Sulekha, India's leading digital platform for local service businesses, witnesses 2X boost in revenue using WebEngage

WebEngage | Sulekha

COMPANY PROFILE

Remember the times when you searched for contact details of your local service providers (plumbers, visa consultants, carpenters, etc.) in a big fat book called 'Yellow Pages'? Well, with the 'www' revolution, searching for the best service providers or businesses not just in your locality but across the country has become easily accessible.

Sulekha is a leading digital platform for local service businesses in India. It helps over 20 million users to choose from 50,000+ service professionals across 200+ categories. Sulekha was founded by Satya Prabhakar in 2007 and lists professionals from 40+ Indian cities. The platform focuses on expert services clustered around home, life and self – and aims to provide a customized experience based on every user's need. Using technology and domain intelligence, the platform seeks to understand the users' needs in detail and matches them to verified service professionals.

Sulekha

Goals

- **Deliver** best-in-class user experiences
- **Increase** the number of returning users on Sulekha's brand properties

Challenges

- **Tracking** user behavior in real-time
- **Automating** the user engagement process
- **Reaching** out to the users in a timely and personalized manner

Solution

Sulekha leverages an automated, hyper-personalized user engagement approach to nurture its leads and cross-sell relevant services in an effective way. This helps Sulekha to drive more conversions and improve its user retention significantly.

We never thought that such a complex issue of hyper-personalized user engagement could be solved in such an intelligent and automated way. We have scaled our user engagement initiatives and witnessed 2X growth in revenue. Hats off to the Customer Success and Support teams at WebEngage who constantly support us to pull off our engagement strategies so seamlessly.

- Vijay Anand
Vice President - Marketing, Sulekha

The Lead Capturing Process at Sulekha

Step 1

Visitors browse through Sulekha's website or mobile app

Step 2

Visitors search for required services/ needs

Step 3

Visitors fill the Lead Capture Form (LCF)

Step 4

The lead is captured on Sulekha's platform

The Objective

Sulekha's prime objective is to ensure all the users get a best-in-class experience on its website and mobile app so that the users keep returning to the platform whenever a need arises in their daily lives. Moreover, Sulekha aims to engage with its users in an effective way to drive higher conversions i.e. *Services Requested*, on the platform.

To assist the users and engage with them contextually throughout their lifecycle, the Product & Marketing teams at Sulekha were looking for a scalable marketing automation platform. They partnered with WebEngage to overcome their challenges, achieve their goals and take their user engagement to the next level!

The Challenge

With a user base that extends to millions, manually mapping the right communication with the right set of user attributes (city, type of need, name, user ID, etc.) becomes challenging. Thus resulting in poor user experience, higher drop-offs and churn rate and leads to lower platform stickiness.

For example, if a user from Patna searches for plumbers in his locality, then Sulekha cannot send suggestions of plumbers in Delhi. It's a mismatch of the user's need i.e "plumbers in Patna". In such cases, the user might end up feeling frustrated and leave the Sulekha website or mobile app.

Now imagine, there are thousands of different needs being searched by various users on the Sulekha platform. And it wouldn't be wise to sit and create a campaign or an engagement journey for each of those needs. So, the Marketing team at Sulekha wanted to overcome this challenge and **ensure data-backed, contextual user engagement at scale.**
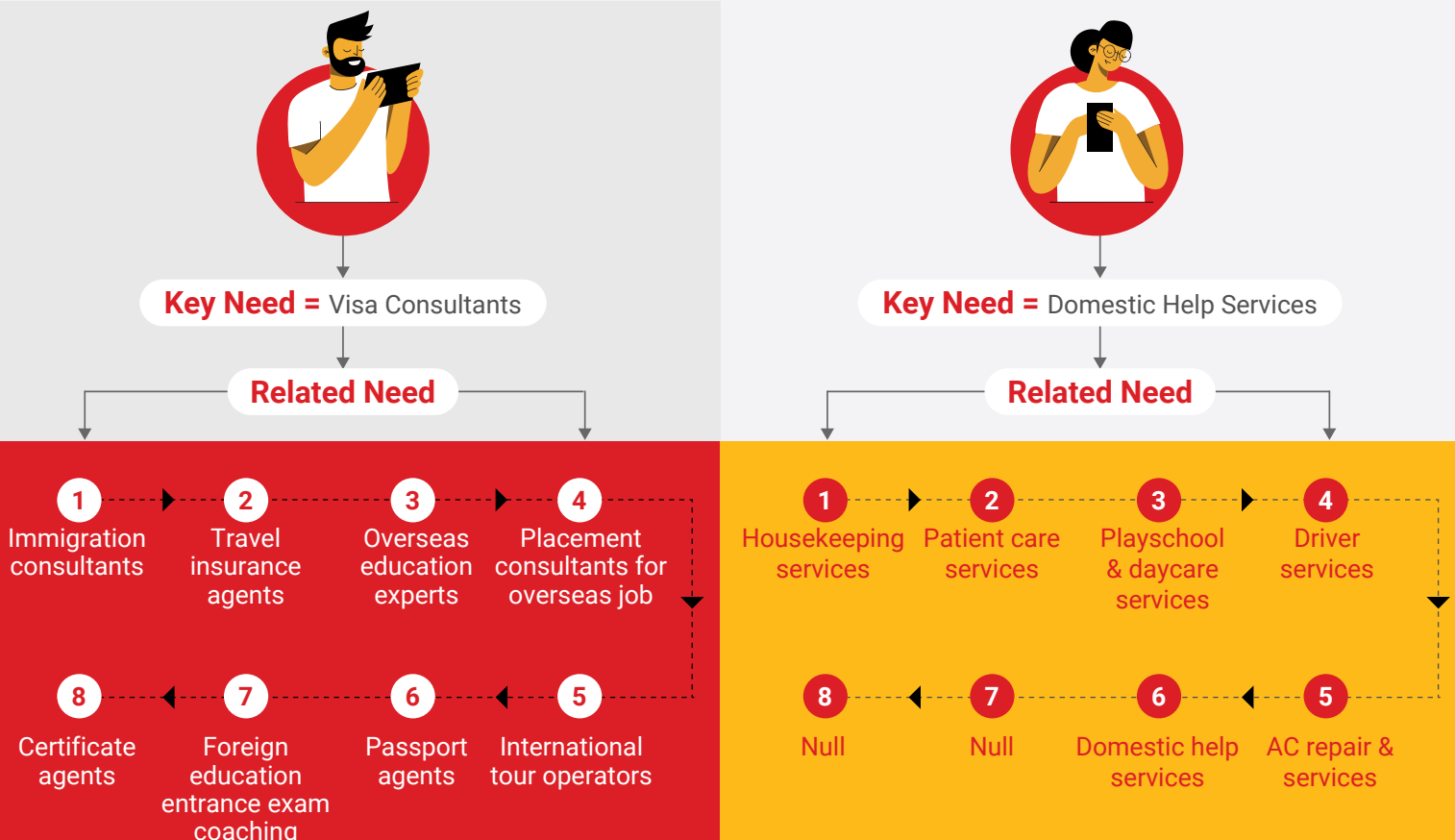
The Solution

After understanding Sulekha's objective and challenge, the Customer Success team at WebEngage came up with a customized solution. The Customer Success Manager (CSM) at WebEngage recommended making use of **APIs(Application Programming Interface)** through which the Marketing team at Sulekha could **run several user engagement campaigns for ALL the needs by creating a SINGLE journey** on the WebEngage dashboard.

So the Marketing team at Sulekha first created an exhaustive list of all its available key services or key needs that the users search for. Some examples of the needs include Carpenters, Visa Consultants, Domestic Help Services, and so on.
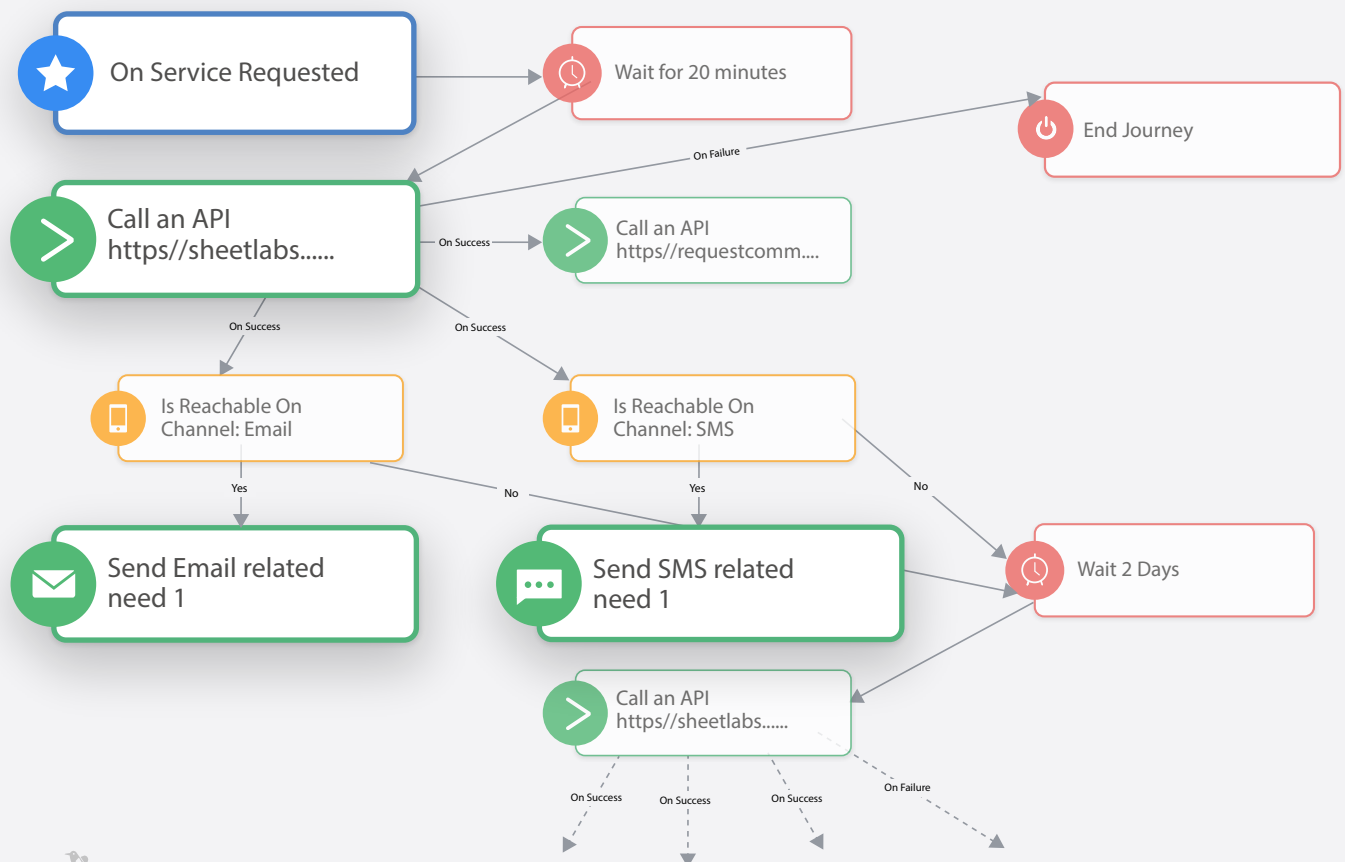
Further, the **Marketing team at Sulekha listed down up to 8 related needs against one key need.** These related needs are carefully chosen keeping the users' primary and next most likely searches in mind.

You might wonder why only up to 8 related needs? Sulekha is extremely involved in the process of understanding its users' behavior and how it evolves over time. This includes monitoring services most of the users search for on the platform, the next set of services the users request, and so on. It is this historic data of the users that Sulekha uses to prepare a detailed list of up to 8 related needs.

Here's an example of Key Needs and its Related Needs:

Key Need = Visa Consultants

Related Need

| 1 Immigration consultants | 2 Travel insurance agents | 3 Overseas education experts | 4 Placement consultants for overseas job |
| 8 Certificate agents | 7 Foreign education entrance exam coaching | 6 Passport agents | 5 International tour operators |

Key Need = Domestic Help Services

Related Need

| 1 Housekeeping services | 2 Patient care services | 3 Playschool & daycare services | 4 Driver services |
| 8 Null | 7 Null | 6 Domestic help services | 5 AC repair & services |

Here's a glimpse of the Related Needs journey created by Sulekha on the WebEngage dashboard:

Before we take a look at every step of the journey, here's an interesting fact about how the Marketing team at Sulekha minimizes man-hours by utilizing APIs.

Initially, the team at Sulekha would list down all the Key needs and its Related Needs in an excel sheet. And the data was then passed on manually in the form of CSV uploads on the WebEngage dashboard. This was again quite challenging and time consuming.

So, with the help of the CSM and the Implementation team at WebEngage, the Marketing team at Sulekha started leveraging SheetLabs - a tool that helps businesses to convert excel sheets into API calls in an effortless, time-saving and automated manner.

How does integrating SheetLabs help Sulekha deliver real-time, data-backed campaigns via WebEngage and cut down human hours?
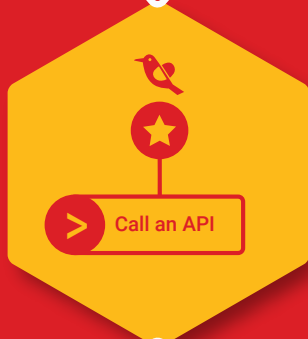
Integrating SheetLabs with WebEngage

The excel sheet containing Sulekha's information about the Key & Related Needs is uploaded on SheetLabs

An API is then generated on the SheetLabs platform

The generated API fetches & transfers the mapped data on the WebEngage dashboard via the *Call an API* block

All the campaign nodes are then created branching out of the API block

So, **each Key Need and its Related Needs have a unique API** which is then called on the WebEngage dashboard from SheetLabs using the *Call an API* block.

A sample of a Unique API Link:
https//sheetlabs.co/WE/MAPPING?relatedneedname=Within-city-packers-and-20movers

Every unique API that is called depends on the exact 'Key Need' information filled and submitted in the Lead Capture Form (LCF) by the users on Sulekha's website or mobile app.

For example, if a user searches for 'Visa Consultants' as the Key Need, then the specific API is called and the personalized communication is sent to the users via Email and SMS.

The moment the **user submits information about their need,** the user becomes a part of the Related Needs journey. **After waiting for a predefined wait time,** the first related need API is called. The *Wait Time block* is added essentially to make sure that all the information the lead submits is captured perfectly by the WebEngage system.

Now, along with creating and uploading the 'Related Needs' excel sheet on SheetLabs, the Marketing team at **Sulekha has simultaneously created another excel sheet comprising message copies** to be sent via Email and SMS for every Related Need.
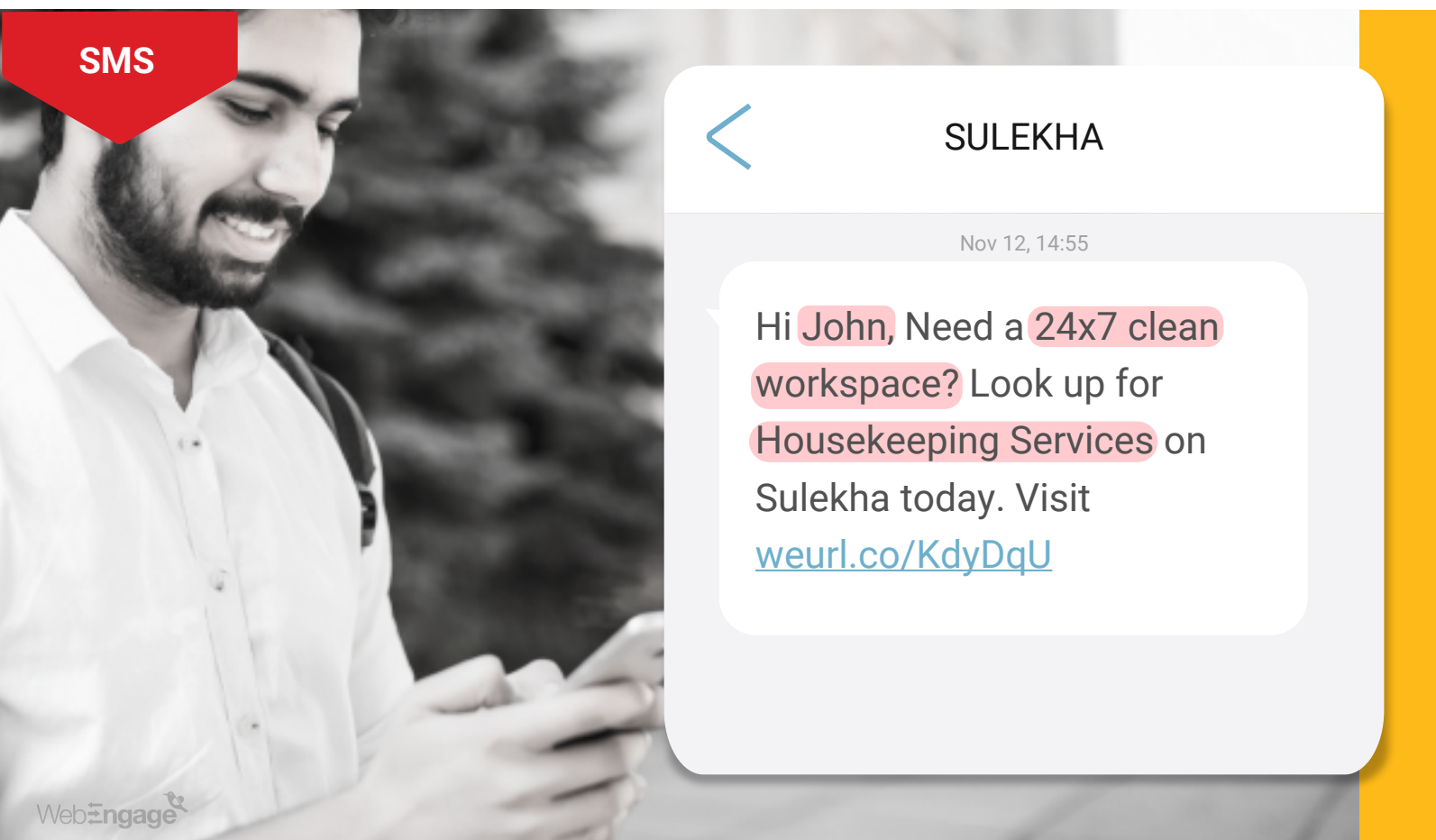
This sheet containing the communication copies is also uploaded on SheetLabs and the generated API is called on the WebEngage dashboard in correspondence to the first API being called to fetch the needs' information.

For example, if the first API call is for the Key Need: carpenter, then the second API call is for the communication that needs to be sent for the need that matches the information about carpenters.
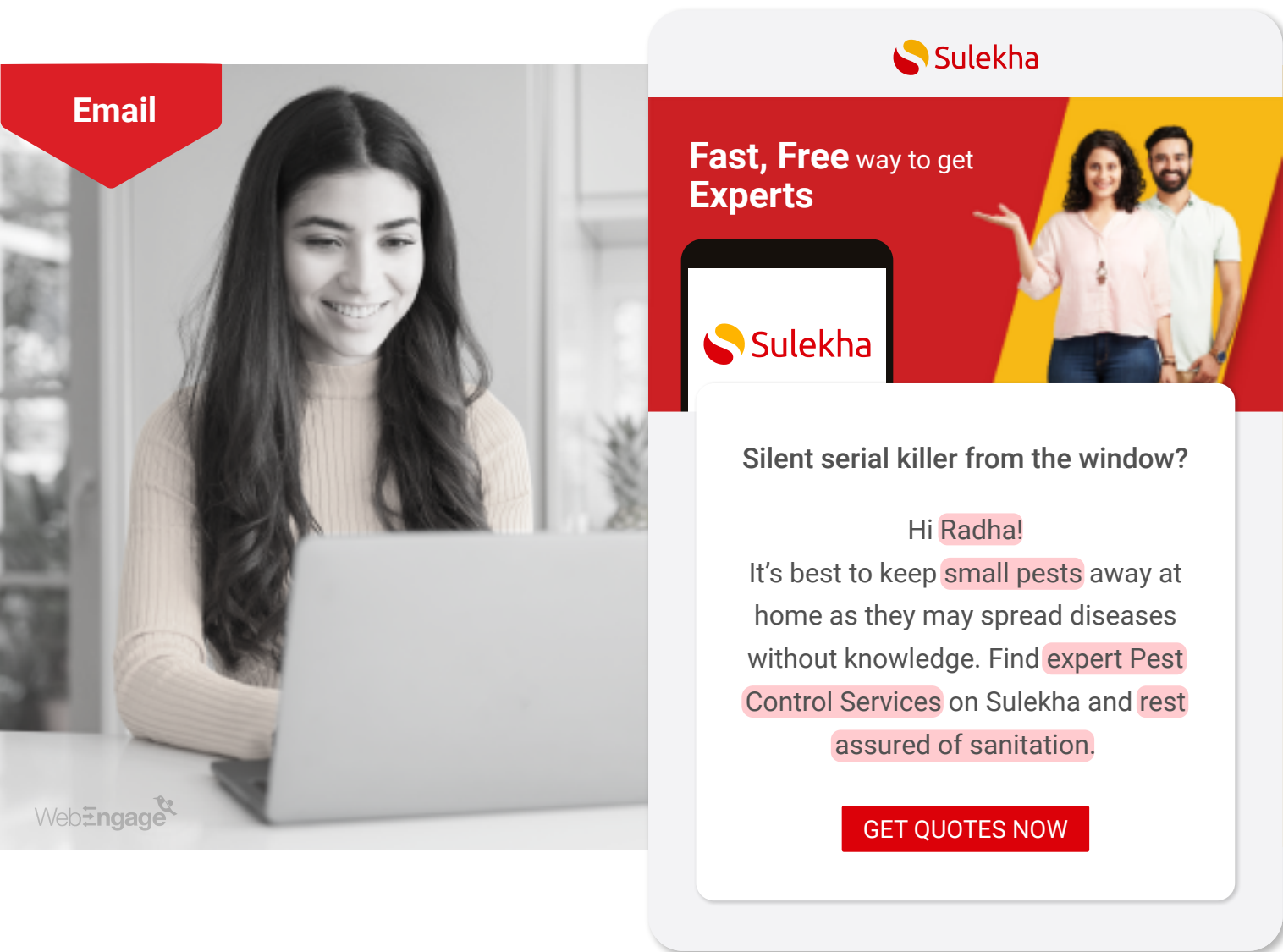
In the next step of the journey, the **user's reachability on SMS and Email is checked** and the predetermined personalized communication is sent to the user on their reachable channel(s). The same steps are carried out in a span of a week or two to engage with every user through highly personalized and contextual nudges until the user converts.

If a user converts before the journey ends, the user is automatically taken out of the journey through the *Exit Trigger* that can be set in the *Journey Designer*.

Here's a sample of how the communication looks like for users who must've searched for "Housekeeping Services" on Sulekha:

SMS

SULEKHA

Nov 12, 14:55

Hi John, Need a 24x7 clean workspace? Look up for Housekeeping Services on Sulekha today. Visit weurl.co/KdyDqU

Here's a sample of how the communication looks like for users who must've searched for "Pest Control Services" on Sulekha:

Email

Sulekha

Fast, Free way to get
Experts

Sulekha

Silent serial killer from the window?

Hi Radha!
It's best to keep small pests away at home as they may spread diseases without knowledge. Find expert Pest Control Services on Sulekha and rest assured of sanitation.

GET QUOTES NOW

The Marketing team at Sulekha has made use of the *Wait Time Blocks* extensively throughout the journey to make sure the users receive engaging messages at specific time intervals. Thus, creating impactful, non-intrusive experiences for the users.

Yet another interesting detail in the journey is that Sulekha has enabled the DND settings. This means no communication would be sent during the users' set *DND hours* - respecting the users' privacy and not bombarding the users with messages around the clock.

Sending data-backed, hyper-personalized communication by seamlessly integrating with a third-party tool - SheetLabs and using the call an API feature on the WebEngage dashboard has helped the Marketing team at Sulekha to up its user engagement game and increase its revenue.

The WebEngage Effect on

Sulekha

2X growth in revenue

+7% boost in services requested via the Related Needs journey

+4% users returned to Sulekha's platform through the Related Needs journey

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WebEngage

WebEngage is a consumer data and a full-stack marketing automation platform that empowers consumer tech brands to scale up their user engagement and retention initiatives. Further enabling the customers to make more money from the existing users via hyper-personalized, data-backed lifecycle campaigns across channels including SMS, Mobile and Web push, In-app message, Web overlays, Surveys, Email, WhatsApp and Facebook remarketing.

WebEngage serves thousands of consumer brands across industry verticals including EdTech, FinTech, OTA, Gaming, E-commerce, OTT among others.

TALK TO US TODAY

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