ANGOLA'S FIRST HYPERLOCAL BUSINESS

TUPUCA INCREASES CUSTOMER RETENTION BY 27%

ABOUT TUPUCA

Tupuca is Angola's first all-in-one delivery platform that allows users to order almost anything on-demand. Tupuca became the first online food delivery service in Angola and has now grown to be the largest hyperlocal business in the whole country. It delivers everything from food to groceries and alcohol to medicine.

It's well known for its tagline," Anything, anytime, anywhere; we deliver".

TUPUCA

ENTREGAS ILIMITADAS

Before Tupuca entered the market, people had to call restaurants to place an order where restaurants would tell them about the food available. Restaurants would get a lot of calls and frequently orders would be junk.

Erikson(Founder) being an MBA in social entrepreneurship, wanted to sort out societal problems. And his vision was to solve 3 problems by introducing Tupuca.
- Save time for customers with help of online catalogues.
- Accountability for vendors
- Youth unemployment

KEY CHALLENGES:

The emergence of new players in the market, and their offering of huge discounts for customer acquisition led to increase in customer churn for Tupuca.

- The communication gap between stakeholders (Merchants, Drivers and customers)
- The inability of tracking customers and the performance of campaigns
- Limited channels available for engagement
- Unavailability of automation in marketing
- Low Marketing Efficiency

THE SOLUTIONS WE PROVIDED

Conversational Support

The conversational support provided by Hippo enabled Tupuca to fill the communication gaps that slowed orders and customer support. Setting up a chat widget on the website enabled customers to reach out to Tupuca for queries and real-time support. Chatbots provided 24*7 availability, whereas agents provided personalized touch to complex issues. As a result, engagements improved significantly over the past few months, and customer retention improved by 27%.
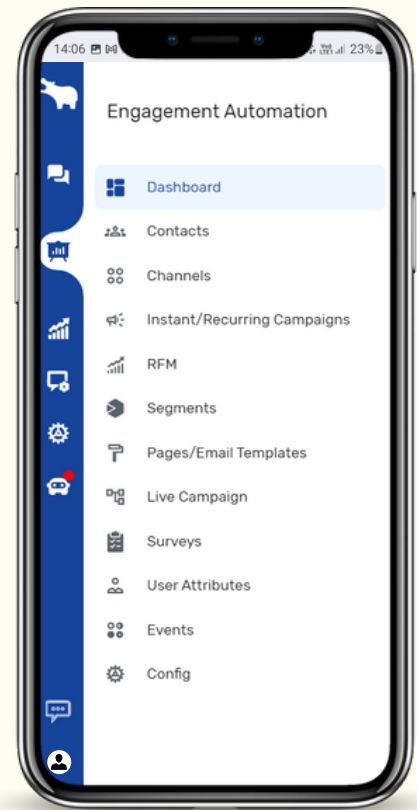
RFM and Real-Time Analytics.

Hippo enabled Tupuca to segment and fine-tune its campaigns and deliver messages with a high degree of relevancy.
"RFM is an incredible tool. By redefining our customer segments not only by profile details like devices, geography, etc but also based on the history of purchases or activities, We were able to maximize the relevancy possible for particular segments" says Eugene, CPO, Tupuca.

Tupuca used metrics across the two timeframes provided on campaign analytics, i.e. 2 hours and 12 hours, to track and optimize campaign results.

Omnichannel Engagement

With Hippo, Tupuca was able to employ an omnichannel approach to marketing. Earlier, they used only **emails** and **SMS** to reach out to the customers. With Hippo, they started experimenting across various channels, including **push notifications, WhatsApp and Pop-ups**.

Pop-ups have been particularly beneficial to them. **"Pop-ups are visually appealing, have three points of engagement, give graphic content, and have two buttons. As soon as someone opens the marketplace, two buttons allow external links, which we can lead customers to products or external resources like webpages surveys. That particularly has been useful as it allowed Tupuca to collect customer feedback", Eugene added.**

WhatsApp is being leveraged for communicating with loyal customers and a personalized experience. As a result, customers are communicating with Tupuca regularly.

Improved Efficiency

Hippo was able to decrease Tupuca's cost of marketing by providing conversational support for free. Providing them numerous channels, the majority of which like WhatsApp and Pop-ups are free. The most important cost-cutting factor is in-depth analytics. Tupuca was able to increase its marketing team's time and efforts by automating the processing so that they can focus on growth.

Engagement Automation

Tupuca could broadcast a limited number of campaigns at a time due to a small marketing team. As the campaigns increased, the complexity of analytics increased exponentially. With Hippo's marketing automation they were able to set up multiple campaigns across various channels and check the stats of each and every campaign individually as well as collectively.

Recurring broadcast is among the most used campaigns of all. Recurring campaigns have been extensively used as daily reminders for lunch, dinner, weekends etc.

ABOUT HIPPO

Hippo is an engagement automation platform that enables your organisation to streamline, automate and analyse omnichannel digital marketing efforts and workflows to improve engagements and increase engagements and increase growth.
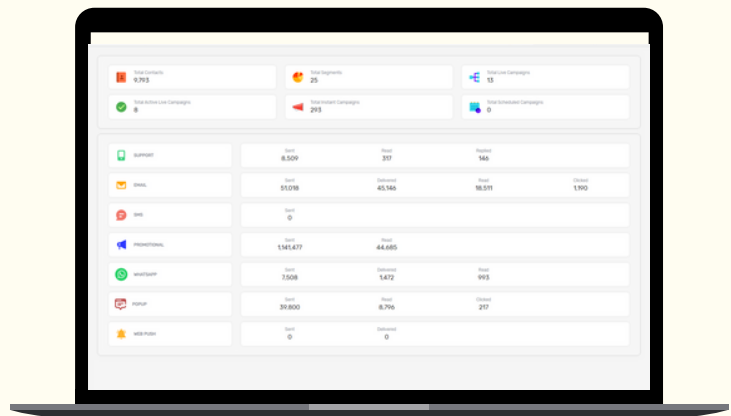
The objective of Hippo is to help you attain organic growth by reducing customer churn and increasing retention.

Jungleworks