



zomato

2019 Vyng ID Campaign Report

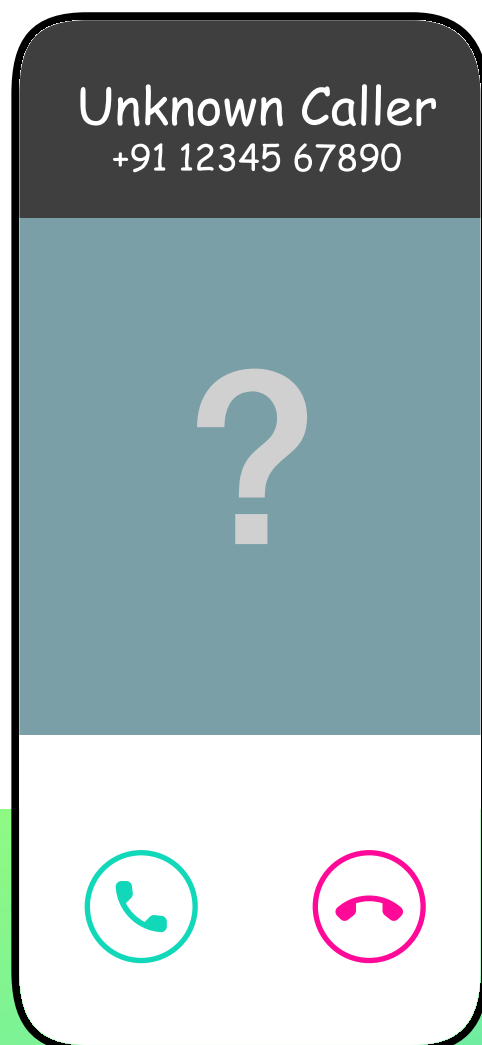


Vyng

Problem

When Zomato delivery representatives call customers, they see a call from an unknown number which they often ignore or block. This increases the amount of time

customers wait for their food and wastes the Zomato representative's time, which makes delivery less efficient and costs Zomato money.



Customer sees a call from an unidentified source (many assume it is spam)



Empty experience without any contextual relevance to the reason for the call



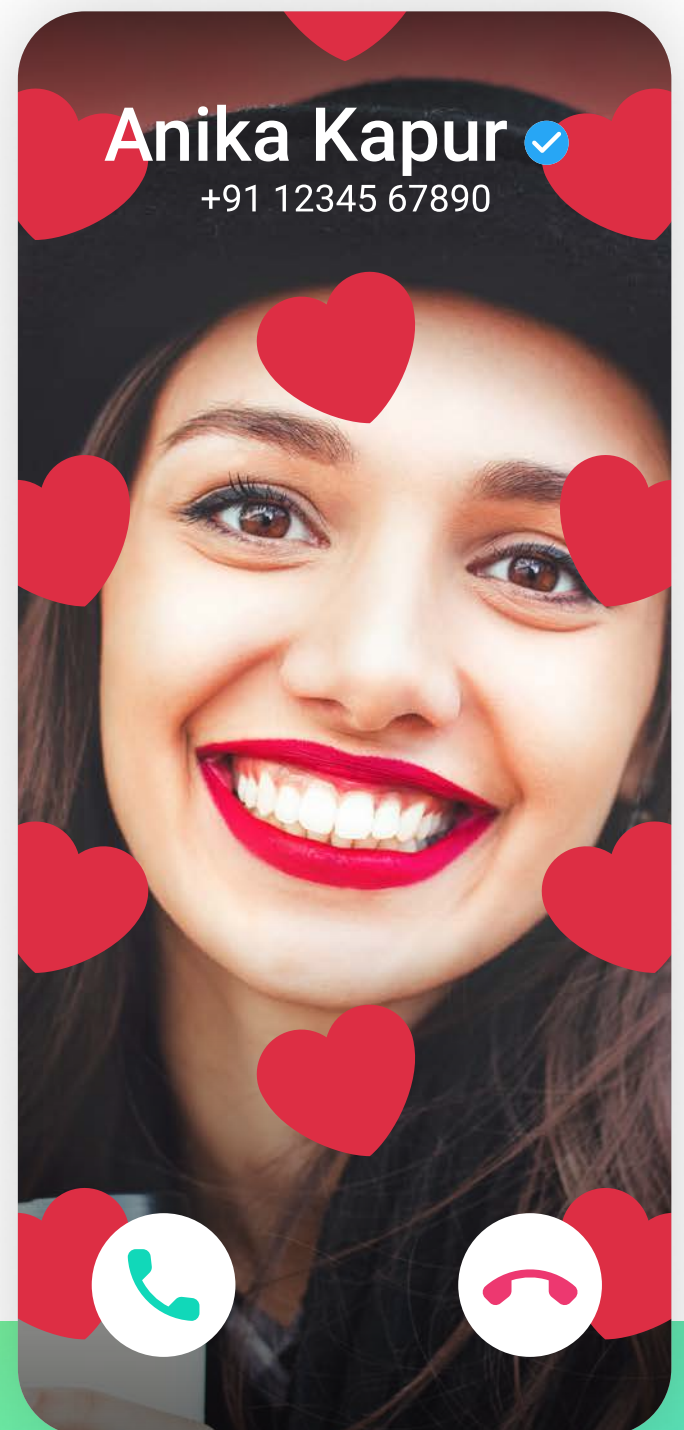
Real user from Zomato
Experience video

Solution

Zomato engaged a pilot with Vying to use their proprietary Visual Caller ID technology to help users identify their drivers.

With over 14 million downloads and \$7MM raised, Vying transforms a user's caller ID into a video chosen by either the user or the incoming caller. The Vying phone dialer replacement allows users to create their own Vyingtone or caller ID, or choose from a curated library of videos arranged by interest channels.

The company has four current patents for its proprietary technology delivering video through calls and contextual texting.



1 month



70 driver numbers



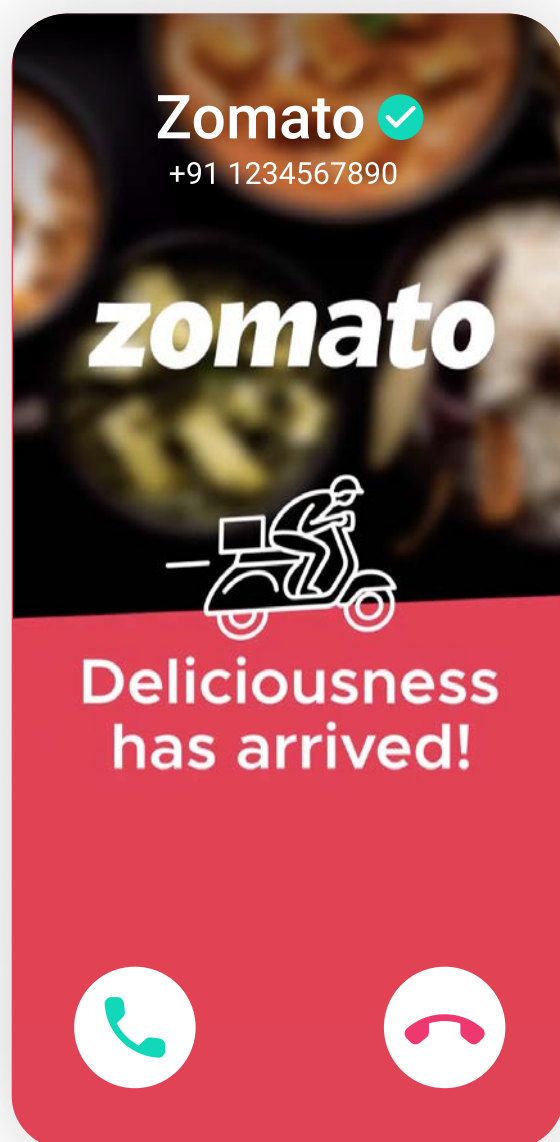
Delhi NCR



Results

Customer Experience

Incoming Call



Post-call



Instantly identifiable



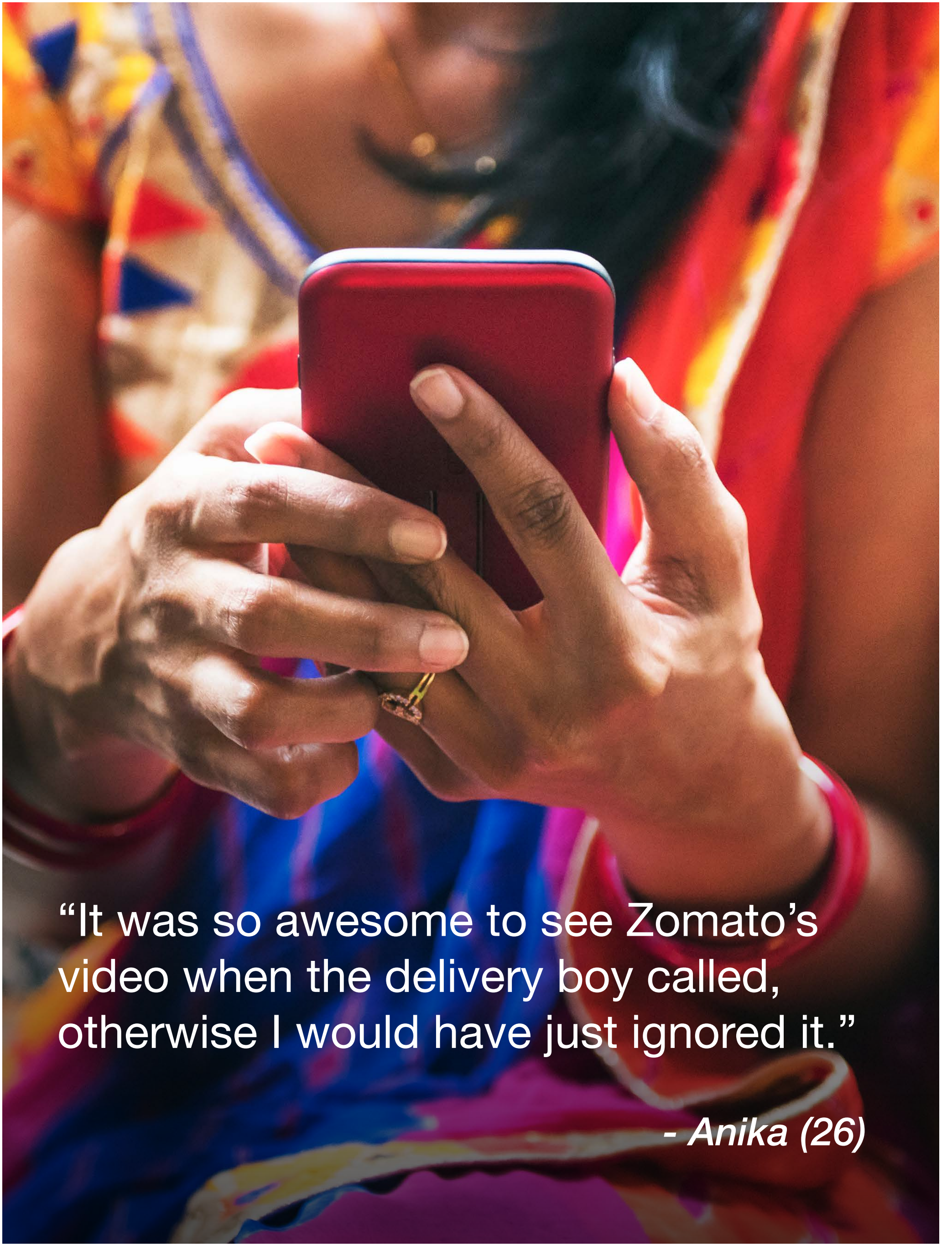
Drive deeper engagement



Includes relevant information



Delightful branding touchpoint



“It was so awesome to see Zomato’s video when the delivery boy called, otherwise I would have just ignored it.”

- Anika (26)

Results

31,367

**Total incoming
Zomato Vyng IDs in
Delhi NCR in July**



26%

**Zomato Cricket
Cup Post Call Click
Through Rate**

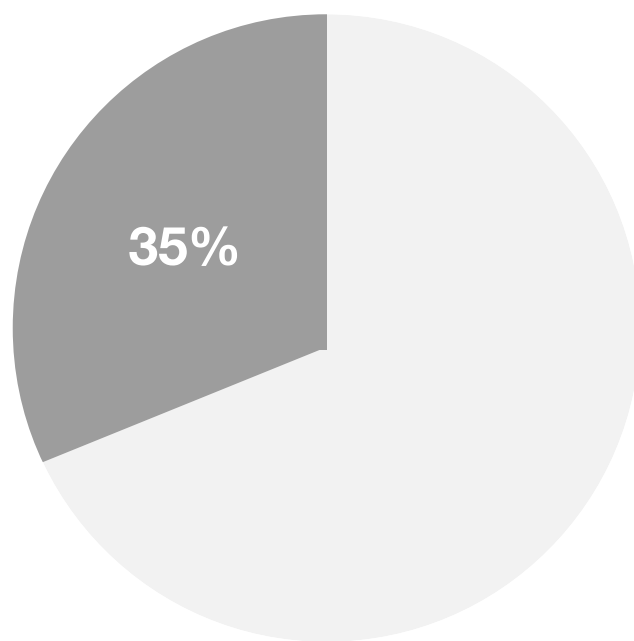
As compared to 1% banner ad, or
10% email CTR.

97% Increase in Calls Answered

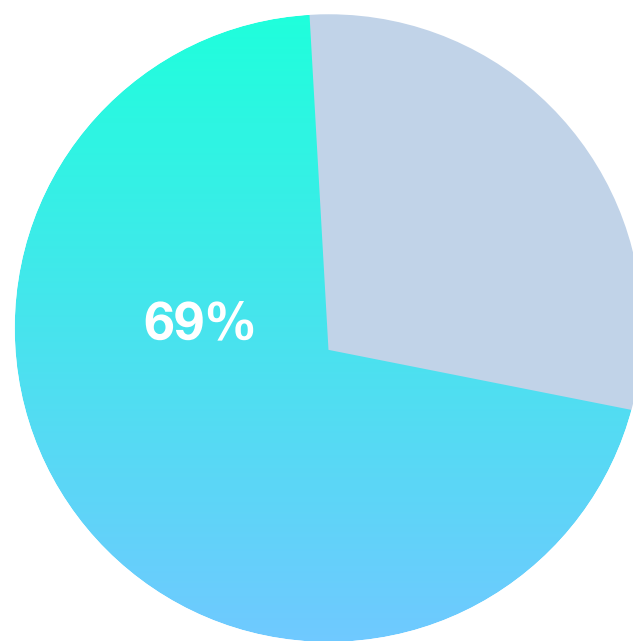
Zomato customers using Vyng answered calls from Zomato almost twice as often as users without Vyng ID.



Percentage of total calls answered



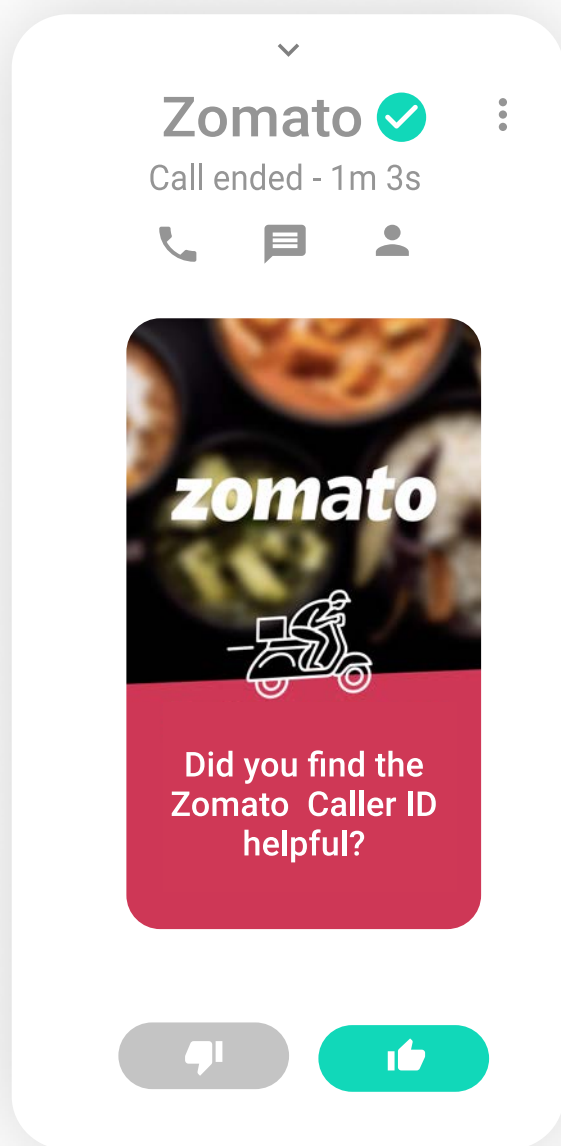
Calls without Vyng ID



Zomato calls with Vyng ID

100% Customer Satisfaction

We conducted surveys with users who had the Zomato experience and the results were incredibly positive.



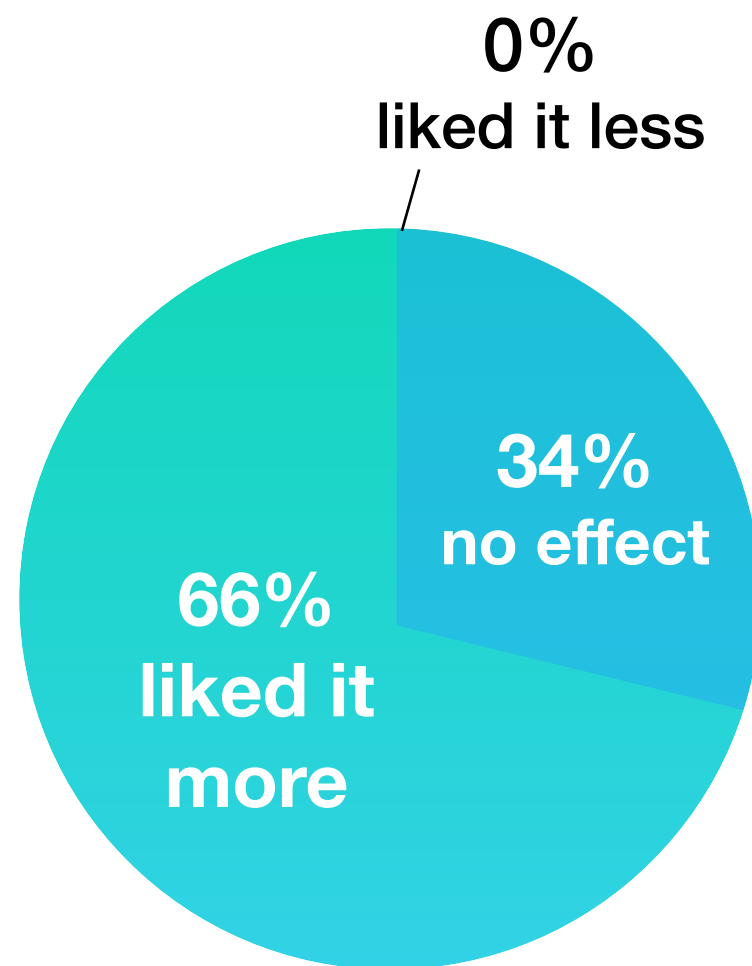
73% said it was helpful to ensure they received their delivery faster.



All 62 surveyed users found the experience to be more positive vs. seeing an unknown number.

98% Net Promoter Score

Did the experience make you like ordering Zomato more or less?



Likelihood to tell a friend about Zomato based on the Vyng experience.

