



Luckin Coffee is a new leading retail coffee company. Pioneering new technology-driven retail model, Luckin Coffee aims to provide high quality coffee and products with great affordability, and convenience to our customers.

Challenge

In expanding into the Singapore market, Luckin Coffee is trying to find a way to engage with its customers, including activating old customers and dormant customers, and surveying Customer Satisfaction (CSAT) from those who have already consumed the coffee. To sum up, the object is that more people can recognize, be interested, and try Luckin Coffee, to cultivate consumption habits, and enhance customers' loyalty to Luckin Coffee.

Solution

WhatsApp Business Platform, a necessary tool for businesses, is used to reach and interact with customers at scale.

- **What can Luckin Coffee benefit from WhatsApp Business Account (WABA) ?**

Sobot, an official Business Solution Provider (BSP) by Meta, has the authority to register WABA for Luckin Coffee, which means that Luckin Coffee is eligible for broadcast messages and automated promotion campaigns through WhatsApp Business Platform.

And after getting the green tick (official account certification), customers are more likely to trust Luckin Coffee, receive coupons and make offline purchases.

- **Why WhatsApp Business Platform is necessary?**

Luckin Coffee has answered. Luckin Coffee needs to research CSAT through WhatsApp after customers receive coupons and finish purchasing in the stores.

However, compared to SMS or other channels, customers in Singapore prefer to interact with Luckin Coffee on WhatsApp, just like chatting with their friends freely.

Apart from this, it costs Luckin Coffee less to launch marketing campaigns and communicate with customers.

20%

Increase in Marketing ROI

97%

CSAT of Stores

84%

WhatsApp Message Open Rate