

App for Best Shopping Deal - Fizz



Challenge

Current retail segment is more suitable towards people who are independent or salaried or professionals. For people like students and part timers for whom the deals aren't really targeted and many retailers losing a large chunk of market share.

There will come a time when most online merchants will be faced with the decision of whether to offer discounts, when to offer discounts and how much should the discounts be worth. And retaining a customer also holds a key in this type of business model.

Approach

Before we jump into some different ways you can effectively use offers to help increase customer loyalty and acquisition, let's first look at some of the pros and cons of utilizing offers,

Pros

- Easy and quick to implement.
- Easy to track.
- Increased customer acquisition.
- Increased conversions.
- Increased customer loyalty.

Cons

- Decreased margins and profitability.
- Possible brand damage.
- Decreased conversions outside of sale periods if you train visitors to wait for offers.
- Tendency to drive non-loyal (price driven) shoppers.
- Tendency to reduce average order size.

Considering all the above points Fizz and UMM worked towards the business model and developed an Mobile App to scatter all the segments of customers.

Solution

Deals & Discounts: Get the best offers on absolutely everything! You could even sharpen your karate skills with a discount on classes. **Loyalty:** We believe that your loyalty must be rewarded. Grab freebies on subsequent visits by getting stamped on the app. Receive cashback with select partners every time you use FIZZ. Look out for a cashback tag on our listings page! Pay through the app swiftly and safely at our hangouts. Saving money has never been easier. We're giving students extra benefits. Verify your status on the app to get even better deals. Explore and visit hangouts closest to you! There's no need to travel far for the best deals.

To make the user engagement rather being an utility platform we brought in the community segment. Where users can write stories or Style statements with pictures and fellow Zuri user can like and follow people or salon or style they feel trendy or those define the style statement.

Outcome

Fizz's functioning is straightforward; download the app and sign up to receive discounts and rewards from restaurants, classes and other businesses across the city (students get the added bonus of extra privileges with a valid ID).

Fizz Discounts and Loyalty program as one of the top in Chennai retail. I would say the program is top notch from a company standpoint and is very attractive for customers as well. In 60 days, we had 75 merchants who got on board, without even looking at the app !!!

The idea of a loyalty programme is working well for the team. Recently, a scoop of ice cream went for Rs. 9 at Baskin Robbins. "We were taken aback by how big the crowd was, and it was proof that this is working," says Founder.