Flipkart

Market Research   The Problem   User Insights   JTBD & Journey   Solution   System Design & Metrics   Launch Readiness   Risk Mitigation & GTM

Flipkart & B2B E-Commerce Market

- **18%** — CAGR between 2025-2035, driven by increased SME participation
- **5%** — Expected to grow to $200 bn by 2030, accounting to nearly 5% of overall B2B.
- **77%** — Owned 77% by Walmart, Flipkart is E-Commerce hand of Walmart in India
- **150** — 150+ million Monthly active users. With major focus on Tier 2 & 3 cities

Market Drivers: B2B E-Commerce

- Internet & Smart-phone Penetration
- Rising Digital Payment Adoption
- Logistic & Last-Mile Delivery
- Young Tech-Savvy Consumers
- Value-Driven Shopping
- Government Push for D.Comm

Competitor Analysis

Metric	Flipkart	Amazon
Market Share	~48%	~30%
🙁 Trust	6/10	7.5/10
Delivery	Ekart, COD, Tier 2-3	Prime, Metro Speed
🙁 Return	7-10 days refund	1-2 days refund
Loyalty	Plus	Prime

Problem Statement: To Enhance the Post Purchase Experience of Flipkart

Flipkart Current Post-Purchase Strategy

Reliable Delivery & Tracking
- Real-time app tracking + SMS updates
- In-house logistics (**Ekart**) for controlled deliveries.

Returns & Refunds
- Easy, app-driven return process.
- Fast pickups & instant refund initiation.

Flipkart Assured & SmartBuy
- Curated, quality-verified products with delivery guarantees.

Product Support & Protection Plans
- Partnered with **Jeeves** for installation, warranty & repair.
- Complete Protection Plans for phones, etc.

Flexible Payment Options
- EMI auto-cancellation if returns happen
- Buy Now, Pay Later & No-Cost EMI for high-value products.

Customer-Centric Service
- Proactive support via chatbot & human agents.

Product Outcome: KPI Tree

Business Outcome — *Revenue*
- No. of High Value transaction
- Avg. Transacting High-Value Users
- Avg. No. of transaction per user
- Avg. Transacting High-value users
- Monthly Active High Value Users
- Current High-Value Users
- % of Transacting High Value users

Product Outcome
Increasing No. of High-Value Transactions/ users
Increasing New High-Value Users

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Market Research | **The Problem** | User Insights | JTBD & Journey | Solution | System Design & Metrics | Launch Readiness | Risk Mitigation & GTM

What is the true Problem?

After purchasing high-value items (₹10,000+), Flipkart customers experience **anxiety, mistrust, and dissatisfaction** due to:

1. Lack of Proactive Updates
2. Complex return/refund/installation processes
3. Limited visibility into product support
4. Generic customer support, not tailored for high-value buyers

Who are facing the problem?

Age: 25–45, **Location:** Tier 1 and 2 cities Middle-class/upper-middle-class with disposable income

User Behavior & Needs:
- Frequently shop online, especially during sales
- Buy electronics, appliances, furniture - expect a smooth, trustworthy experience
- Value security, speed, and clarity: post-purchase
- Cautious about placing repeat high-value orders due to fear of bad service

How do we know it is the real problem?

User Feedback: "Item damaged, refund denied," "Delayed delivery, no support," "Refund chase for a week."

NPS Data: Dips post-high-value orders

Support Load: High tickets for returns/delays, CSAT drops.

Benchmarking: Amazon's scheduled delivery, faster refunds outperform Flipkart.

What is the value generated by solving this problem?

For Customer

Peace of Mind
Clear update & transparent processes

Effortless Returns
Smooth, guided return & installation

Higher Satisfaction
Trust in Premium Purchase increases

Personalized Support

For Flipkart

Higher Repeat Orders
Reduce buyer anxiety leads to more purchase

Increased Conversion
Trust drives more high-value cart completions

Reduced Support Costs
Fewer escalations & Manual interventions

Improved NPS

Why should we solve this Problem now?

Growing Focus on Premium Category: Flipkart is actively pushing BNPL, EMI options, and premium brand partnerships (e.g., Apple, LG)

High Competition: Amazon and Reliance Digital are winning trust with white-glove service and smoother post-purchase journeys

Peak Sale Seasons Ahead: Big Billion Days and festive sales drive high-value purchases — risk of negative experiences amplifies

User Expectations Are Rising: As online shopping matures, users expect real-time support, not just transactional delivery

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Flipkart User Segments

Price Conscious Shoppers | Family Shoppers | Brand-Conscious Buyers | Tech Enthusiasts | Resellers | 1st Time Shoppers

TARGET SEGMENT

"Brand-Conscious Buyers"
- Mid-to-High Income
- Urban Areas
- Working professionals College students

WHY THIS SEGMENT ??

- Higher Revenue Contribution
- Influence and Virality highly active on social media
- **AOV** is 2–4x higher than budget shoppers
- Customer loyalty, retention, and brand trust will get a boost

Insights from Primary Survey (56 Responses)

Delivery Experience: High-value Purchases
- Excellent: 10.7%
- Good: 39.3%
- Neutral: 48.2%
- Very Poor: 1.8%

Return/Refund Experience: High-value Purchases
- Excellent: 11.5%
- Good: 38.5%
- Neutral: 38.5%
- Poor: 3.8%
- Very Poor: 7.7%

Frequency of high value order tracking
- 6+ times
- 3-5 times: 14%
- 13%
- 26%
- 47%
- 1-2 times
- 0 times

Issues during Delivery

26.8%	Delayed Delivery
16.1%	Poor Packaging
12.5%	Miscommunication
3.5%	Damaged Product

Issues During Return/Refund

29.1%	Customer Support unhelpful
23.6%	Untimely Pickup schedule
20%	No Clear Instructions
12.7%	Refund delayed

Survey Responses

User Persona

Anjali: The Working Professional
- 28
- Hyderabad
- Designer

Goal:
- **On-time delivery** for high-ticket items
- Avail **professional installation** without follow-up & access to **reliable warranty services**
- Quick resolution via **customer support** without long wait times

Pain Points:
- **Delay** without prior communication
- Installation services are **outsourced**, causing **miscommunication**
- **Escalating complaints** takes too many steps & isn't intuitive

Rahul: The Brand Savvy
- 32
- Bangalore
- Software Engr.

Goal:
- **Genuine branded items** at the best prices.
- **Fast and secure delivery &** Tracking **delivery progress** in real-time
- Hassle-free **returns/refunds** for defective or mismatched products

Pain Points:
- **Customer Support BOT** struggles with complex brand-specific issues.
- Updates often lack real-time delivery status clarity
- No **personalized post-purchase care** for branded product buyers

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Job To Be Done

Functional

Raise return/refund

When

Product is defective, not as described, or I changed my mind

So I can

Get my money back or a replacement quickly

Outcome: Refund or replacement with minimal effort and clear **communication**.

Emotional

Get personalized support

When

When I need help with product issues, installation, or warranty after delivery

So I feel

Cared for and prioritized

Outcome: Peace of mind and brand-level trust in service

Social

Show timely delivery and smooth service

When

When I order high-value branded products and want a reliable delivery experience

So others see me as

Someone who makes smart brand choices

Outcome: Seen as a smart and reliable shopper who chooses trusted platforms

User Journey

PHASES	ORDER PLACED	ORDER IN TRANSIT	DELIVERY RECEIVED	INSTALLATION/SETUP	RETURNS / SUPPORT
Touchpoints	Flipkart App, Email, SMS	Courier Tracking Link, App Notification	Delivery Agent, OTP Verification	Service Partner, Flipkart Support	Flipkart Support Chat, Call, App Request
Actions	User places a high-value order	User tracks delivery updates	Accepts product at doorstep	Schedules installation or setups self	Requests return/refund or warranty
Pain points	Lack of proactive reassurance	Vague, generic status updates	No real-time damage check / confusing next steps	Long wait for technician, manual follow-up	Slow refund process, generic support replies
Emotions	🙂 Excited but anxious	🙄 Growing concern	🥺 Nervous or frustrated	😩 Impatient	😡 Disappointed
Opportunities	Personalized confirmation for high-value orders	Real-time delivery visibility & proactive alerts	Delivery + installation in one seamless experience	Pre-scheduled installation, clear ownership	Simplified, empathetic return/refund process

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"Let's Ideate Solution"

Flipkart Trust Network Vs Trust Sphere

Trust Network

A traditional enhancement leveraging Ekart and Jeeves. Components are:

1. Real-time tracking dashboard (AI notifications).
2. 1-3day refund system (automated reconciliation).
3. Dedicated support hubs (trained agents, hyperlocal).
4. Assurance program (warranties, packaging).

Trust Sphere

An innovative ecosystem leveraging AR, AI, and gamification. Components:

1. AR Trust Assistant (virtual support, installation guides).
2. Predictive Trust Engine (AI auto-resolution).
3. TrustSphere Community Hub (gamified points system).
4. Dynamic Packaging Experience (AR unboxing, rewards).

Flipkart TrustSphere — AR TRUST ASSISTANT

1. AR Trust Assistant provide an immersive, on-demand support experience via AR scans for installation, troubleshooting, and warranty checks.
2. Uses ML Kit to identify product damage (e.g., scratches) during scans, auto-initiating refunds.
3. Connects to Jeeves via WebRTC for real-time technician overlays, enhancing support quality.

⬆ Prioritization

Feature	Reach (R)	Impact (I)	Confidence (C)	Effort (E)	RICE Score (R×I×C)/E
Flipkart Trust Network	6	5	8	6	40
Flipkart Trust Sphere	6	9	7	7	54 🏅

Conclusion: "**Flipkart Trust Sphere** offers a higher impact-to-effort ratio, faster ROI, and directly elevates customer trust and loyalty"
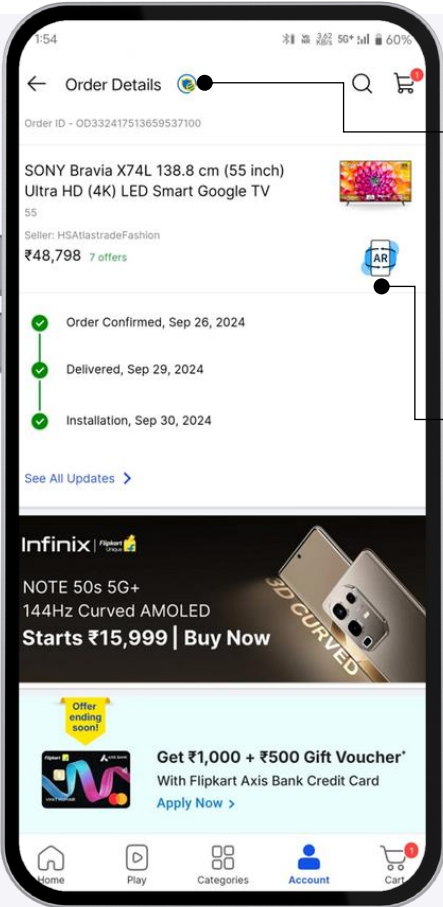
Flipkart TrustSphere badge

User clicks on Flipkart AR Support option after the product is delivered

FLIPKART AR SUPPORT

- Install Guide
- Warranty Check
- Damage Check
- Live Help

EXIT FLIPKART AR

User scans the product and a list of options appears on the screen asking the user need

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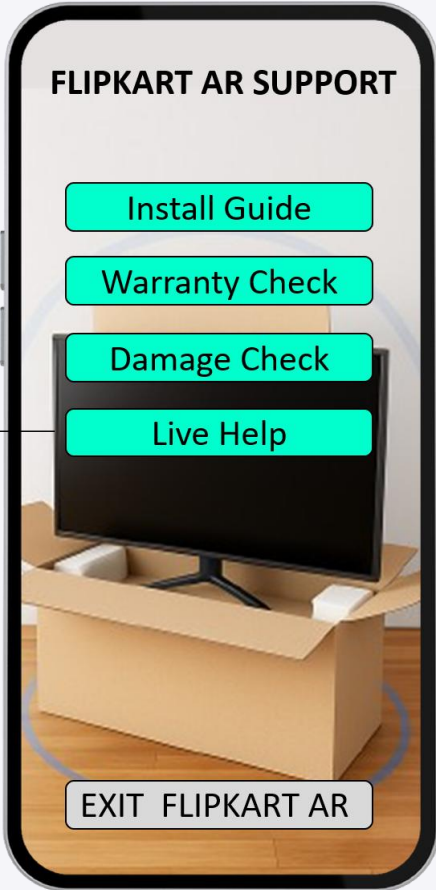
Flipkart TrustSphere — PREDICTIVE TRUST ENGINE

- **Predictive analysis** uses historical data, machine learning, and statistical algorithms to forecast future events.
- It can anticipate **order delays**, **stock shortages**, or **delivery** beforehand
- Pre-approves refunds for detected damage (via AR scans) or offers instant credits for delays, notifying users via push notifications.
- Sends proactive messages with accept/decline options.
- If unresolved, auto-escalates to a human agent with full context.
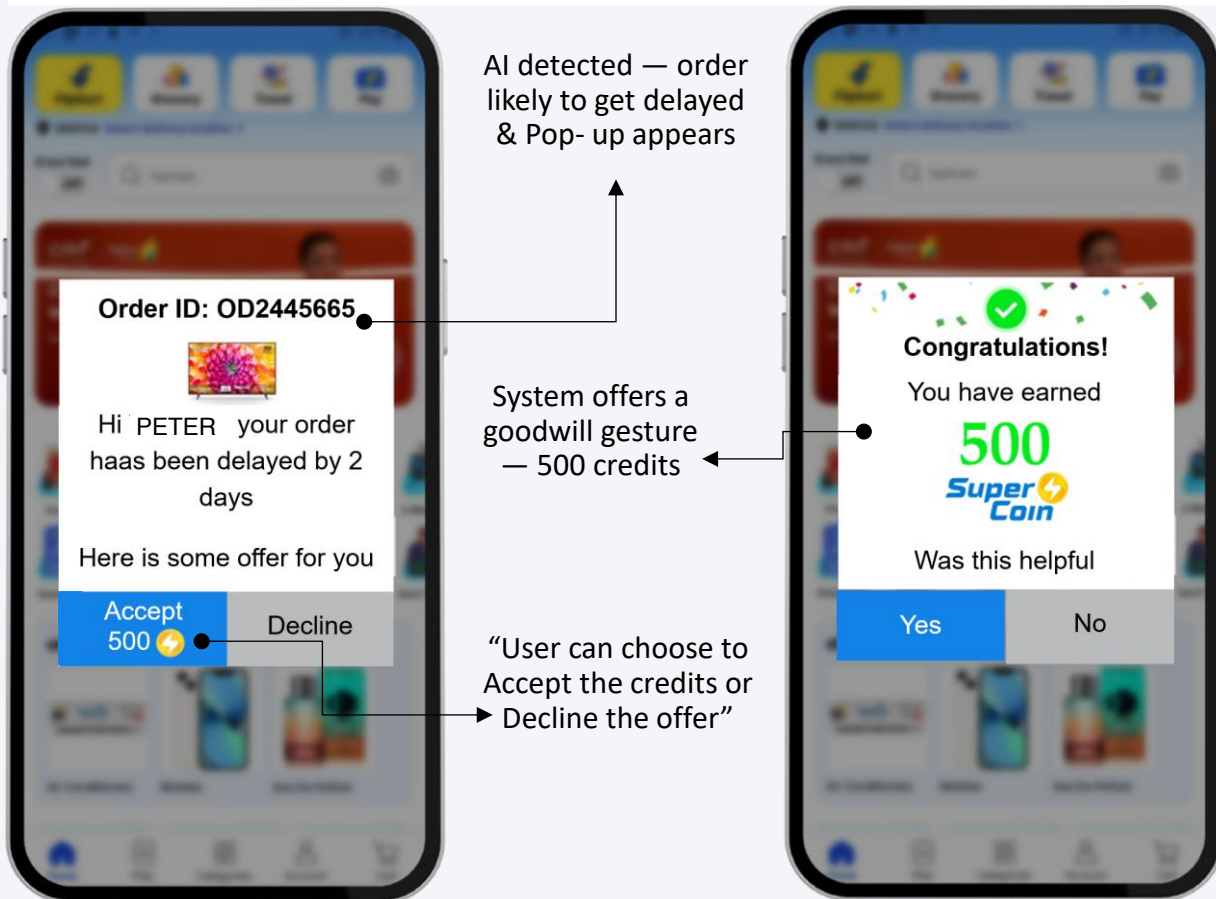
Flipkart TrustSphere — COMMUNITY HUB

- **Trust Points System:** Users earn points for actions (e.g., 50 points for a review, 100 for referrals, 20 for resolving an issue via AR).
- Displays user rankings in the Flipkart app (Top 10% Trust Builders in Pune").
- **AR Badges:** Earned badges visible in AR mode, encouraging participation.
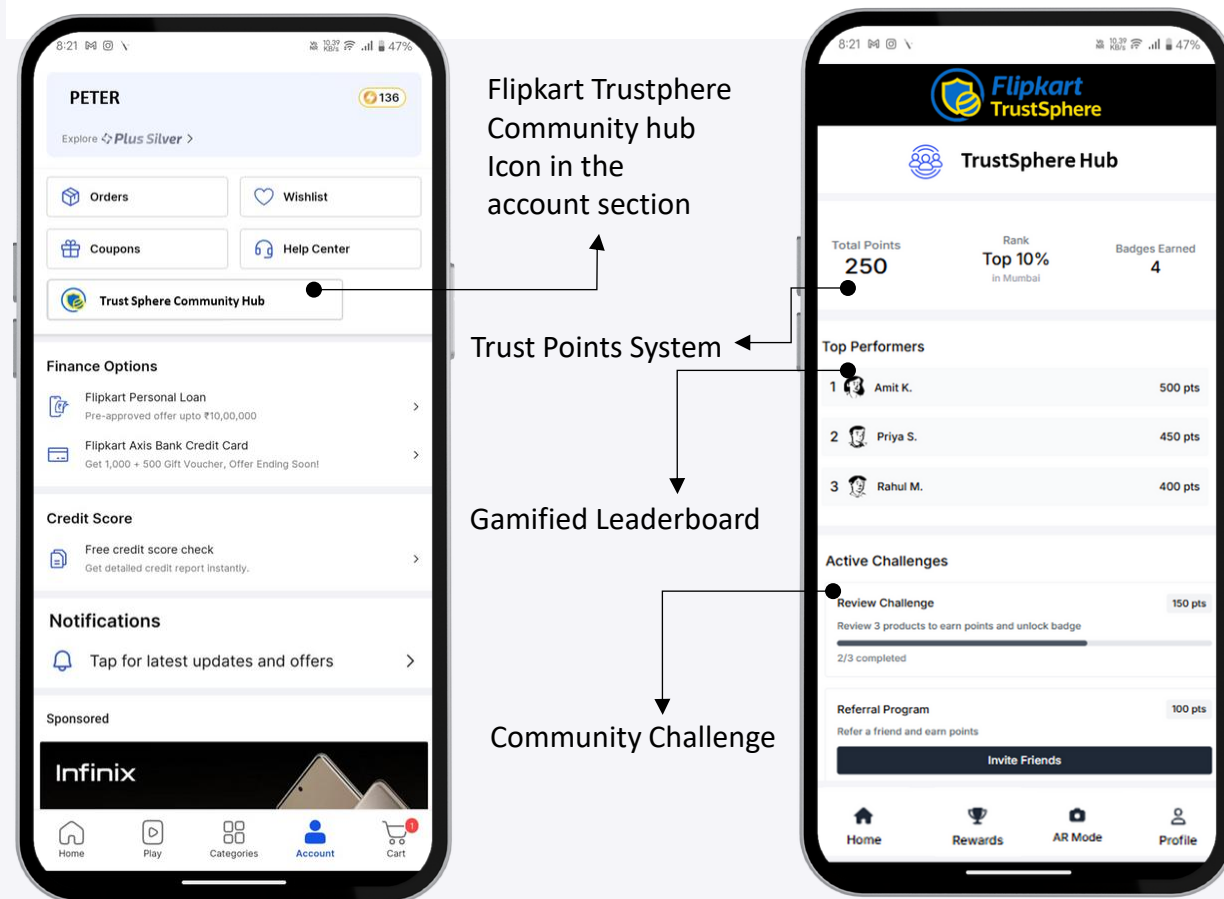- **Redemption Options:** Points redeemable for discounts or Flipkart Plus perks.
- **Community Challenges:** Monthly challenges (e.g., "Review 3 products to unlock a badge"), fostering engagement.

AI detected — order likely to get delayed & Pop- up appears

Order ID: OD2445665

Hi PETER your order haas been delayed by 2 days

Here is some offer for you

Accept 500 | Decline

System offers a goodwill gesture — 500 credits

Congratulations!
You have earned
500
Super Coin
Was this helpful
Yes | No

"User can choose to Accept the credits or Decline the offer"

PETER — 136
Explore ✧ Plus Silver ›

Orders | Wishlist
Coupons | Help Center
Trust Sphere Community Hub

Finance Options
Flipkart Personal Loan — Pre-approved offer upto ₹10,00,000
Flipkart Axis Bank Credit Card — Get 1,000 + 500 Gift Voucher, Offer Ending Soon!

Credit Score
Free credit score check — Get detailed credit report instantly.

Notifications
Tap for latest updates and offers

Sponsored
Infinix

Home | Play | Categories | Account | Cart

Flipkart Trustpshere Community hub Icon in the account section

Trust Points System

Gamified Leaderboard

Community Challenge

Flipkart TrustSphere

TrustSphere Hub

Total Points: 250 | Rank: Top 10% in Mumbai | Badges Earned: 4

Top Performers
1 Amit K. — 500 pts
2 Priya S. — 450 pts
3 Rahul M. — 400 pts

Active Challenges
Review Challenge — 150 pts
Review 3 products to earn points and unlock badge
2/3 completed

Referral Program — 100 pts
Refer a friend and earn points
Invite Friends

Home | Rewards | AR Mode | Profile

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System Design

- **Central Gateway:** TrustSphere API Gateway routes requests from App to all modules.
- **Cloud Scalability:** AWS/GCP auto-scaling supports 5M users/month.
- **AR Support:** AR Trust Assistant uses Vuforia and ML Kit, integrates with Jeeves.
- **Predictive AI:** Engine predicts delays, offers ₹500 credits via Payment Gateways.
- **Gamified Hub:** Community Hub tracks points and leaderboards with Redis.
- **Data Analytics:** Data Lake prioritizes transaction data for KPI tracking.
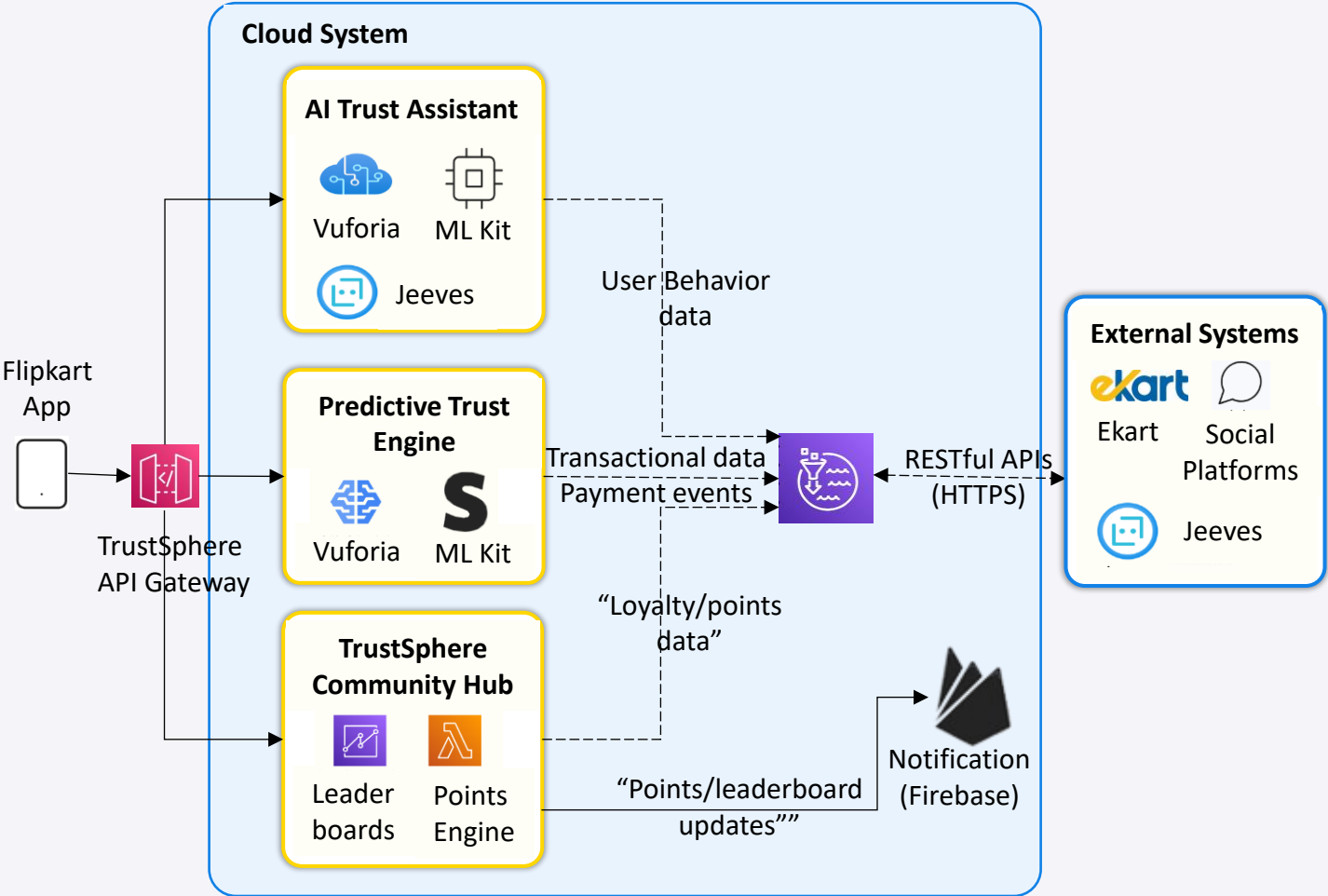
Key Metrics to Monitor

Metric	Why It Matters	How to Monitor
AR Support Usage Rate	Are users using the AR assistant?	Event tracking via Firebase/Amplitude.
Predictive Resolution Success Rate	How many delivery issues are proactively solved by AI?	Compare AI predictions vs actual outcomes.
Return/Refund Resolution Time	Speed builds trust.	Pull event timestamps from backend.
Post-Service CSAT (Customer Satisfaction Score)	Direct feedback on TrustSphere experience.	Quick 1-click in-app surveys.
Points Redemption Rate (Community Hub)	Shows loyalty engagement.	Track points awarded vs redeemed.
API Success Rate (TrustSphere Gateway)	Ensure TrustSphere features work without bugs.	Monitor using AWS CloudWatch/Grafana

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Key Milestones

Task	Week1	Week2	Week3	Week4	Week5	Week6	Week7	Week8	Week9	Week10	Week11	Week12	Week13	Week14	Week15	Week16	Week17
Product Requirement Finalization	██	██															
Design and AR Prototype		██	██	██													
Backend & AI Model Development				██	██	██	██	██									
Frontend Integration & AR Testing						██	██	██	██								
Internal Testing									██	██							
Beta Testing with Users											██	██					
Soft Launch (selected users)													██	██			
Full Rollout (All users)															██	██	██

Launch Readiness Checklist

Area	Readiness Criteria
Product	All 4 modules (AR Assistant, Predictive Engine, Community Hub, Dynamic Packaging) tested and stable
Tech	API Gateway, Backend, Data Lake integration ready; Scalability tested
Ops	Ekart, Jeeves, Support hubs trained and operational
Marketing	TrustSphere branding (logo, communications) finalized

Area	Readiness Criteria
Training	Internal teams trained (Customer Support, Sellers)
Risk & Compliance	Privacy, data handling approvals, t&c updated
Analytics	Metrics dashboard live (user engagement, refund times)
Pilot Users	1000-5000 internal and beta testers onboarded
Contingency Plan	Rollback and hotfix mechanisms in place

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Risk and Mitigation

Risk	Impact	Mitigation Strategy
AR Assistant not detecting products correctly	User frustration, feature abandonment	Extensive pre-launch testing on multiple devices; fallback text-based support
Delay in backend (AI/ML model) integration	Launch delays	Parallel development and early integration testing
Low user adoption of Community Hub	Lower engagement, reduced loyalty points usage	Incentivize early adopters with extra rewards and marketing campaigns
Payment Gateway failures in Predictive Engine	Trust loss, customer churn	Multiple payment gateway redundancy; real-time monitoring
Bugs during dynamic packaging AR scan	Poor unboxing experience	Pre-launch stress testing and soft launch feedback loop

GTM Launch Plan

Phased Rollout

Phase 1 (June 9025)
Pilot Predictive Trust Engine for 10% of segment (5M) in Tier 1 cities.

Phase 2 (June 30, 20)
Expand to 50% (25M) in Tier 1/2 with AR Trust Assistant and Community Hub

Phase 3 (July 14, 2055)
Full rollout to all users during Big Billion Days.

User Awareness Campaign:

Pre-Launch (W-5)
• In-app teaser: "Big update coming: Smarter support, instant resolutions— June 9!"

Launch Day (June 9)
• Push notification: "Now live: Predictive alerts + AR support!"

Post-Launch (Weeks 7-10)
• In-app survey: 'How's your new

Engagement & Loyalty

In-App Nudges
• After AR support: "Loving the help? Earn points with TrustSphere Hub!"

Gamification Hook
• Award 50 Trust Points for first AR use or review, redeemable for discounts

FOMO Driver
• Highlight exclusive Big Billion Days