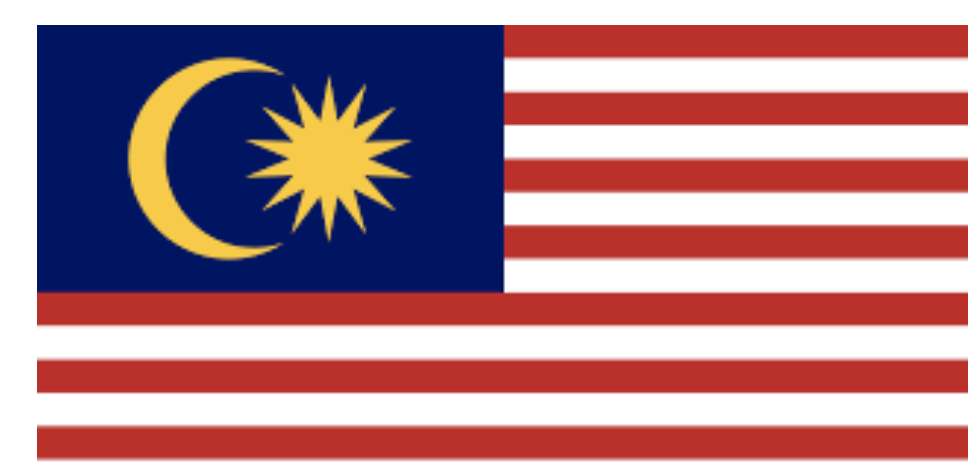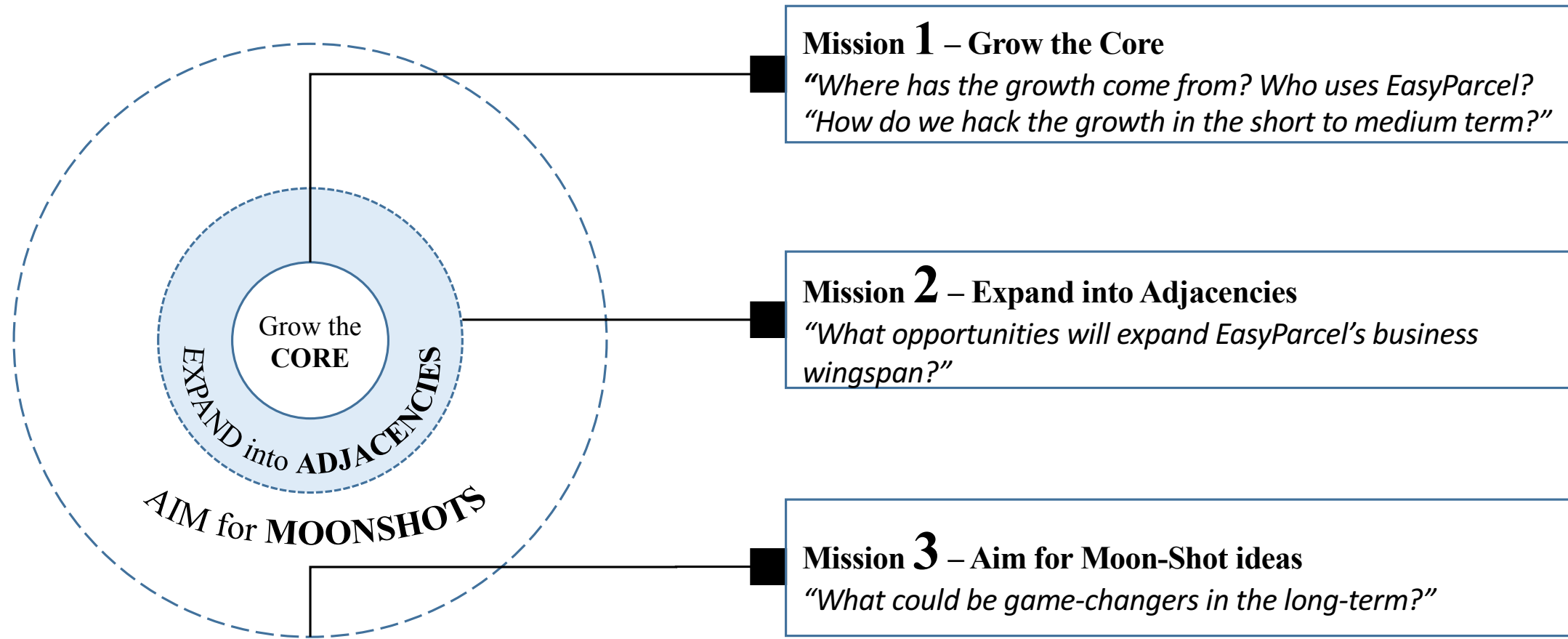# easyParcel™ MALAYSIA

- Established in June 2014
- Over 50K users
- Fast growth and upcoming expansions to Indonesia and Thailand
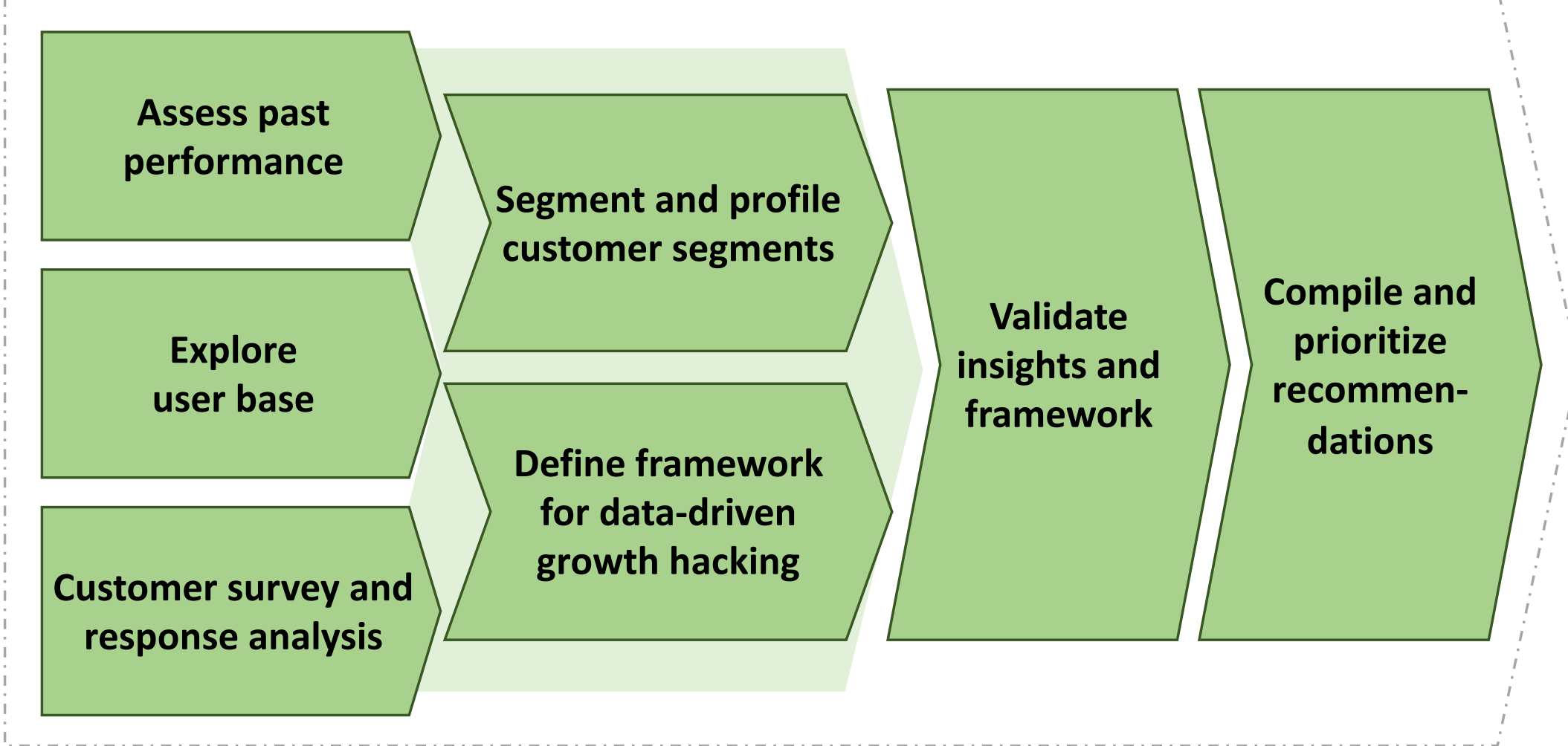
Objective: Data-driven Growth Hacking

Leverage internal data to:

Grow the CORE · EXPAND into ADJACENCIES · AIM for MOONSHOTS

Mission 1 – Grow the Core
"Where has the growth come from? Who uses EasyParcel?"
"How do we hack the growth in the short to medium term?"

Mission 2 – Expand into Adjacencies
"What opportunities will expand EasyParcel's business wingspan?"

Mission 3 – Aim for Moon-Shot ideas
"What could be game-changers in the long-term?"

Growth hacking approach

Data driven growth hacking

Assess past performance · Explore user base · Customer survey and response analysis · Segment and profile customer segments · Define framework for data-driven growth hacking · Validate insights and framework · Compile and prioritize recommendations
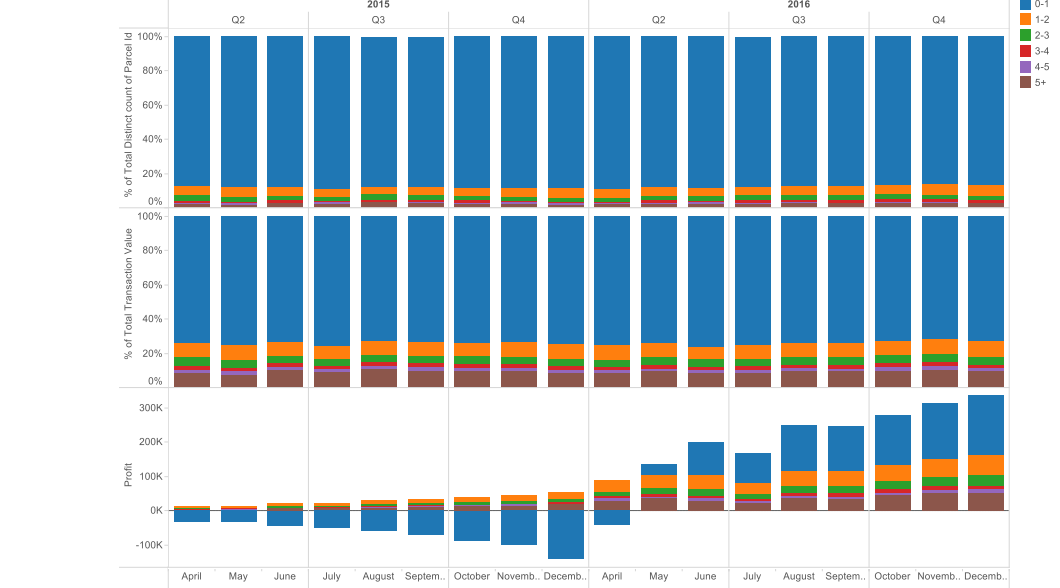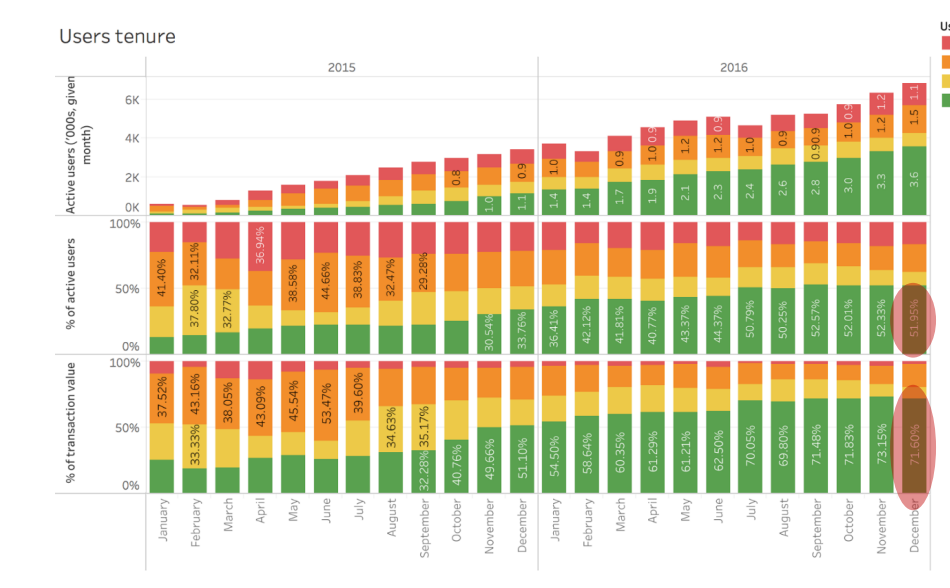
Understanding EasyParcel's Growth

EasyParcel has a healthy growth story – fueled by 'real' transactions on its platform

The active user base is small: Increasing user engagement will drive future growth
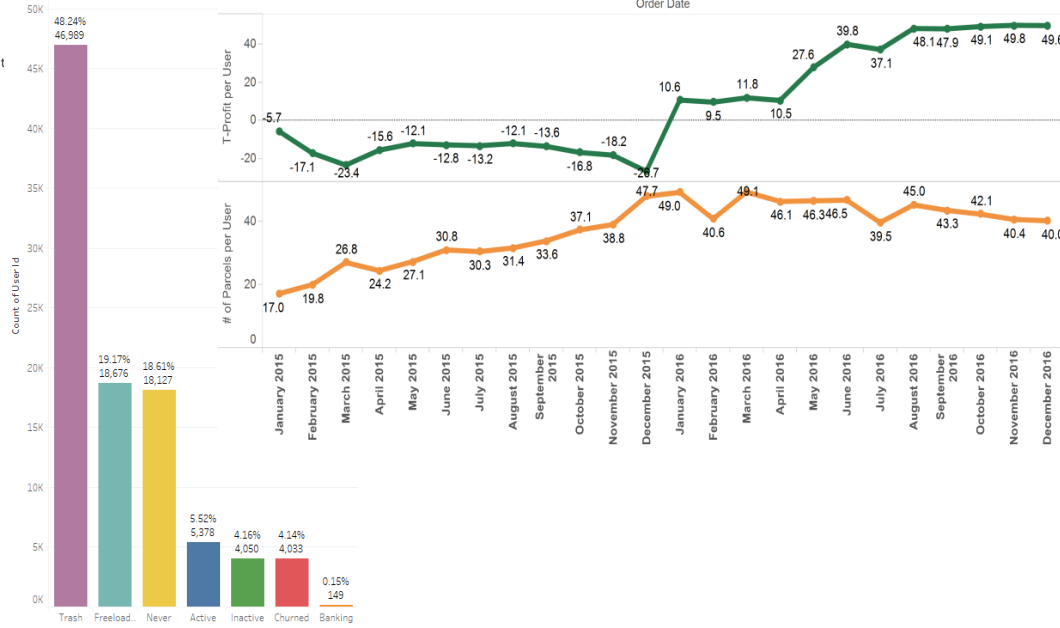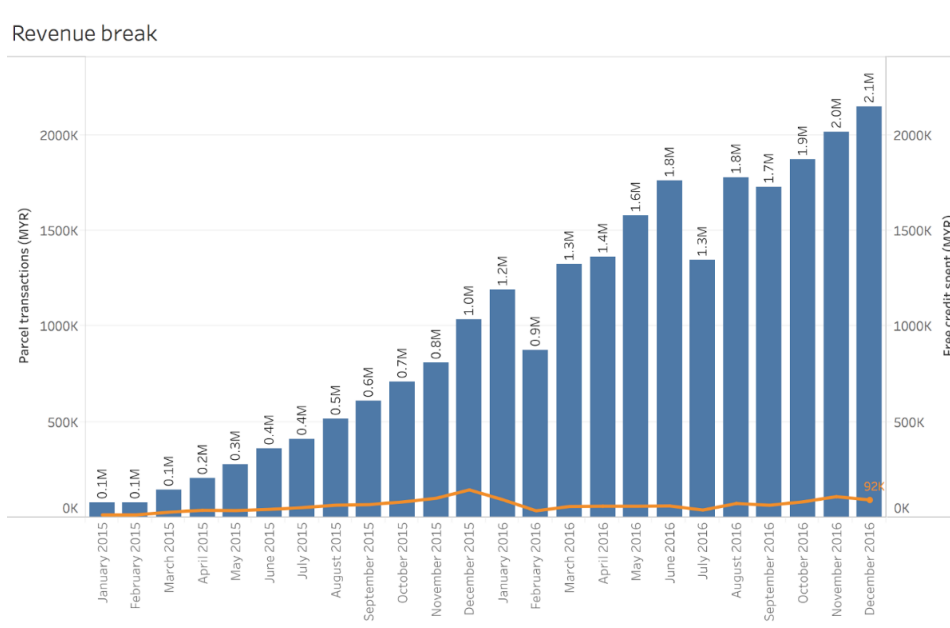
Customer tenure and loyalty is critical: 70% of revenue generated by 6+ month old users

0-1 and 1-2 Kg dominate parcel demographics, with increasing 6-month share

Segmenting the Active User Base

We used *k-means clustering* to segment the active users based on their EasyParcel usage metrics, and created *"personas"* for each cluster based on internal EasyParcel data coupled with data collected from an extensive user-survey generated by the MIT team

Cluster 1: Active Medium Users
Name: Jane
Real-World Example: Qwin Cosmetics, RC Toy Enterprise, Mummy's Luv, LorraVelda Boutique
Percent of Active User Base: 47%
Description: Legitimate businesses with marketplace, social media and self-website presence

Cluster 2: Active Small Users
Name: Joe
Real-World Example: Sun Master Fancy Paper, Petite Bite Apparels, Impulse Fitness
Percent of Active User Base: 49%
Description: Mostly small sellers with no self-website. Sales via social media and select marketplaces

Cluster 3: Heavy Weight Users
Name: Mark
Real-World Example: Sato Auto Accessories, Hi-Way Laser Electronics, Ghostbird Coffee
Percent of Active User Base: 3%
Description: High percentage of registered companies with self-websites and marketplace presence

Cluster 4: Super Users
Name: Sally
Real-World Example: eMicro Technology, Ninety-Two Clothing, Sugar Bella, Life Buuk Photo Album
Percent of Active User Base: 1%
Description: Large businesses with high EasyParcel usage. Well-defined websites and social media pages

What each user cluster typically send?

Developed HACK Framework to expound 27 Growth Strategy Hypothesis

H₁ → **A₂** → **C₃** → **K₄**

HYPOTHESIS → **A-B TEST** → **CHANGE INITIATIVE** → **KPIs**

WHERE – Value Chain: Marketing coverage, Hunt new accounts, Farm existing, Platform features, Customer Support

WHOM – Customer Cluster:
☑ Top50
☑ Active Medium
☑ Active Small
☑ Churn
☐ Active Medium
☐ Active Small
☐ Heavy Weight

WHY – Hypothesis: Intuition, Customer feedback, Data Analytics

WHAT – A-B Test + Change: Test across treatment and Control group. Go-No Go decision, refine basis A-B test results

HOW – KPIs: Track all initiatives as using standard KPI dashboards → actively refine hypothesis

Snapshot of the final recommendations

SHORT TERM "GROW THE CORE"	MEDIUM TERM "EXPAND INTO ADJAENCIES"	LONG TERM "AIM FOR MOONSHOTS"
27 GROWTH STRATEGY HYPOTHESIS	**2** ADJACENCY EXPANSION OPTIONS	**2** LONG TERM MOONSHOT IDEAS

Prioritized top ~600 customers for immediate reach-out initiatives

Proposed new organization design for fostering data driven decision making at all levels

Snehil Taparia · **Tadeu Rocha** · **Shaleen Jain** · **Felipe Longo**

Final Workshop with EasyParcel Team

Team Dinner