



LGT Impact Fellowship 2021/2022

Impact Report

By Saurabh Karamchandani

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Summary

Management professional with an experience of 5+ years. During the fellowship, worked as a Program Manager in Porter on Rewards and Loyalty Program on Partner side. Responsibilities included project management, managing campaigns, working to ensure higher level adoption of the platform on the supply side.

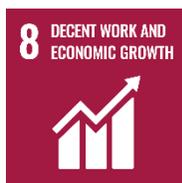
The problem Porter aims to tackle

Porter is the leading player in tech-enabled intra-city logistics in India. Porter aims to address inefficiencies in the last mile logistics sector and transform the way goods are transported around cities, enabling lakhs of businesses move anything on-demand.

The solution [your org] provides...

- Porter offers on spot vehicle booking for moving goods intracity using various vehicle categories such as two wheeler, three wheeler, and LCVs.
- Porter also offers vehicle insurance and solutions for enterprises as additional services

... contributing to the SDGs:



Opportunity for a Fellow

- As a part of the Strategy team, I worked as a Program Manager for managing Partner Loyalty and Engagement
- The role included driving up the retention on partner app using a host of marketing and engagement activities
- The role required regularly monitoring activities and ensuring generating partner level across all 15 cities and 5 vehicle categories for 300K+ partners

“My experience as a Fellow...

Was quite fruitful and engaging. The learning curve I experienced was quite accelerated. While monitoring, closing and launching project requirements I learned a host of product oriented insights, implemented several marketing campaigns successfully and ensured retention across all categories. There is a constant process of innovation I was exposed to through this fellowship which made it a vitally unique experience for me.”

- Saurabh Karamchandani



Saurabh's achievements...

- Acheived targeted Pan India daily adoption rate of 80%
- Closure of RNR Cycle 3:
 - Created, executed and managed over 50+ communication campaigns across multiple channels such as In-App, SMS, Push, YouTube and Facebook
 - End to end planning, management and execution of RNR Final event Gift distribution across 10 cities
- Launch of RNR cycle 4:
 - Configured milestones, launch communications & owned marketing strategy for the new cycle of RNR
 - Monitoring and process optimization of rewards and daily adoption rates for cycle 4
- Process documentation: Created over 6 SOPs documenting the entire process
- Successfully managed campaign for completion of second cycle on the partner side with over 30k+ views on campagin video
- Integrated coupon with coi sponsor brand Exxon Mobil as a part of co-branding exercise



... contributing to Porter

50K+

Partners reached during various engagement activities

80 %

Achieved target adoption rate of 80% on partner platform

100+

Successfully created, managed and executed over 100+ digital marketing journeys across multiple channels

Saurabh's next challenge

Saurabh will be moving on to new organization as a Senior Manager, another startup in strategy domain to continue to meet new challenges and solve bigger problems.