Customer
Relationship Management



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Presented by
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About zomato

Zomato is One of India's leading Food-Delivery and Restaurant-Discovery Platforms, founded in **2008** by **Deepinder Goyal** and **Pankaj Chaddah** was headquartered in Gurgaon, India. What began as a Restaurant-Menu Discovery Platform has evolved into a Large-Scale Food-Tech Ecosystem.

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Zomato is **No Longer** just about Discovering Food. It has become part of India's everyday food-ordering behaviour.

27M+

Average monthly transacting customers

300K+

Average monthly active restaurant partners

₹10,769 Cr

Food Delivery
NOV — Q1 FY27
+20% YoY

Source 1 / Source 2



Misson

"Better Food for More People."

Source 1 / Source 2

Brand Positioning & Consumer Perception

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What does Zomato already own in the Consumer's Mind?

Convenience
Food whenever the Craving hits.

Choice
Large Restaurant & Cuisine Ecosystem.

Value
Offers, Discounts and Membership benefits.

Personality
Witty, Conversational & Culturally Relevant Communication.

Market Problem

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Consumers value convenience, but not always the price that comes with it.

55%

Say food prices on Aggregator apps are higher than at restaurants.

75%

report higher Listed prices, taxes/charges or both as a key pricing issue.

87%

want dine-in/pickup/online prices displayed transparently.

This is based on LocalCircles' January 2026 survey, which received 79,000 responses across 359 Indian districts.

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Zomato Leads.
But Leadership Doesn't Guarantee Loyalty.

- Zomato/Eternal holds **58%+** of India's food-delivery GOV
- Swiggy remains the key competitor
- Food-delivery users are increasingly value-conscious
- Customers can easily switch between platforms based on offers, convenience and value

Zomato is already a market leader; the real opportunity is to increase customer loyalty, order frequency, and lifetime value through CRM and Zomato Gold.

Who Are We Targeting?



- Age: 20–35
- Location: Metro / Tier 1 urban user
- Behaviour: Orders multiple times per month
- Mindset: Convenience-driven but price-conscious
- Platform behaviour: Checks offers before ordering
- Gold status: Non-member / expired member
- Problem: Doesn't clearly understand how much Gold would personally save

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Buyer Persona

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good food
brighter days ♡



Arjun Mehta

The Value-Seeking Regular

"Good food makes a busy day better.
I just look for the best deal before I order."

- 27 — Age
- Marketing Professional — Occupation
- Mumbai — Location
- Mid to Upper Middle — Income
- Single — Relationship Status

Convenience-Driven | Price-Conscious | Food Explorer | Digital Native

ABOUT

Arjun is a young professional living in Mumbai. He has a busy work schedule and often orders food to save time. He loves exploring new restaurants and cuisines, but always checks for offers before placing an order.

> **Great food, better deals, happier days.**

GOALS

- Enjoy good food conveniently
- Get the best value for money
- Explore new restaurants and cuisines

BEHAVIOUR

- Orders multiple times per month
- Checks offers and discounts before ordering
- Tries new places and trending food
- Mostly orders during dinner and weekends

PAIN POINTS

- Feels like final order cost adds up over time
- Not aware how much Zomato Gold can save him personally
- Gets confused with multiple offers and memberships
- Sometimes misses out on good deals

INTERESTS

- Food & Cafés
- Travel
- Fitness
- Movies & OTT

PLATFORMS HE USES

Instagram | WhatsApp | YouTube | Spotify | Netflix

CUSTOMER JOURNEY (REALISTIC FLOW)

DISCOVERS — Sees a restaurant or food recommendation (IG, friends, in-app)

→ **BROWSES** — Checks menu, ratings and offers

→ **ADDS TO CART** — Adds items and looks for applicable offers

→ **COMPARES OPTIONS** — Considers different offers but unsure about Gold

→ **HESITATES** — Feels final cost is still high or doesn't see clear personal benefit

→ **PLACES ORDER (Non-Gold)** — Completes order without Gold

Repeats the cycle

OPPORTUNITY — Show personalised savings to trigger Gold conversion next time

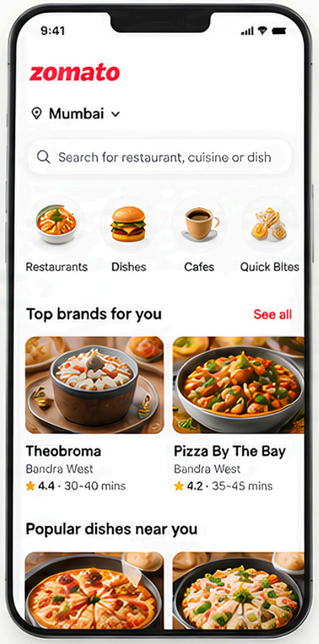
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Potential Customer Journey

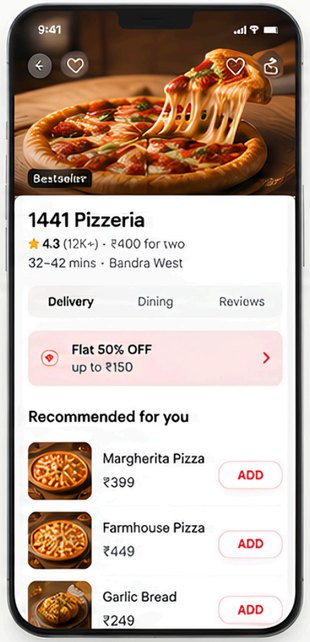
1 Opens Zomato



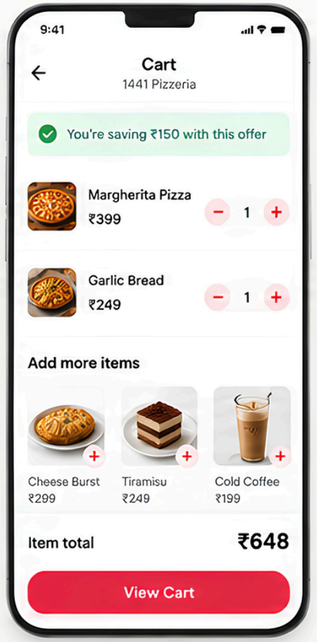
2 Searches restaurant/dish



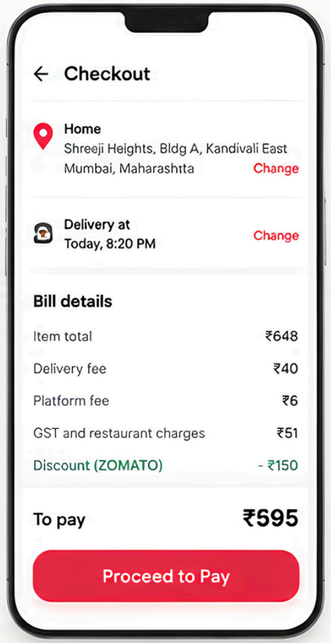
3 Compares restaurants + offers



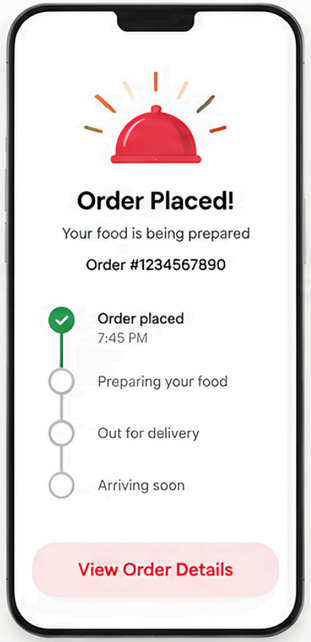
4 Adds items



5 Checks final payable amount



6 Places order



7 Delivery



Customer's Pain Point

- Doesn't know the actual savings
- Discounts feel uncertain
- Checks offers before ordering
- Membership feels like an extra expense
- Past savings are invisible
- No strong reason to upgrade now

Core Problem

Users know Gold has benefits, but they don't know what Gold is worth to them personally.

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Campaign

THE GOLD RECEIPT

Turn your order history into your savings receipt.





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Campaign idea

THE GOLD RECEIPT





Instead of promoting Gold through generic benefits, We will be using a customer's actual eligible ordering behaviour to show how much they could have saved with Gold across delivery benefits and extra discounts.

The campaign begins with **Social Media Awareness**, moves users into a personalised in-app and CRM journey, and converts high-potential users through their individual Gold Receipt.

Once they purchase Gold, the communication shifts from "You could have saved" to "You actually saved", continuously tracking their savings to encourage repeat orders and membership renewal.

Core Idea

Turn Gold from a promised benefit into personalised proof of value.

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Order toh full enjoy kiya... bill bhi.
Bas ek chhoti si problem hai.

Gold hota, toh shayad bill thoda kam aur next craving ka budget thoda zyada hota.
Ab regret mat karo, bas hisaab dekh lo.

Order Now & Check what's Hiding

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Campaign Strategy

Turn Gold From Promise Into Proof



Awareness → Personalisation → Conversion → Value Proof → Retention

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Customer Segmentation

High Potential Customers

- Customers who order frequently and have high Gold-eligible savings potential.
- Goal: Encourage them to purchase Gold by showing their potential savings.

Medium Potential Customers

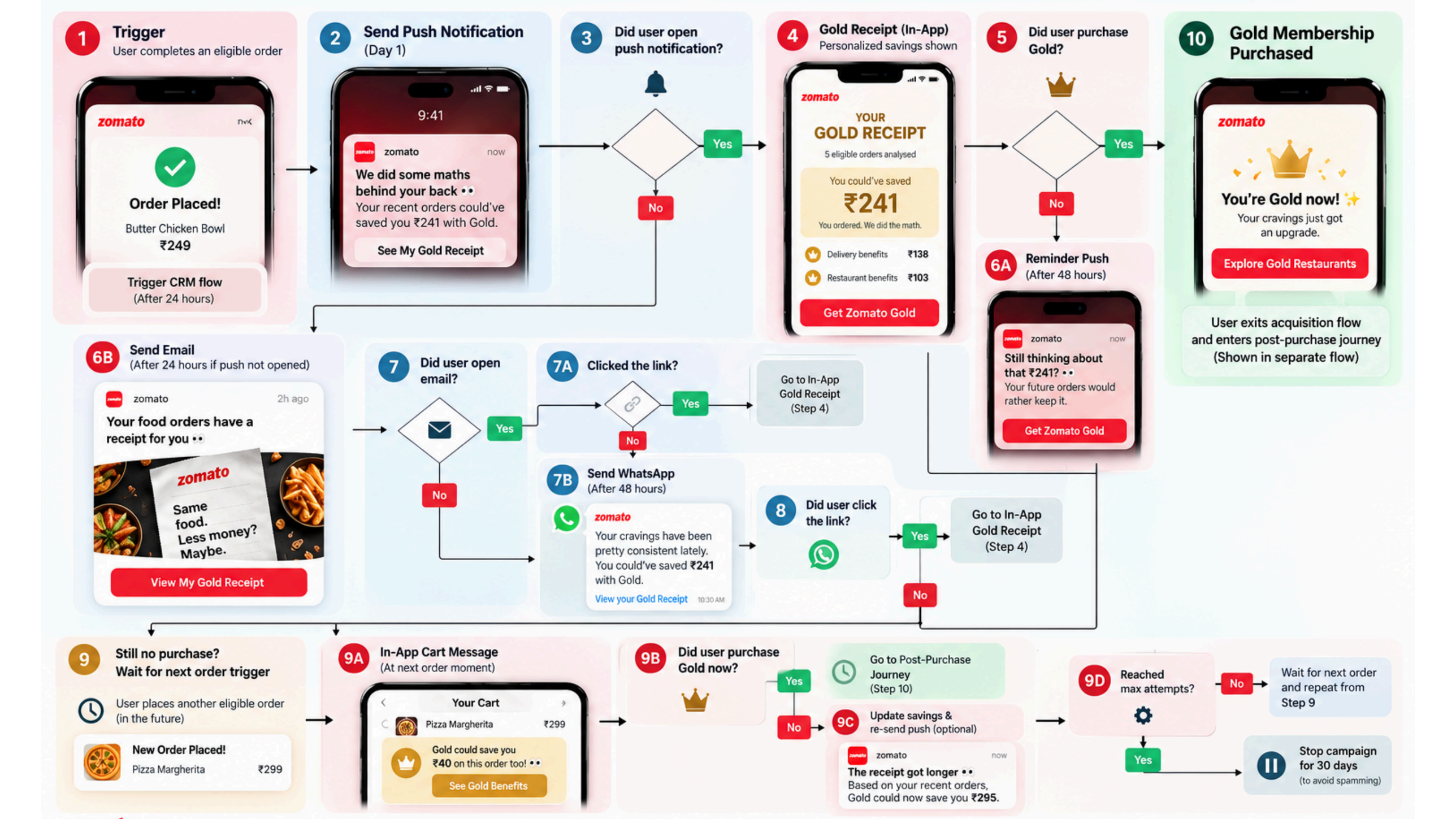
- Customers with moderate order frequency and some Gold-eligible orders.
- Goal: Create curiosity and encourage them to check their Gold Receipt.

Expired Potential Customers

- Customers who previously had Gold but did not renew their membership.
- Goal: Remind them of the value they could regain by subscribing again.

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Automation WorkFlow


1
Trigger
User completes an eligible order
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Order Placed!
Butter Chicken Bowl
₹249
Trigger CRM flow
(After 24 hours)
2
Send Push Notification
(Day 1)
9:41
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now
We did some maths behind your back ••
Your recent orders could've saved you ₹241 with Gold.
See My Gold Receipt
3
Did user open push notification?
Yes
No
4
Gold Receipt (In-App)
Personalized savings shown
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YOUR
GOLD RECEIPT
5 eligible orders analysed
You could've saved
₹241
You ordered. We did the math.
Delivery benefits ₹138
Restaurant benefits ₹103
Get Zomato Gold
5
Did user purchase Gold?
Yes
No
6A
Reminder Push
(After 48 hours)
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now
Still thinking about that ₹241? ••
Your future orders would rather keep it.
Get Zomato Gold
10
Gold Membership Purchased
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You're Gold now! ✨
Your cravings just got an upgrade.
Explore Gold Restaurants
User exits acquisition flow and enters post-purchase journey (Shown in separate flow)
6B
Send Email
(After 24 hours if push not opened)
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2h ago
Your food orders have a receipt for you ••
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Same food. Less money? Maybe.
View My Gold Receipt
7
Did user open email?
Yes
No
7A
Clicked the link?
Yes
No
Go to In-App Gold Receipt (Step 4)
7B
Send WhatsApp
(After 48 hours)
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Your cravings have been pretty consistent lately. You could've saved ₹241 with Gold.
View your Gold Receipt 10:30 AM
8
Did user click the link?
Yes
No
Go to In-App Gold Receipt (Step 4)
9
Still no purchase?
Wait for next order trigger
User places another eligible order (in the future)
New Order Placed!
Pizza Margherita ₹299
9A
In-App Cart Message
(At next order moment)
Your Cart
Pizza Margherita ₹299
Gold could save you ₹40 on this order too! ••
See Gold Benefits
9B
Did user purchase Gold now?
Yes
No
Go to Post-Purchase Journey (Step 10)
9C
Update savings & re-send push (optional)
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now
The receipt got longer ••
Based on your recent orders, Gold could now save you ₹295.
9D
Reached max attempts?
No
Wait for next order and repeat from Step 9
Yes
Stop campaign for 30 days
(to avoid spamming)

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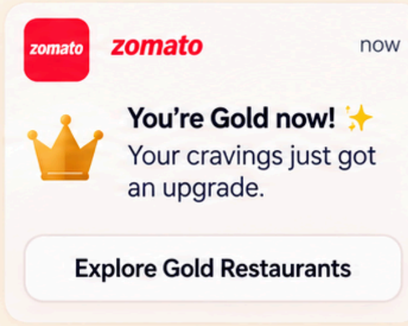
1 Gold Purchased

User completes Gold membership payment



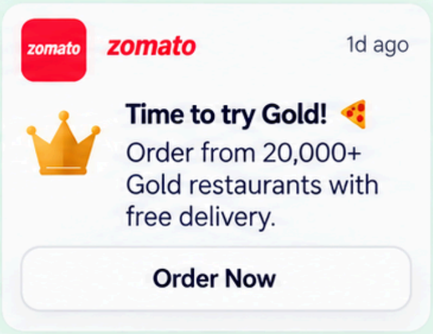
2 Welcome Message

Sent immediately after purchase (Push + In-App + Email)



3 Drive First Gold Order

Within 3–5 days of purchase



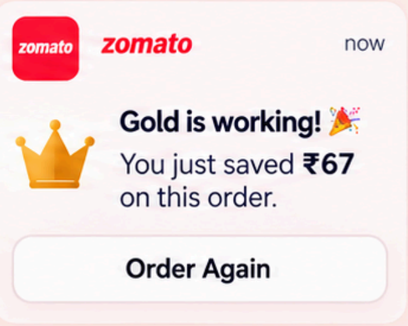
4 First Gold Order Completed

Track and communicate actual savings



5 Appreciation Message

Sent after first eligible Gold order (Push)



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6 Ongoing Engagement

Sent periodically based on activity

zomato 3d ago

Popular with Gold members
Explore top-rated restaurants loved by Gold users.

Explore Now

Email In-App

7 Monthly Gold Statement

Sent at the end of every month (Email + In-App)

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Your Gold Statement
September 2026

Orders with Gold	You saved
8	₹612

See My Full Stats

8 Usage-Based Nudges

If user hasn't ordered in a while (e.g. 7–10 days)

zomato 7d ago

We miss your orders! ••
There are new Gold offers waiting for you.

Order Now

Trigger:
No Gold order for 7–10 days.

9 Membership Nearing Expiry

Sent 7 days before expiry

zomato 7d left

₹1,847 saved together. 💛
Your Gold membership expires in 7 days.

Renew Gold

- Show total savings till date
- Highlight top restaurants ordered
- Show renewal offers (if any)

10 Renewal / Post-Expiry

Based on user action



Renewal Confirmed!
Thanks for staying Gold! More good food ahead.

Continue Regular Engagement

Membership Expired
Your Gold era ended. But the good food doesn't have to.

Rejoin Gold

Channels Used

- **Push Notifications** — Primary trigger, reminders & personalised Gold savings.
- **In-App Messages** — Gold Receipt, personalised benefits & conversion CTA.
- **Email** — Detailed Gold Receipt, savings breakdown & monthly Gold statement.
- **WhatsApp** — Follow-up for users who don’t convert through push/email.

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KPIs

- Gold Conversion Rate
- Gold Receipt CTR
- Gold Renewal Rate
- Customer Retention Rate
- Customer Lifetime Value (CLV)



Expected Result

- **Higher Gold Conversion Rate —** More high-potential users convert into Gold members.
- **Increased Order Frequency —** Gold members order more frequently to utilise their benefits.
- **Higher Gold Benefit Usage —** Members actively use delivery and discount benefits.
- **Improved Gold Renewal Rate —** Visible cumulative savings give users a stronger reason to renew.
- **Higher Customer Lifetime Value (CLV) —** More repeat orders and renewals increase long-term customer value.





Conclusion

From Generic Benefits to Personalised Value
Zomato already has a strong Gold ecosystem. The opportunity is to make its value personally relevant to non-Gold users.
The Gold Receipt uses customers' own ordering behaviour to show what they could have saved, turning a generic membership offer into a personalised reason to subscribe.



Thank You



Presented by
Pratham, Ananya, Veer & Ness