



How Tata-owned Starquik improved their new user acquisition by massive 2400%

Starquik is a TATA group-owned entity through which India's oldest conglomerate aims to deliver an omnichannel experience to their Starbazaar customers. Starbazaar is again a Tata-owned supermarket chain operating in multiple metropolitan cities across India.

The Objective

Conversion Goal – Increase Conversions from New Users

The online grocery retail in India is at a nascent stage and hasn't penetrated even 1% of the market. And there are various deep-pocketed players primarily Grofers, Big Basket and Amazon, who are outspending each other to capture this expanding market. To congest the ring even more, there are established physical retailers such as DMart, Reliance Fresh, Godrej's Nature Basket, etc. who are venturing into online retail in varying degrees.

So Starquik, relatively a new player, concentrated its focus on building loyalty by ensuring that the first time users get the taste of Starquik.

The Solution

Starquik created a smart customer journey that observed the actions of the new users on their first visit. If their actions didn't converge to purchase, then the journey prompted them to do so by triggering contextual, real-time messages.

Here is the snapshot of the journey:

Key Result

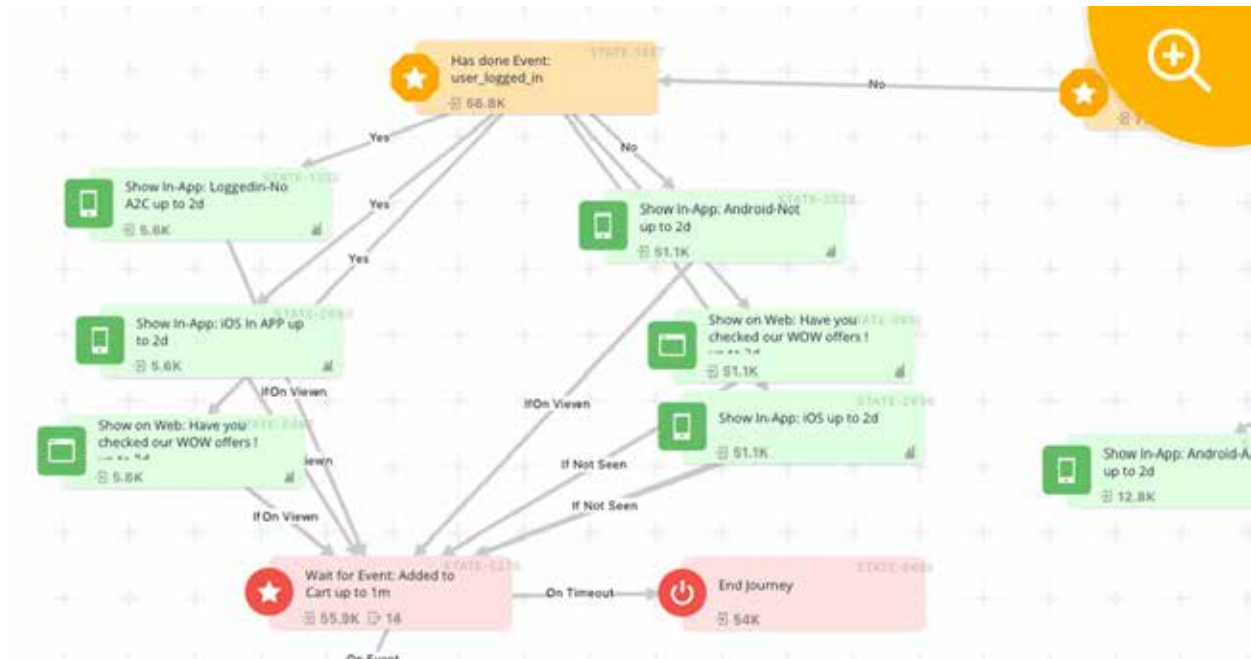
As a result of Starquik's effective copy and with help from the [WebEngage Journey Designer](#), they experienced an uplift of

2400% 
in conversions (purchase)
from new users.

“ To ensure the new customers are able to find the best of offers and prompt users to quickly add to cart and build a meaty cart. Additionally, prompt the user to view cart with a specific coupon and pushing him to proceed to checkout ”



Gaurav Juneja,
Co-founder
Starquik



Build a user journey like this

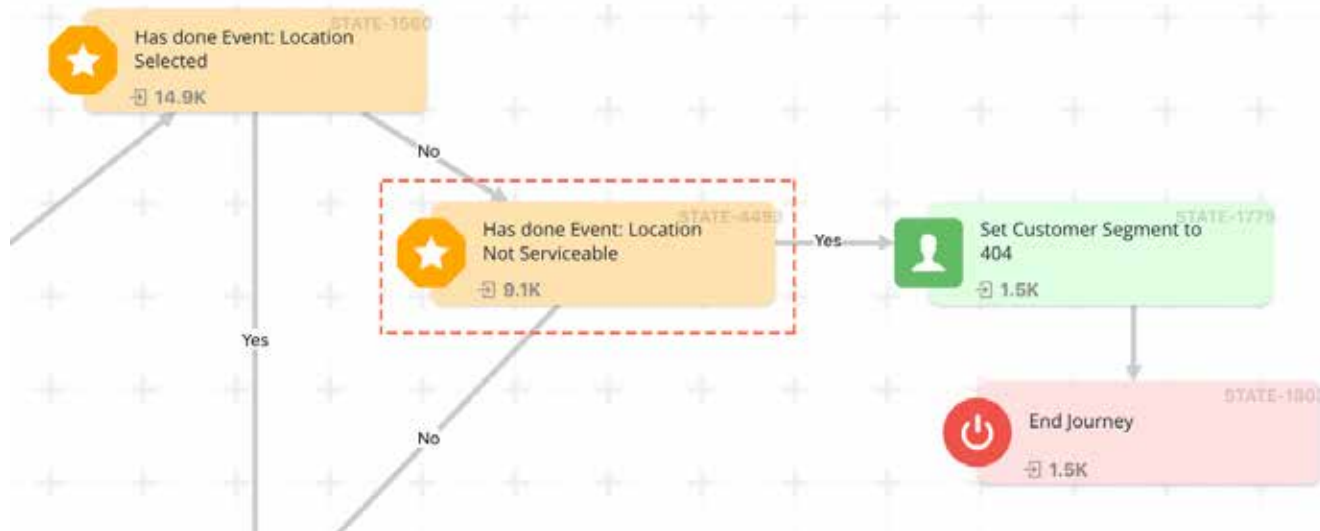
We stated that online grocery retail penetration in India is way lesser than the other mature markets (like travel, apparels etc), rendering fewer customers one could sell to. Besides, given the fact that almost everyone is entering the race, retaining

existing users became super important while being super challenging at the same time. Given these factors, the impact Starquik's Journey created was massive. It has been summed up in the following image:



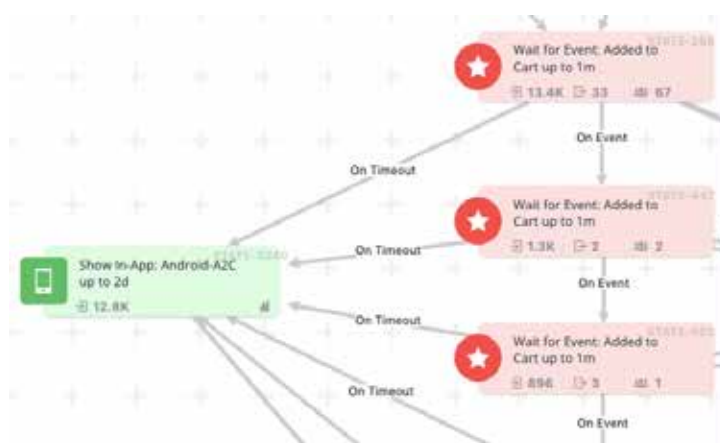
serviceable then he is immediately exited from the journey. Which means no nudges, no communication, email, push, nada, exactly how it should be

If the user has launched the website or app, enters his location but his location is not



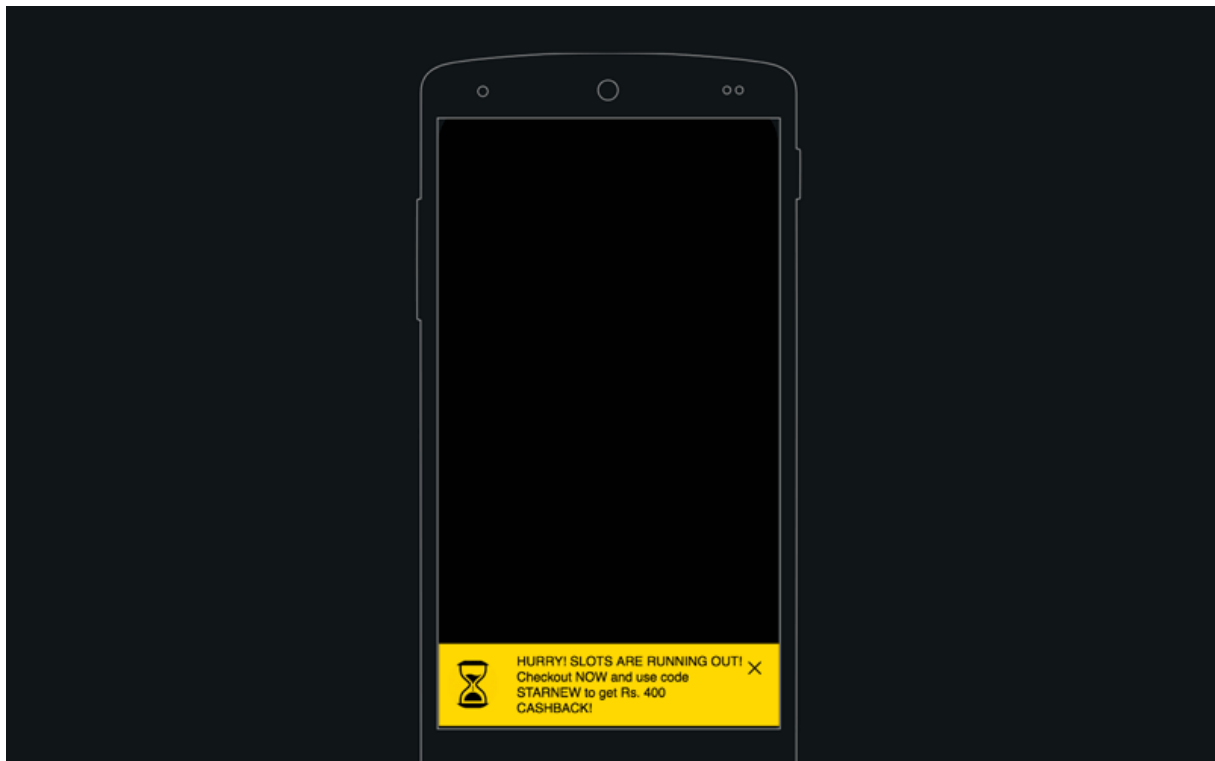
b. Increase cart value

If the user has logged in but not added to cart within the defined time period, then a notification is triggered that incentivizes him for purchase.



c. Encourage checkout

If adding to cart process is complete but not the checkout, then journey triggered a contextual message on his next visit that nudged him to check out.

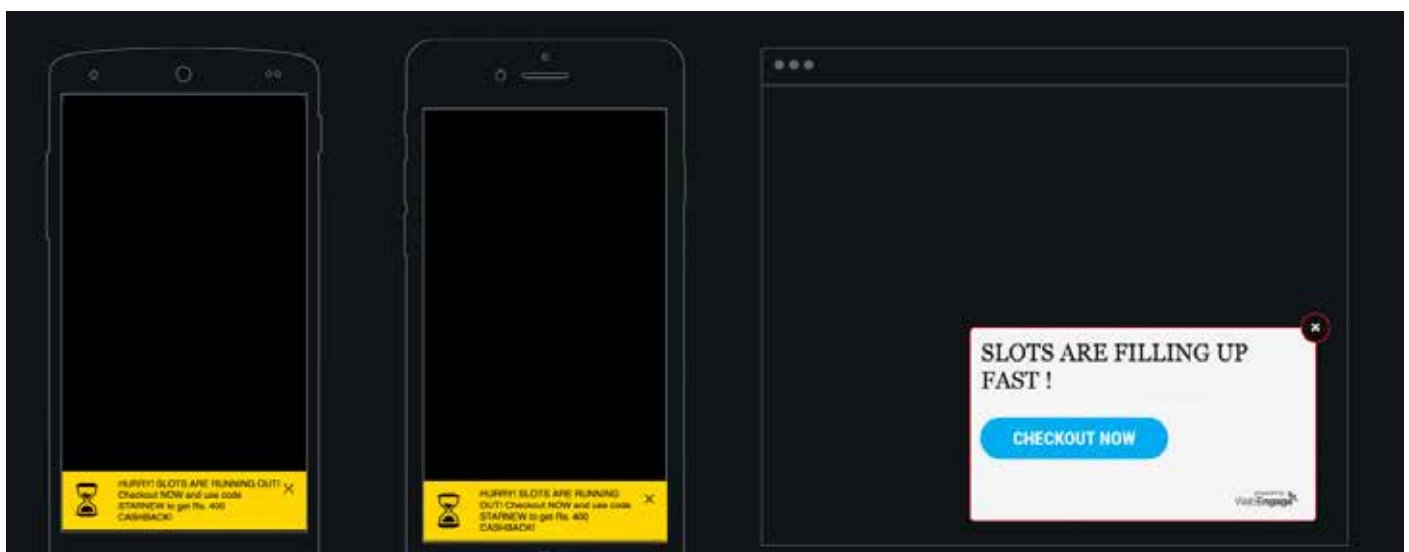


[Read another success story on cart abandonment](#)

d. Cross-channel engagement

Regardless of the device that the user is using to engage with Starquik, the messaging

stayed consistent- a true cross-channel experience.



[Why cross channel communication is the key to growth](#)

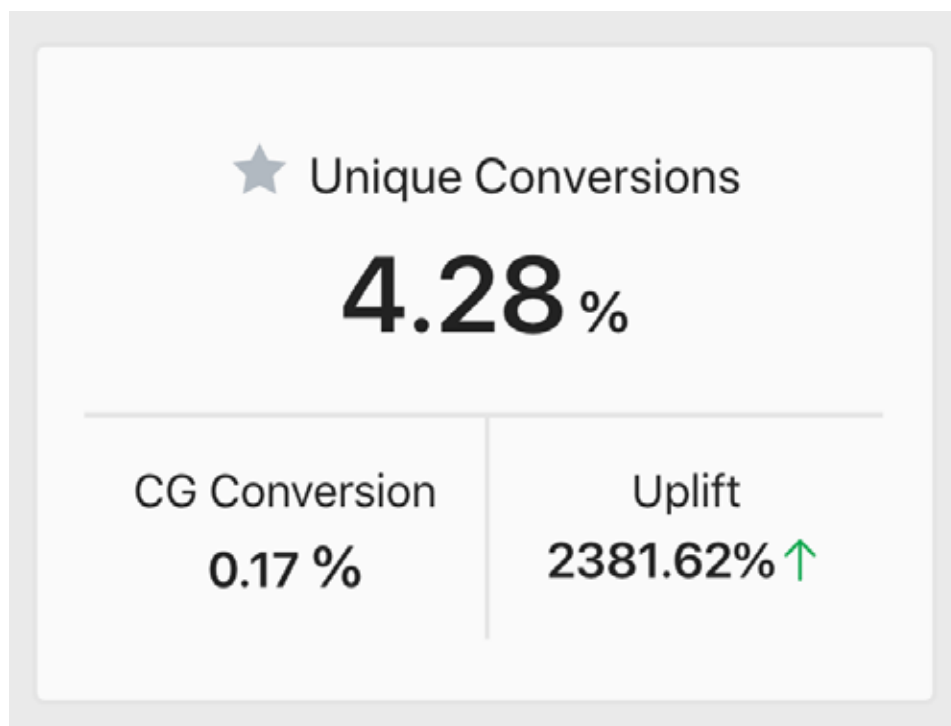
WebEngage's Journey Designer gave Starquik the ability to design their cross-channel campaigns in a drag-and-drop fashion. So, accomplishing the cross-channel engagement was no more difficult than wanting to do it.

The Result

The [control group](#) users achieved net conversion of 0.17%. The same number for

Most importantly, they were getting the bird's eye view of the entire communication strategy so they could instantly fix the flow anytime they wish.

the users who entered the journey was 4.28%. This amounted to the total uplift of approx 2400%.



[Learn how tracking the right conversion numbers affect your business](#)

This is just one of the several journeys that Starquik is running in parallel to improve their retention. By virtue of our association,

WebEngage is proud to be able to create a dent in India's online grocery retail.

Loved the case study?

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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.

Going steady on the mission to humanize websites and mobile apps, we are assisting thousands of customers in 50+ countries. From enterprises like eBay, Lynda, Sendgrid, Snapdeal, MakeMyTrip, Avaya, Souq, etc. to thousands of startups worldwide, we are helping them Engage, Retain and Grow.

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