Rapido Expands Business Horizon with the Help of Airtel IQ.

Major cities in India are 1.5 times more congested than their Asian counterparts. The commute time in these cities is also as much longer than other similar cities in the home continent. Naturally, when Rapido launched the first two-wheeler taxi service in India, it became an instant hit with office-goers and other daily commuters. Building upon its strong customer base, the company further diversified to grocery and essential goods delivery in collaboration with Delhivery.com, Eat.fit, Flipkart, Myntra, Swiggy, Zomato and the likes. However, for such a B2B2C expansion, Rapido needed to ensure the communication privacy for all stakeholders – customer, rider and partner company. This led Rapido to Airtel IQ for the solution.

The Client

rapido
BIKE TAXI

Rapido launched its bike taxi service in India in 2015. Currently, it operates in nearly 100 cities in the country and has a customer base of 15 Million+. The company envisions making intra-city commute convenient, affordable and accessible for people. Expanding its horizon, currently, Rapido also serves as a third-party delivery facilitator for a number of B2B partners across e-commerce companies, online grocery shops, restaurants and food delivery services.

The Problem

Since Rapido does not own its fleet, building and retaining stakeholders' confidence around the security and privacy of its service is crucial for its business growth and sustainability. That said, the collaboration with e-commerce players meant that Rapido's riders would be catering to the delivery requirements of its partner companies. Therefore, Rapido not only had to keep customers informed about the delivery status of their ordered items in near

real-time but also ensure privacy in communication. The company needed a solution to optimize the delivery cycle through timely and contextual communication between all stakeholders without compromising on privacy at any touchpoint.

The Solution

Anonymization of the contact number of customers and riders without affecting the quality of communication was the solution to Rapido's concerns. That is where the Airtel IQ came into play. Airtel IQ provided a pool of Virtual Numbers (VN) to Rapido. Each time a customer places an order, the e-commerce company sends the order details to Rapido as part of the delivery process. The Airtel IQ API at Rapido's end automatically allocates a VN to the transaction. Rapido then shares the VN mapped to the rider with Airtel IQ and the VN mapped to the order number with the e-commerce company. The VN mapped to the order number is what the customers see on the e-commerce app.

When the rider calls the customer, Airtel IQ receives the call and pings the VN to Rapido to fetch the customer number. The rider-customer mapping is done within Airtel IQ ecosystem, and both stakeholders are able to communicate through the VN without disclosing their real contact numbers. Airtel IQ ensures that verification and mapping involved in this process do not adversely affect the call quality or cause extended wait-time for the caller. After the transaction is completed, the VN is released back to the pool and is randomly used for another transactions. Thus, using Airtel IQ, Rapido was able to facilitate seamless and timely communication between the stakeholders, while ensuring zero privacy incidents.

The Benefit

The biggest advantage of on-boarding Airtel IQ for Rapido has been the expansion of its partner network without any privacy or

- Provide better experience to all stakeholders due to   wider network reach and stronger connectivity
- Improve delivery process efficiency due to 99.9% network uptime

integration incidents. Leveraging Airtel IQ, which is natively supported by Airtel telecom network, Rapido was able to:

- Gain confidence of both customers and partners on service reliability
- Ensure 100% privacy on every transaction