GO·JEK

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1. OUR CHALLENGE

Our G-LAB Project goal was to map and prioritize relevant value propositions in order to strengthen GO-JEK's customer journey using GO-POINTS, as well as to evaluate how this program could help the business grow.

GO·JEK

GO-JEK began by building a mobile app to connect motorbike drivers with customers and has quickly expanded its service offering to include express delivery & courier, food & grocery delivery, booking private cars and lifestyle services (cleaning, massage, beauty, etc.). GO-JEK has also launched GO-PAY, an integrated cashless solution for all of GO-JEK's services.

2. OUR APPROACH

- In order to have an overview of the loyalty trends in the world, we've researched eleven different companies around the world
- In order to evaluate GO-POINTS strategic options, we analyzed growth opportunities considering both customer and partners' perspectives
- 16 relevant insights emerged for GO-POINTS after our benchmark research and the analysis of growth opportunities
- Those insights were translated into product features to enhance GO-POINTS experience
- Since this process resulted in 19 features, it was also important to build a management tool to help GO-POINTS' team to prioritize efforts, so we built a prioritization tool based on the attractiveness to consumers and the time to develop the product features
  - In order to evaluate Attractiveness to Customers, a survey was made to compare the user perception for different product features. We created what we called a "Battle of Features"
  - We considered Time Commitment as the effort in weeks to develop and stabilize a given product feature
- As a side project, we decided to also explore if GO-POINTS could increase GO-PAY usage. We did that by doing another survey to understand consumer's perspective

GO POINTS

GO-POINTS is GO-JEK's loyalty program that allows users to earn points by using GO-JEK services paid via GO-PAY. Those points allow users to redeem different rewards instantly through the app

3. THE RESULTS

We had more than 10,000 respondents to our "Battle of Features" survey. The final outcome of the prioritization matrix is confidential, but we can say that we were able to identify the (i) high priority projects, (ii) lower effort and good results projects and (iii) higher efforts good results projects.

In our side project, our results indicated that GO-POINTS not only increases GO-PAY adoption but also increases GO-PAY usage:

- 85% of the people who answered the survey, believe they use more GO-PAY because they earn GO-POINTS
- 65% of the people who answered the survey, believe one of the reasons why they joined GO-PAY was to earn point

For us, the best result was GO-JEK`S TEAM FEEDBACK

Finally, our feedback:

"We were truly inspired by GO-JEK's work. The management is not only committed to improve the services in Indonesia, but also to change the way people live and do business in the country! Everyone is not only brilliant, but also very hardworking. We were honored to be part of GO-JEK`s history! Thanks for this incredible experience!"

"Thank you again for your work. Many good insights. Good luck with the end of your MBA."
GO-JEK' Chief Commercial Officer

"Thank you for the incredible work!"
GO-JEK' Chief Commercial Officer

"Guys. I'm very very thankful for your excellent work throughout these past 5 months. You guys have been nothing but amazing and insightful. I really mean it."
GO-POINTS Vice President