



Client Meeting Minutes #1:

Date/Time 23rd January 2018

Attendees Arushi, Tanushree, Shubhangi

| Serial Number | Notes | Actors | Follow up Action |
|---------------|--|--------|------------------|
| 1 | <p>Our initial meeting with our sponsor was over the phone and served the main purpose of clarifying the business problem</p> <ul style="list-style-type: none"> - We started the discussion by sharing our understanding of the business problem based on the brief given to us. We were initially told to build a targeted CRM system as opposed to eatigo's current generalized CRM to reach out to and improve the conversion rates for eatigo customers - Based on this brief, we worked out the business problems backwards, and hypothesized that it had to do with potential profit loss since there weren't as many bookings as there could be. | | |
| 2 | <p>Our Sponsor clarified and shared the following with us:</p> <ul style="list-style-type: none"> - The key business problem is that Eatigo is losing out on bookings. However, this should not be linked back to revenue since revenue is affected by multiple variables beyond notifications - With an increased scale of operations and diversity in customers, Eatigo's notifications have lost their relevance and therefore, the conversion per notification has declined - Along with this, they want to increase brand recall and make Eatigo a habit, similar to Grab and Uber, so that people who thinking | | |

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| | of dining, think primarily of making a reservation through Eatigo | | |
| 3 | <p>Our Sponsor also shared some important statistics with us to drive the relevance of the business problem:</p> <p>They had 2 million subscribers (signed-up customers), out of which</p> <ul style="list-style-type: none"> - Only 30% had booked through Eatigo - Within these 30%, each customer makes only 1.6 bookings on average within a month (Potential is of 30~60, lunch and dinner) - Only 11% booked within the last 90 days | | |
| 4 | <p>Although we requested for data to conduct some early exploration, our sponsor recommended that we first focus on developing our life cycle map and hypotheses and a consolidated list of data sources that we would be needing.</p> <ol style="list-style-type: none"> 1. Research on best in class life cycle practices (booking.com, airbnb, etc.) 2. Map out customer life cycle based on this 3. Run the life cycle by Vinol 4. Prepare the data sources needed (by CUST ID) 5. Request Vinol for the data 6. Start Exploratory Analysis 7. Validate and reiterate life cycle 8. Develop customer segments | | |
| 5 | <p>We also spoke about the NDA. He mentioned that he has shared it with his HR team who will get back with changes.</p> <p>He also shared that we will be connecting with the local Singapore marketing team so that we can get</p> | | |

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| | <p>the NDA signed and discuss the business problem and current marketing efforts (research and segments) in more detail.</p> <p>Once life cycle stage has been confirmed, he would connect us with the chief marketing officer and local marketing heads!</p> | | |
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