PORTER

# Porter, India's largest marketplace for intracity logistics **saves 80% of its human hours with WebEngage**

## Key features used

- Journey designer
- Call an API
- Funnel Analysis

**HQ**
India

**Industry**
Logistics

**Founders**
Pranav Goel

**Founded**
2014

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Managing and segmenting huge volumes of data to disperse personalized coupons to the customers was a very time consuming process. With WebEngage, we were able to automate huge volumes of data with minimum manual intervention. The platform also enabled us to target users on a granular level, based on complex event attributes, which was not possible previously. This helped us expand our reach to the right users at the right time.

## Ronak Devadiga

**Senior manager, Porter**

# About Porter

Porter is India's largest marketplace for intracity logistics that aims to transform the way goods are transported around cities, enabling lakhs of businesses to move anything on-demand. It's a platform that offers affordable and reliable logistics services to SMEs, Enterprises & Individuals. Porter's goal is to revolutionize logistics via its end-to-end logistics platform.

Leader in India's $40 billion intra-city logistics market, Porter has managed to organize a highly fragmented sector. The company offers a large fleet of vehicles from 2 wheeler, 3 wheelers to 4 wheelers of varied categories. It helps with transporting both personal & commercial goods weighing in the range from 20 gms to 2500 kgs. Solving the problem of poor visibility & service levels with a tech-enabled liquid marketplace, Porter has created a virtuous cycle with strong network effects.
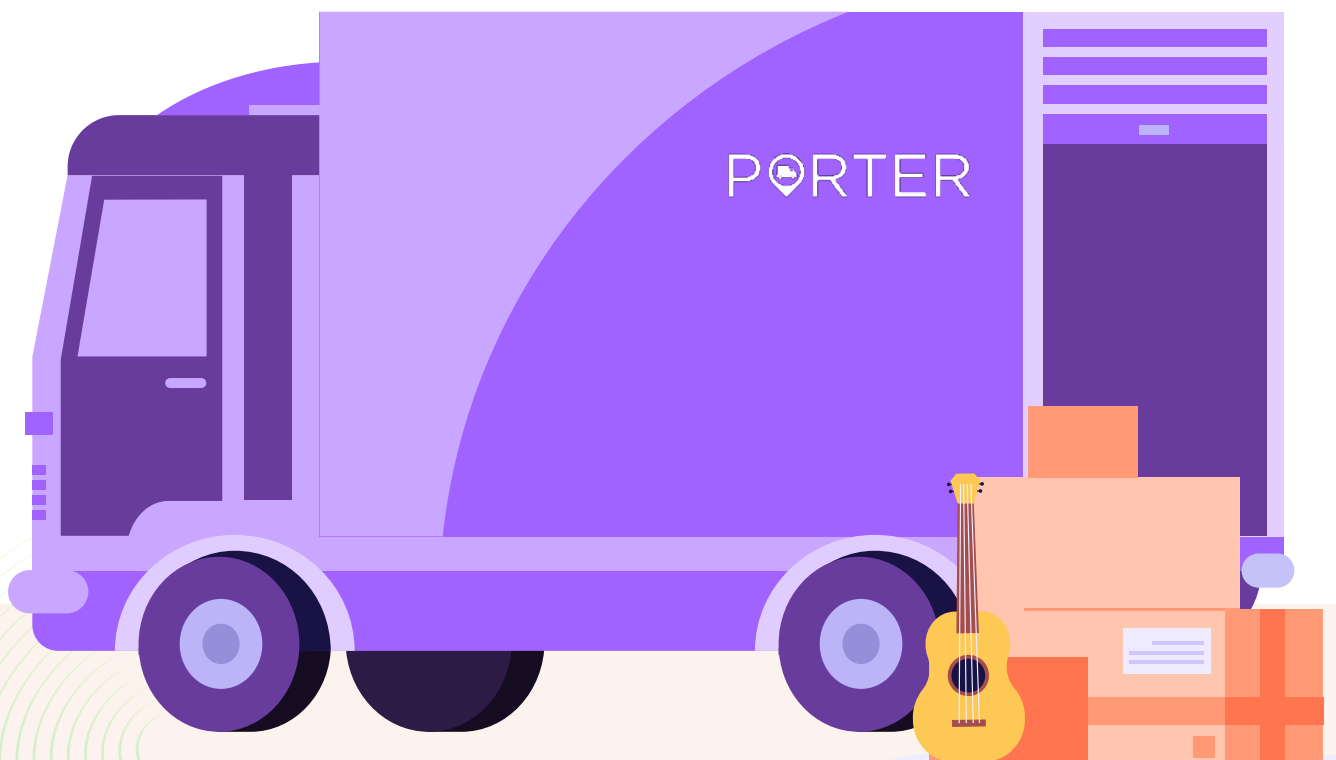
## Objective

Apart from carrying the primary function of sending outbound communication to the customers, the brand also wanted to retain its existing customers by dispersing personalized discount coupons.

## Challenges

- Limited resource to disperse coupons to High Value Customers (HVCs)

- Manual uploading of huge volumes of customer data

# Why WebEngage

Porter disperses coupons to all its customers via an inhouse coupon generator - a system that helps to create and assign coupons using criteria such as Life time Order (LTO), Zone, City. However, this method has its own limitations as it cannot reach customers based on their intent, or booking & payment history, making it difficult for the brand to retain its high value customer segments.

Moreover, to disperse coupons to such complex segments the brand had to download the customer data and upload it manually into the in-house coupon generator. Uploading such huge volumes of data made it time consuming and difficult for the system to derive the desired outcome. In order to overcome this challenge, the brand was looking for a retention-led platform that would help them retain the high value customers based on user events and attributes.

That's when Porter joined hands with WebEngage.

# WebEngage in action

The team at WebEngage scrutinized the challenges Porter was facing and came up with a solution that helped the brand to not only automate the vast pool of customer data but also enable them to engage users on a granular level.

Here's how WebEngage approached this problem:

To engage its customers, the CSM team at WebEngage suggested the brand to use WebEngage's Call an API feature and design multiple journeys to send highly personalized coupons to its high value customers based on their events and attributes.

Take a look at personalized coupons sent by Porter across different channels

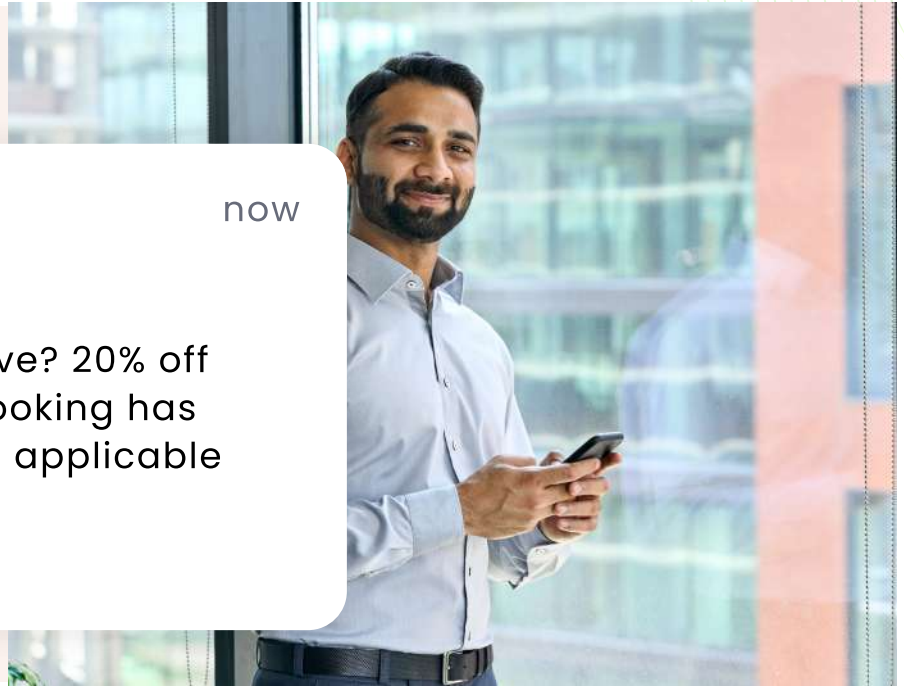WebEngage

## Push Notification

### PORTER
now

**Up to Rs 100 off!**

Kabir, office boy is on leave? 20% off upto ₹ 100 on your first booking has been auto-applied. Offer applicable on Helper Orders too.
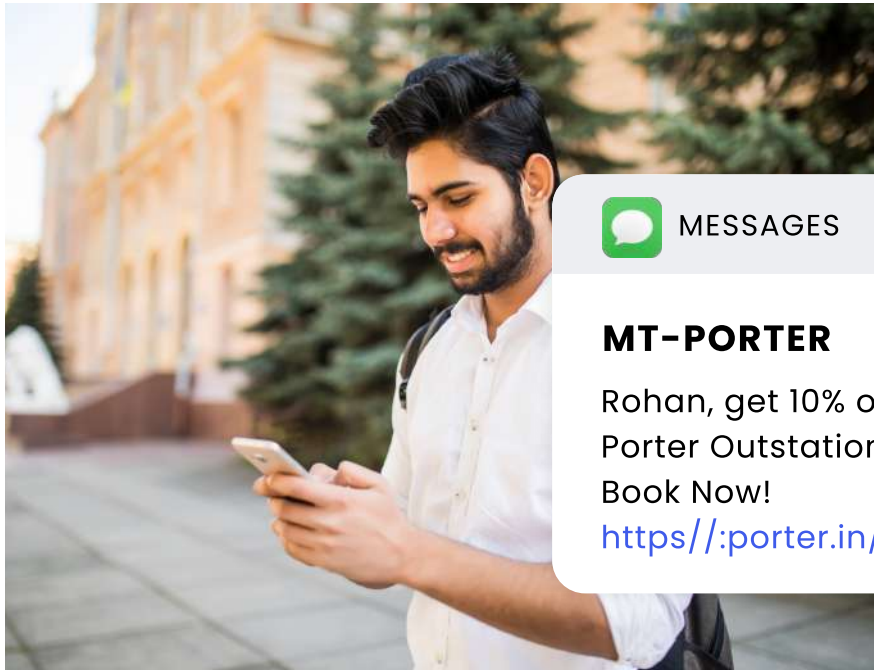**Book Now!**

**MESSAGES**
7 min ago

**MT-PORTER**

Rohan, get 10% off when you send goods with Porter Outstation from Mumbai to Pune!
Book Now!
https//:porter.in/

To initiate the process, all the team had to do was to create a segment on WebEngage's dashboard and pass it through an API script to generate personalized coupons for each user segment.

The API feature helps the brand to disperse personalized coupons to varied segments of customers seamlessly with minimum manual intervention. It gives flexibility to the team at Porter to enable and disable coupons for users on-demand which was a tedious process in the past. This also reduces the time consumed to fetch and upload data manually making coupon dispersal effortless than ever before.

Given below is a sample of how Porter automates coupon dispersal using the WebEngage dashboard
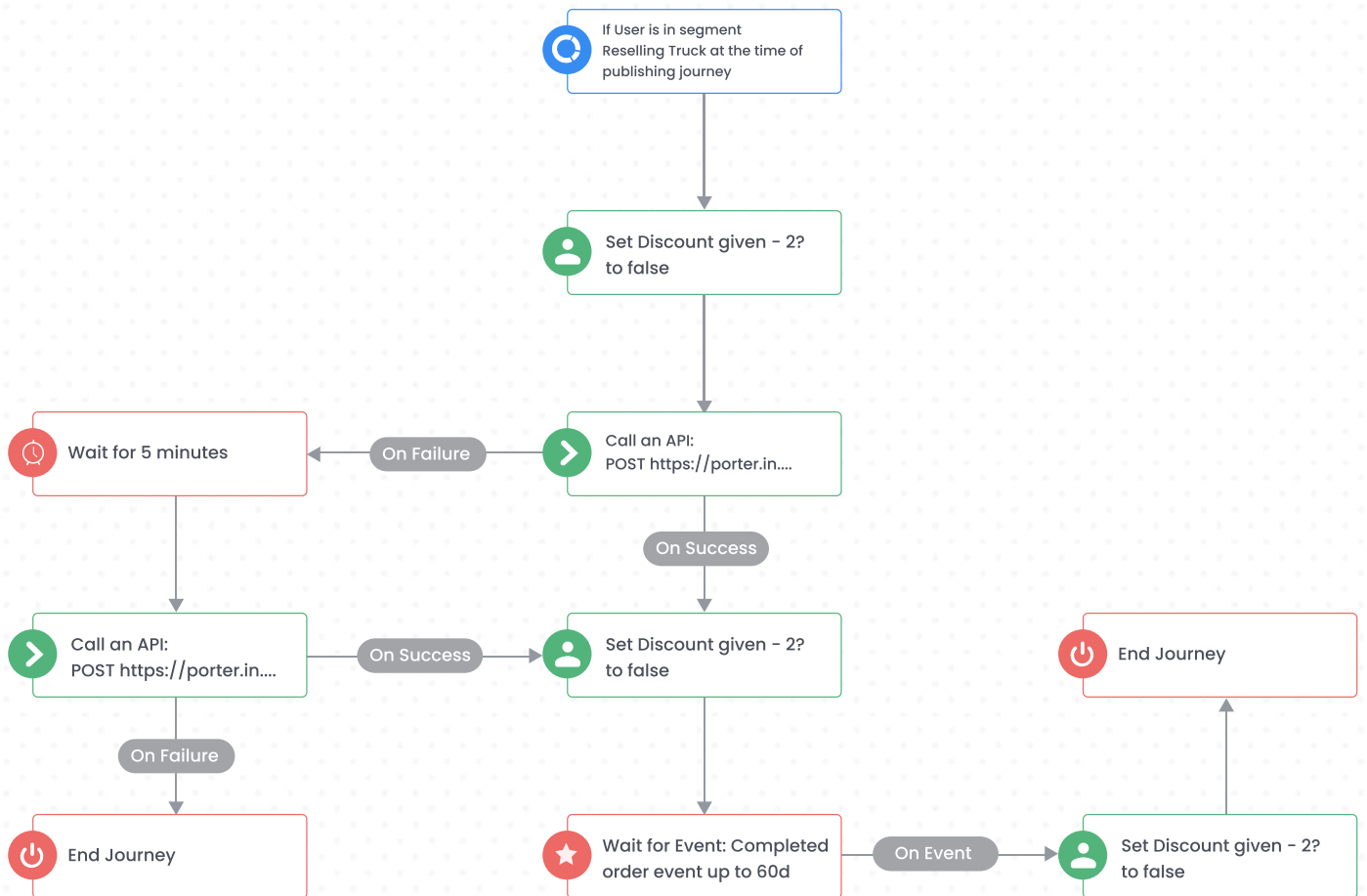
WebEngage

# The WebEngage impact

With WebEngage, Porter has been able to automate and personalize user engagement at scale. WebEngage's Call an API feature and robust analytics has enabled the brand to retain its high-value customers and witness significant impact.

Below are the results Porter achieved with WebEngage:

## 80%
Reduction in manual intervention

## 1M+
users received unique coupons in a year

WebEngage

# Loved the Case Study?

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WebEngage is a new age Retention Operating System, a single suite for marketers to store user data, provide actionable insights, orchestrate omnichannel campaigns by leveraging user insights to provide a hyper-personalized end-user experience.

The platform helps brands drive more revenue from existing customers and anonymous users across ten communication channels. WebEngage goes above and beyond a marketing automation platform and powers the user engagement for thousands of enterprise brands worldwide, working across several industries like E-Commerce, Edtech, Fintech, Foodtech, Media & Publications, Gaming, BFSI, Healthcare, Online Retail. The key clientele includes marquee brands like HUL, Bajaj Finserv, Unacademy, ALT Balaji, MakeMyTrip, Zivame, Firstcry, and many more.

For more information, visit webengage.com or follow WebEngage on Twitter and LinkedIn.

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