Flipkart

Problem

Flipkart is India's largest e-commerce company valued at $11.6 billion as of April 2017. EKART, which is Flipkart's logistics arm, delivers 10 million shipments a month to 3800+ pin codes across India. To complete these deliveries, they employ approximately 20,000 delivery executives across 60+ cities.

Given EKART's large geographically distributed network of delivery executives, officially referred to as 'wishmasters', worker engagement at scale is a challenge. EKART employs dedicated personnel to coach delivery executives manually. These people travel to delivery hubs multiple times a week to check-in with wishmasters and train them on relevant processes. Manual engagement of this sort is difficult to standardize and is *unscalable*. As a result, many delivery hubs at EKART suffer from a low Customer Satisfaction (CSAT) score and also have high worker attrition.

Solution

Flipkart partnered with Vahan to deploy an AI-driven virtual assistant for wishmasters (white-labeled as 'WishApp') built on top of WhatsApp **across 20 low-performing delivery hubs** in the states of **Karnataka and Kerala**. WishApp pushed bite-sized training exercises to wishmasters Monday through Friday at 6pm over a 4 week period. These exercises were personalized for each wishmaster based on the feedback they received from customers via the Flipkart app. For instance, a wishmaster who was identified as being "poorly groomed" was sent an interactive role-play based exercise on how to dress properly in the EKART uniform.

After experiencing incredibly high adoption of WishApp and the improvement in CSAT scores that it brought about, Flipkart extended the use of WishApp across it's poorest performing hubs in India. A senior HR executive at Flipkart said that they had never experienced this level of adoption or engagement with any other learning product in the past.
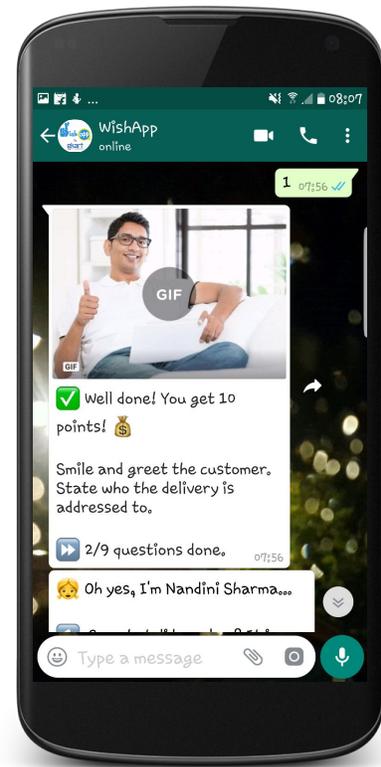
Results

User testimonials can be seen in this video.

98%	5%	8.5%	1.6cr
User Adoption	Reduction in Delivery Executive Attrition	Increase in Customer Satisfaction Score	Estimated Increase in Annual Revenue in Indian Rupees ($250K)

vahan