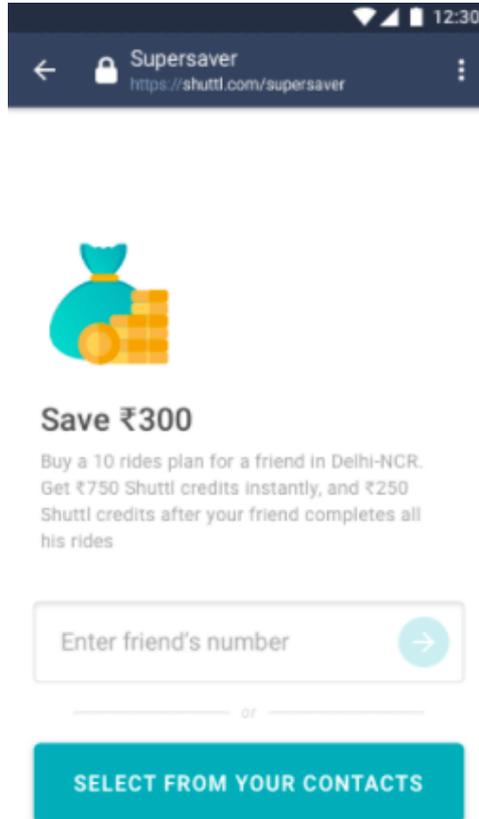


Siddhant Raizada,
VP, Branding and Experience
Shuttl

We had discussed previously in the challenge that the foremost thing to do before launching a referral program is to identify the user who is likely to refer.

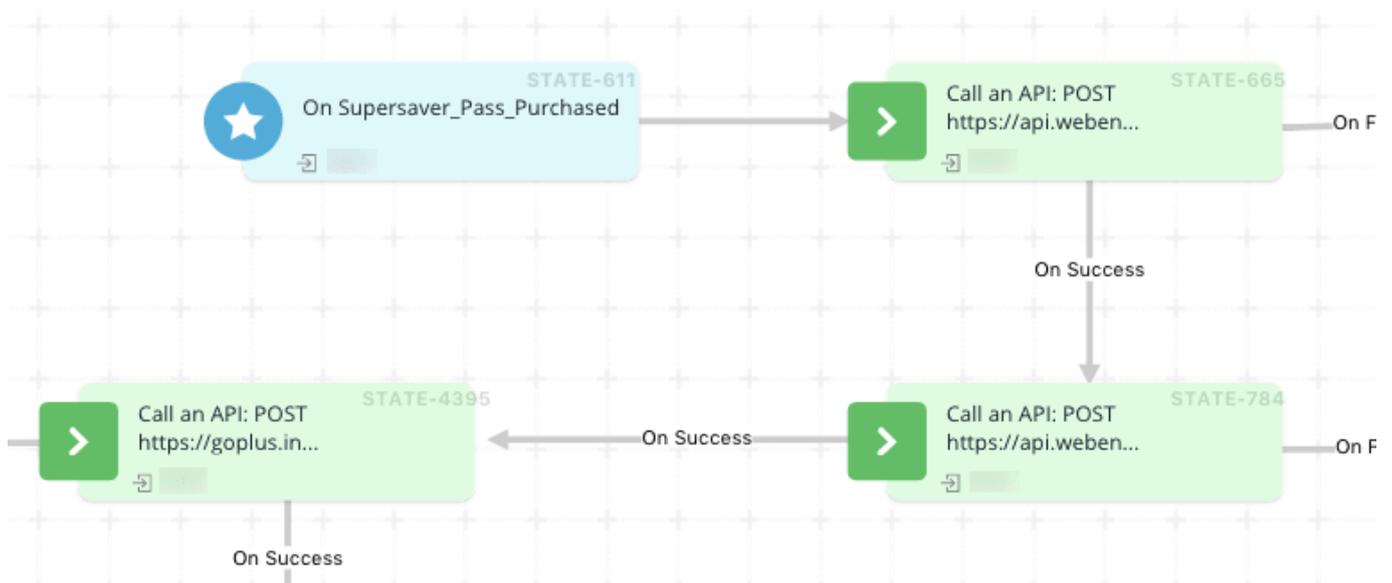
Shuttl addressed that by launching an offer

that allowed user to gift rides to his friend while purchasing one for themselves. This automatically filtered the users who are genuinely inclined to refer.



Now, when the user feeds the number of the friend is when the Journey 1 is triggered.

The highlight of the journey is this- three API blocks in succession.



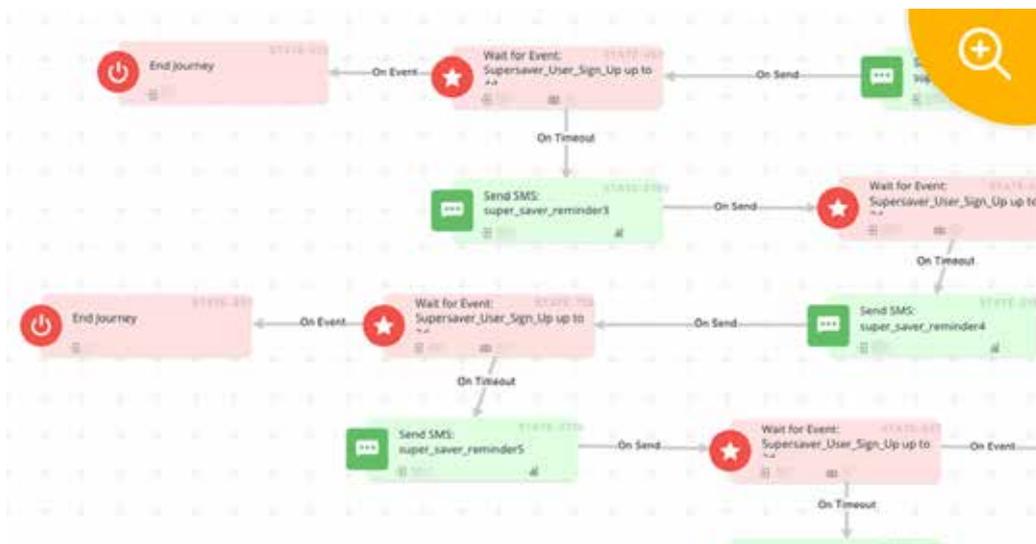
- The first block passes a JSON object that creates a new user in the WebEngage system. (replace it with your CRM)
- The second block passes a JSON object that creates a new event against the 'new user'. This is the event that triggers Journey 2.
- The third API block adds the Shuttl credits to the user's Shuttl Wallet in their backend.

Look at it like this, the user merely refers a friend and you subsequently engage with three external systems via API call- CRM,

Journey, and backend.

To a marketer, the ability to trigger an API call when the user performs an action is shot in the arm. It has myriad powerful use-cases. Let's talk about Journey 2 now.

We understood that Journey 2 is triggered by the first journey itself. The aim of Journey 2 is to nudge the very 'friend' who was referred in the previous journey. He has been offered free subscription by his friend but we also want him to install the app and use it. Hence, this journey:

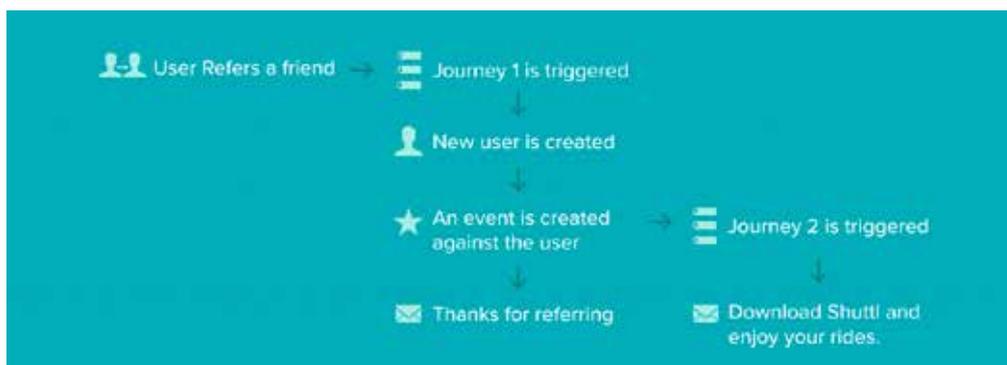


If you notice, the journey is basically a drip but after every message, it checks for the following:

- **'Friend' installs the app**
- **'Friend' should be a new user**

Only when the above two conditions are true, the friend is exited from the journey and no such related message is sent to him.

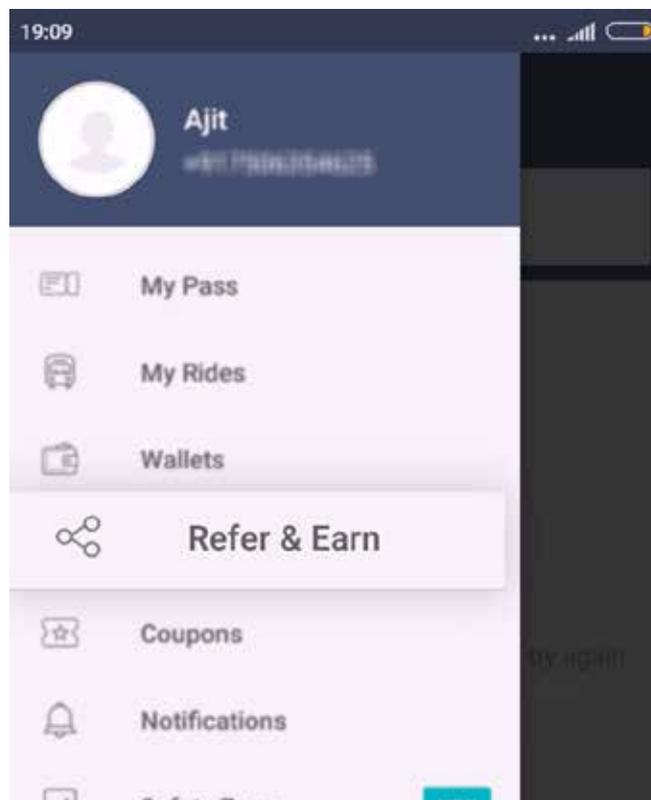
Below is the simple chart illustrating how the entire process works.



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The Result

Shuttl has productized referral which naturally generates significant subscriptions for them.



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The number of referrals generated by the journeys was 11.2% of the total referrals generated by Shuttl (we took the span of 2 months (3rd Nov-3rd Jan) to calculate the number).

In terms of the overall acquisition, this was 3.6% of the total subscription by new users in that period.

Total subscription means the subscription that they were garnering organically plus all the channels combined.

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WebEngage is a multi-channel user engagement platform which automates communication across users' life-cycle. It enables you to connect with them via. Web Messages (notification, survey and feedback), In-App Messages, Push Notifications, Emails and Text Messages. WebEngage recently launched Journey Designer as part of their product portfolio. Using the Journey Designer, you can plan your engagement campaigns across multiple channels like web message, mobile app (push notification/in-app message) email & SMS.

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