



# **Quikr**

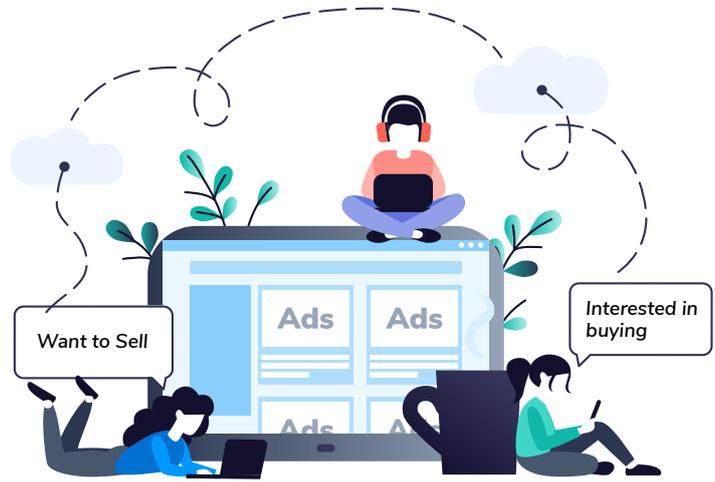
## Case Study

### **Exotel Helps Quikr Live Up To Its Name - Quick And Efficient Buying And Selling**



## Summary

Online classifieds are growing at a rapid pace in Asia. The revenue in the classifieds segment has reached 9.3 billion USD in 2019. By 2023, the market volume is expected to reach USD 15 billion. The figure indicates that this sector is not only massive but also lucrative.



### Quikr- A platform to buy, sell or rent anything that you can think of

India's leading marketplace, Quikr connects buyers and sellers of goods and services. Headquartered in Bangalore, they operate in 1000 cities across India and accessed by more than 32 million unique users per month. With over 13 categories & 170 sub-categories, Quikr now prides itself in its 4.2 million listings and over 150 million interactions.

With this impressive growth, the need for a secure and scalable communication platform entered the picture. Quikr entrusted Exotel to solve their communication challenges. With a solid background in this domain, Exotel was able to help Quikr connect buyers and sellers effectively.

## Quikr's objectives

Quikr Easy, a sub-division of Quikr has a database of vendors/ service providers who offer all kinds of service like carpenters, at-home salon professionals, drivers etc. The objectives of Quikr Easy and the associated challenges in terms of communication are-

- **Secure client- service provider communication**

Quikr wanted to ensure that the customer is not bombarded with calls from irrelevant vendors. They were also on the lookout for a system which allowed the buyer to speak to multiple vendors/ service providers for the best experience possible.

- **Monetization of their services**

Quikr wanted a communication system that enabled visibility into the leads that were passed on to the service providers. They wanted a communication practice that enabled easy dispute resolution.

- **Keep customers informed of new services**

Quikr wanted to educate customers of any new services added in their area/city without having to call each of them individually.

## How Exotel helps Quikr with these challenges

Quikr has multiple vertices at its disposal, for homes, cars, jobs, etc. Exotel powers Quikr make 2.3 lakh calls per month across all vertices. Besides that, they also provide seamless communication which has helped Quikr scale gradually. Exotel also helps Quikr in this following ways,

- Connecting potential customers on Quikr to the right vendors for the services they require
- Monetizing Quikr's products based on the analysis of Exotel's call data
- Sending SMS alerts to customers about the new services



Exotel's cloud telephony is the central technology for this product



**Praveen Chandran**

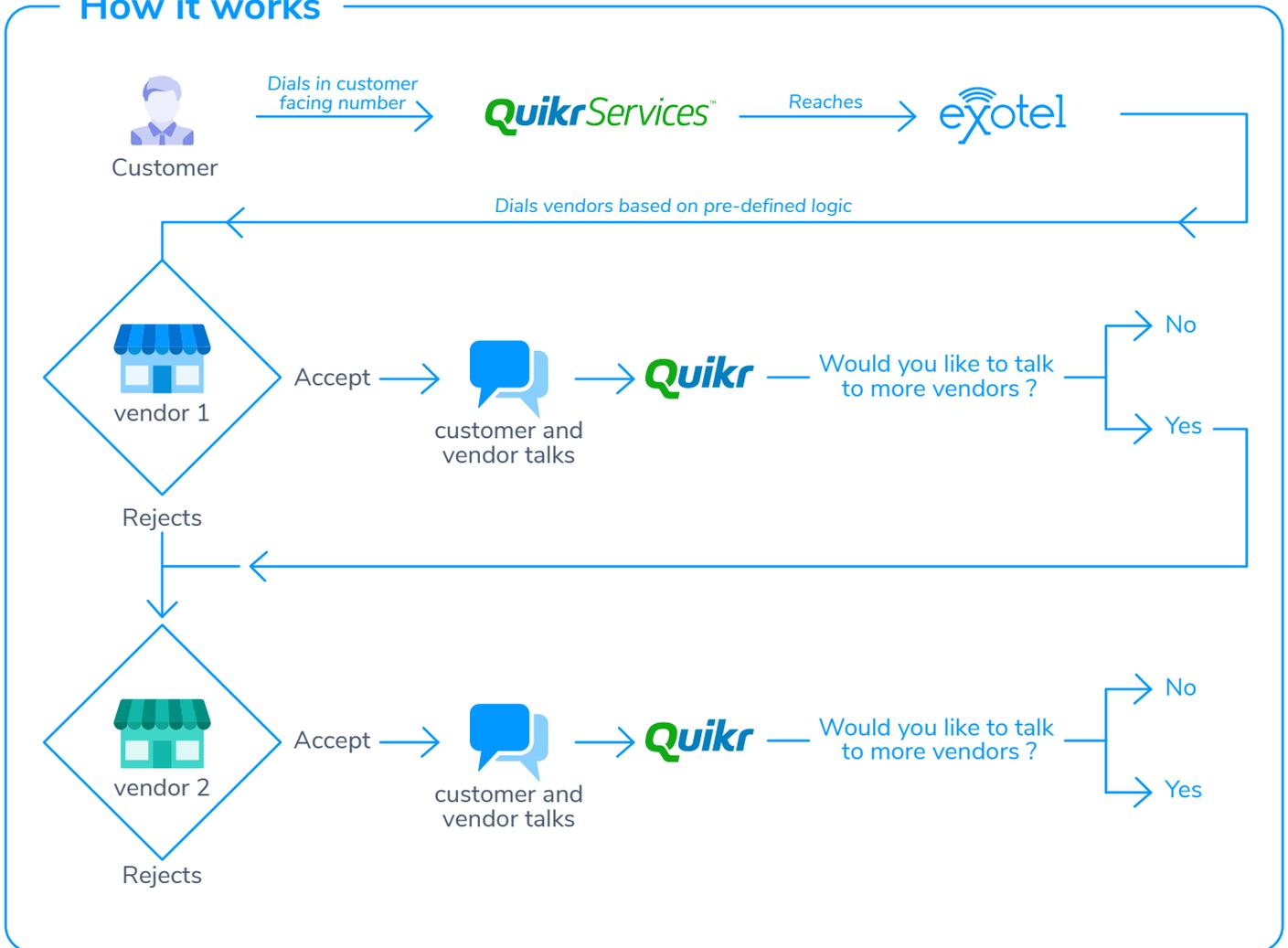
Product Head, Quikr Services, Quikr

## How it works

When a potential buyer logs in a request on the Quikr services app, they're connected with the appropriate vendors. Here's how this happens:

- Exotel first calls up the relevant vendor. The vendor can either choose to reject or accept the call based on the details provided by the client beforehand. If the vendor accepts the call, they can talk to the client.
- After the client finishes talking to vendor 1, Quikr checks with them if they'd like to speak to more vendors. If the buyer says yes, Exotel connects them to 4-5 more relevant vendors.

## How it works



## Exotel checks all the boxes of Quikr's objectives

### Secure buyer-vendor communication

- Since the calls are connected via Exotel, the buyer can speak to as many vendors as they'd like to without revealing their phone number. Privacy, check!
- The buyer also can pick the correct vendor without being bombarded endlessly with calls!

“

Exotel's APIs are very clearly defined. Our tech team could integrate them in no time. It's easy to incorporate in any product

”

**Praveen Chandran**  
Product Head, Quikr Services, Quikr

## Monetizing the services

As soon as a call is completed, Exotel sends Quikr all the relevant call data. Quikr now analyses information like if the call was answered, what was the duration of the call, etc to monetize Quikr services.

- **Charging vendors:**

If the call lasts less than 30 seconds, Quikr does not charge the vendor for the lead since the call did not last long enough to have a tangible outcome.

- **Analyze data to improve services:**

Quikr analyses data for various other reasons such as determining how many service providers does a customer speak to on an average, what is the proportion of service providers that answer the calls, what the general problem areas are and so on for an informed decision making to better their services.



So, say for instance a group of service providers are not answering calls, we send the data to our ops team to help figure out a solution and possibly educate the service providers



**Praveen Chandran**

Product Head, Quikr Services, Quikr

## SMS blast for new service alerts

Each time Quikr adds a new service in a particular city, they send an SMS blast to their customers in that city, alerting them about the new service.

## Key Outcome

### The ability to connect vendors & customers efficiently

With Exotel, Quikr is able to reach a great level of efficiency. Earlier, Quikr would reach out to customers via their call center. They would take the requirements on call and then reach out to service providers which involved manual intervention to a great extent.



Our level of efficiency has drastically increased ever since we've started using Exotel. It's increased by at least 3X



**Praveen Chandran**

Product Head, Quikr Services, Quikr

## Exotel gets a thumbs up from Quikr



Personally, my experience with Exotel was great because the relationship managers and service were very prompt. Even if we had a non-standard requirement, we could get it implemented within a time frame. Your team was willing to go that extra mile to help



**Praveen Chandran**

Product Head, Quikr Services, Quikr

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Let us show how this works

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## WHY EXOTEL

Founded in 2011, Exotel is the largest cloud telephony platform in Southeast Asia.

