Freecharge

Freecharge USP -

Make users recharge experience is as rewarding as possible
Freecharge Revenue Model -
● Bill Payments
● Online Banking
● Brand Advertisement
● Financial Services (Loans, Mutual Fund, Credit Cards, etc.)

Freecharge Business Goals:

● Increase the number of users by catering to their needs.
● Engage and retain users on the platform to generate income.
The main focus for us is to Engage and Retain users on the platform.
To achieve the above statement, the value proposition for Freecharge is -
Be a one-stop destination for most of their financial needs.

Description:

Customers across the country use FreeCharge to make prepaid, postpaid, DTH, metro recharge, and utility bill payments for numerous service providers.

Freecharge Promises -
● An easy and instant recharging process
● A hassle-free online experience
● A safe and secure payment process
● Best discounts available in the market

Freecharge Prioritized Problems -

● Users are requested to grant access to the platform upon entering the app for the first time
● More info on Pay Later option
● Unavailability of info on the fee for Pay Rent Option
● Without asking user preferences, it displays Tailor-Made Services
● No clear explanation to the user as to what is Free fund is and how to get it
● The overall time taken for resolving issues through customer care is high.

Solutions -

● Let the users have a feel and look at the app instead of asking for permissions at the very first.
● Sharing information about different financial services and offers at timely intervals within the app and on all social media platforms.
● Creating short videos and posting them on social media platforms to increase the awareness of financial services and offers provided by Freecharge.
● Display infographics of different financial services and offers within the app.
● Reducing the wait time by Increasing the number of customer support executives or Automating the majority of the customer support process through the currently available technologies.

Prioritizing Solutions -

Using RICE Framework for prioritization
R - Reach, 50(Low) - 100(High)
I - Impact, 1(Low) - 5 (High)
C - Confidence, 50%(Low) - 100%(High)
E - Effort, 1(Low) - 5 (High)

S. No	Possible Solutions	Reach	Impact	Confidence	Effort	Rice Score
1	Removing Permissions access at first.	100	3	70%	2	105
2	Sharing Information	80	2.5	70%	2	70
3	Short Videos on Social media	80	3	80%	3	64
4	Infographics	100	2.5	80%	4	50
5	Customer Support	80	4	80%	3	85.33

Why:

● Onboarding Issues
    ○ Users are requested to grant access to the platform upon entering the app for the first time

Reduce onboarding friction so the user journey is smooth and easy. Let users explore the app and get a feel of the app before asking them to take an action. This increases the chances of conversion.

● Bill & Payments
    ○ More info on Pay Later option

No info on Rate of Interest or tenure and some other important details but displays cashback offers if registered. Users might need more info related to the Pay Later feature which increases the chances of conversion.

● Offers & Refunds
    ○ Without asking user preferences, it displays Tailor-Made Services.

This makes no sense to anyone because without asking the preferences it says Tailor-Made services. Asking user preference before displaying suitable options is viable.
.
● Customer Support
    ○ The overall time taken for resolving issues through customer care is high.

Customer support is crucial and many customers have complained online regarding the same. So improving it crucial to keep the customers happy and retain them.
Success:

● Onboarding Issues
Removing the permission request at first and placing it before the user starts to make payments from the app.
Compare the conversion rate to the number of downloads to successful 1st transaction in the last 4 months to the first 4 months after the change.
Any increase in the number after the change shows we have succeeded.

● Bill & Payments
A small button with all the details of this option can be added without much effort as it's just creating the content and button to access this content.
Compare the number of new users who made the 1st transaction in the last 4 months to the first 4 months after the change.
Any increase in the number after the change shows we have succeeded.

● Offers & Refunds
Prepare a questionnaire and ask people their preferences and then start displaying the options.
Compare the number of new users who made the 1st transaction in the last 4 months to the first 4 months after the change.
Any increase in the number after the change shows we have succeeded.

● Customer Support
Reducing the wait time by Increasing the number of customer support executives or Automating the majority of the process through the currently available technologies.
Conduct a survey and get customer feedback. (More positive feedback more the merrier).

Checking metrics -

● Customer Satisfaction Score -
[Number of positive responses / Number of total responses] X 100 = CSAT (%)

Increase in the score from the last 4 months to the first 4 months after the change.

● Customer Churn Rate -
Customer Churn Rate = (Customers beginning of the month – Customers end of the month) / Customers beginning of the month.
Increase in the score from the last 4 months to the first 4 months after the change.

● Average Resolution Time -
[Total resolution time for all resolved tickets / Number of resolved tickets] = Average resolution time
Decrease in the score from the last 4 months to the first 4 months after the change.

● First Response Time -
Sum of first response times / Number of tickets = Average first response time
Decrease in the score from the last 4 months to the first 4 months after the change.

● Ticket Backlog -
Sum of open tickets = Total ticket backlog
Decrease in the score from the last 4 months to the first 4 months after the change.
Audience:

● Onboarding Issues -
Everyone who downloads the app.

● Bill & Payments -
Self-employed or Working Professional.

● Offers & Refunds -
Self-employed or Working Professional or Students.

● Customer Support -
Everyone who is a user of the app.
App View:

● Onboarding Issues -
Removing the permission request as the first screen after download and nudging the user before their first payment or intent to use other products on the app. This will require changes in the backend coding as it has to prompt when the user takes action.

● Bill & Payments -
A CTA that opens a new page with all the details of this option can be added without much effort as it's just creating the content and button to access this content.
On the display page, change the content and page layout.

● Offers & Refunds -
A CTA that opens a new page with the questionnaire and users can select their preference. This option would require changes in the UI, Database to build an algorithm to understand user preference and then show the Tailor-Made services.
On the home where it is displayed, CTA should be displayed instead of the options currently displayed.

● Customer Support -
UI remains the same.

Plan:

Once all the changes are made, release an update with all the new features and monitor the above-mentioned metrics for the next 4 months and compare the data.
We have to market a bit more aggressively to drive more traffic to the app.

People and Roles:

1. Vamsy(cust ops manager): Sign off on our support resourcing assumptions.
2. Prathik (cust ops rep): Man the queue, summarize and report learnings once a week.
3. Soham (dev): Build, test, and QA. Also, configure and a demo for all of us.
4. Sharath (design): A very light review of the changes, no major design requests.
5. Richa (BI): Make sure we can get the reporting we need in time for the test.
6. Vidya (Marketing): Run ads to increase the traffic to the app.

Out of Scope:

1. Major UX changes: We will only add a couple of visible Buttons for more info, will add a questionnaire, and no other UI changes.
2. International and non-English: Supports only in the English and Hindi language for chat support.

Timelines:

1. Nov 15 : First view with all the changes
2. Nov 30 : Test on dev env with customer support's help in setting up agents and times.

3. Dec 5 : Launch. We will need to increase traffic over the coming days.
4. Jan 15 : Sync to check the performance and list any additional tasks then.
5. Feb 15 : Sync to check the performance and list any additional tasks then.
6. March 15: Final sync to review stats and decide on further proceedings.
7. April 5 : This is the hard date for the wrap-up and the results on hand.

Engg & Design Implementation Spec

User Journey -

Use Case Name:	New User Scenario: A new user downloads the Freecharge app for the first time.
Summary:	This use case allows the user to interact with the app and allows the browse through different service and payment options. Then the user if interested can login and grant access to the app to continue using services from the app.
Expected Flow:	1. The user learns about the Freecharge app from Social Media, Friends, Family, or other sources. 2. The user downloads the app and explores the app **without any hassle.** 3. The user goes through the features available in the app. 4. All the features are well explained and the user is now aware of the benefits of using the app. 5. The user likes the app and its services and registers granting access and creating an ID.
Current Flow:	1. The user learns about the Freecharge app from Social Media, Friends, Family, or other sources. 2. The user downloads the app and the first screen that appears after installation is "Grant Access". 3. The user can get annoyed and may close/delete the app. 4. Few users grant access and go through the features available in the app.

	5. Few of the features lack info and the user is now confused about the benefits of using the app. 6. The user closes the app to look into it another day.
Extension Points:	Increase Product offering by introducing more Axis Bank Digital products to Freecharge users on a priority basis.
Business Goal:	Convert new users and retain the old and new users and make them accustomed to the app for their online payments and other financial services provided through the app.

Who are we building this for?

New users and current users.

Design Milestones

S.No	Milestone	Status	Estimate Deadline
1	D1: Adding a small button for more info on Pay Later option.	Yet to start	20/11/2021
2	D2: Questionnaire window for personalizing Tailor-Made Services.	Yet to start	21/01/2021

Tech Milestones

S.No	Milestone	Status	Estimate Deadline
1	M1: Removing Access-Request from the start of the app.	Yet to start	20/11/2021
2	M2: Adding a small button for more info on Pay Later / Pay Rent option.	Yet to start	20/11/2021
3	M3: Questionnaire window for personalizing Tailor-Made Services.	Yet to start	21/01/2021
4	M4: Customer Support Improvements	Yet to start	21/01/2021

Eg. of Design for Button on info about Pay Later / Pay Rent -
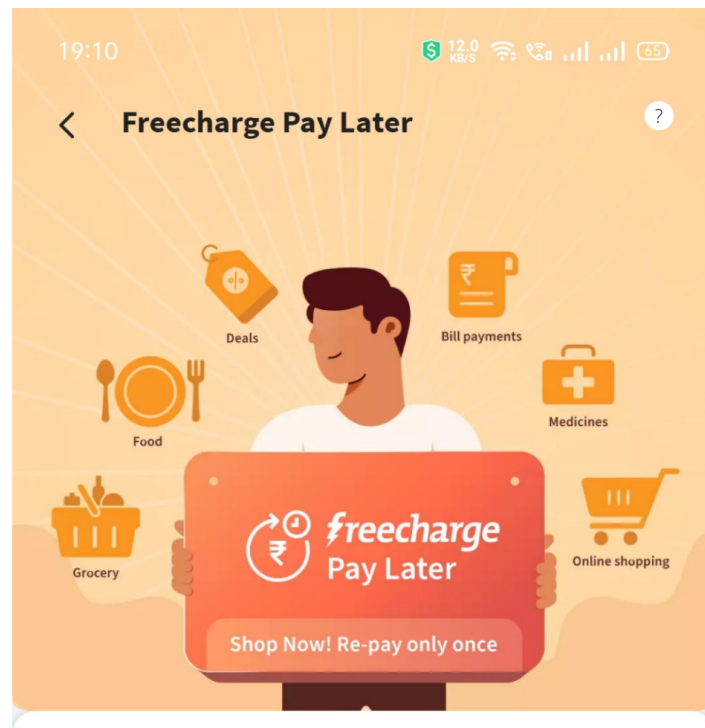
Tech Milestones and their Stories -

M1 – Removing Access-Request from the start of the app

More Details -

Remove the access grant from the start of the screen. This should be nudged before the user makes the first payment or indicates to use another product on the app.

This should be displayed on the action - Pay Now or Invest or Recharge.

S.No	Story	Priority	Status
1	As a user, I want to be able to look into the app and see what it offers before I commit my details and grant permission to the app.	11	Yet to Start

M2 – Adding small button for more info on Pay Later option

More Details
- After the button is added on the screen, on click new page with all Info should be displayed

S.No	Story	Priority	Status
1	In the current screen info displayed is insufficient and the user needs more info before taking action.	10	Yet to Start

M3 – Asking user preferences before displaying Tailor-Made Services

More Details
- This questionnaire should appear before displaying the Tailor-Made Services to the user. This increases the chances of conversion rather than shooting in the dark.

S.No	Story	Priority	Status
1	When the user looks into the Tailor-Made section it is displayed without asking preferences.	10	Yet to Start

M4 - Customer Support Improvements

More Details - Getting complaints on poor customer support frequently in reviews and social media platforms -
- Try to leverage the existing software and hardware to improve customer support.
- Explore 3rd party solutions to improve customer support.

S.No	Story	Priority	Status
1	Customer support is crucial and providing the best customer support is essential.	10	Yet to Start

Launch Date -

- L1 - D1, D2, M1, and M2 will be launched on 01/12/2021
- L2 - Will launch the remaining updates on 02/02/2021

After the L1t marketing will be done aggressively to divert the traffic to the app download and the app to measure the conversion rates.

Risk

Risk	Identification	Possible Solutions
Users not converting even after all the updates or negligible increase in the conversion rate.	Measure the successful conversion rate for the first 4 months after the launch with all updates to the 4 months before updates.	Check the pain points user are facing through heatmaps or conduct another survey to understand the user needs.