



Service Marketing

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BYKEA



BYKEA

Introduction to BYKEA:

BYKEA is a Pakistani-based technology-driven platform that has revolutionized the transportation and logistics industry. Founded in 2016, BYKEA has emerged as a pioneering service provider, offering a range of innovative solutions that address mobility and logistics needs in urban and semi-urban areas across Pakistan.

BYKEA started its journey by focusing on offering bike-hailing services, providing a swift, efficient, and affordable means of transportation in congested urban areas. The company's innovative approach to using motorcycles as a primary mode of transport filled a crucial gap in Pakistan's transport infrastructure, catering to the diverse needs of commuters and travelers.

Mission and Vision:

The company's mission revolves around harnessing technology to create solutions that simplify people's lives, offering reliable transportation, and contributing to economic empowerment. BYKEA envisions building a robust ecosystem of services that redefine convenience and accessibility in transportation and logistics across Pakistan.

Overview:

BYKEA operates primarily through a user-friendly mobile application that seamlessly connects customers with various services, including bike-hailing, ride-hailing, instant parcel delivery, and food delivery. The company's vision revolves around providing convenient, efficient, and affordable transportation and logistics solutions while leveraging technology to enhance customer experience and service efficiency.

Growth and Expansion:

From its initial focus on bike-hailing, BYKEA swiftly expanded its services to include ride-hailing, instant parcel delivery, and food delivery. This

diversification showcased the company's adaptability and its commitment to meeting the evolving needs of consumers.

Technological Innovation:

One of the core pillars of BYKEA's success is its emphasis on technological innovation. The company leverages cutting-edge technology to optimize service delivery, enhance user experience, and ensure operational efficiency. The mobile application developed by BYKEA serves as a central platform for users to access a range of services seamlessly.

Commitment to Safety and Quality:

BYKEA places paramount importance on safety measures for both riders/drivers and passengers. Implementing rigorous verification processes for riders, adhering to safety protocols, and continuous training programs underscore the company's dedication to ensuring a safe and secure experience for its users.

Social and Economic Impact:

The company has not only transformed the transportation sector but has also significantly contributed to job creation and economic opportunities by providing employment to thousands of riders and support staff across Pakistan.

Community Engagement and Partnerships:

BYKEA actively engages with local communities, fostering partnerships with businesses, restaurants, and other stakeholders to expand its service offerings and create mutually beneficial relationships.

Services Offered by BYKEA:

1. Bike-Hailing Services:

- BYKEA's core service is bike-hailing, allowing users to book motorcycle rides for their daily commute or travel needs.
- With a network of trained and verified riders, BYKEA offers swift and convenient travel options for short to medium-distance trips within cities.

2. Ride-Hailing Services:

Expanding its services, BYKEA also offers car ride-hailing services, providing customers with additional transportation options, especially for longer distances or larger groups.

3. Instant Parcel Delivery:

One of the distinctive features of BYKEA is its instant parcel delivery service. Users can request immediate pickup and delivery of parcels or documents across the city, facilitating quick and reliable logistics solutions.

4. Food Delivery:

BYKEA extends its services to include food delivery, partnering with various restaurants and eateries to enable users to order food through the app for doorstep delivery.

Distinctive Features of BYKEA's Services:

- **Convenience:**
BYKEA's services are designed for maximum convenience, enabling users to book rides, send parcels, or order food seamlessly through a single app.
- **Safety Measures:**
The company prioritizes safety by implementing measures such as rider verification, tracking options, and ensuring adherence to safety protocols.
- **Technology Integration:**
BYKEA leverages technology for real-time tracking, accurate ETA (Estimated Time of Arrival), and a user-friendly interface, enhancing the overall customer experience.
- **Affordability:**
Offering competitive pricing and various promotional offers, BYKEA aims to provide cost-effective transportation and logistics solutions.

BYKEA's commitment to innovation, customer-centric services, and its adaptability to the evolving needs of consumers have established it as a prominent player in Pakistan's transportation and logistics industry.

WHY CHOOSE BYKEA?

Choosing BYKEA over other competitors in the transportation and logistics industry can be influenced by several key factors that set it apart:

1. Diverse Service Offerings:

BYKEA provides a range of services including bike-hailing, ride-hailing, instant parcel delivery, and food delivery, offering users multiple options within a single platform. This diverse array of services caters to various transportation and logistics needs, providing convenience and flexibility.

2. Efficiency and Speed:

The company's emphasis on using motorcycles for transport ensures agility and faster navigation through traffic-congested areas, allowing for quicker travel times compared to larger vehicles, especially during peak hours.

3. Technological Innovation:

BYKEA leverages technology extensively to enhance user experience. The mobile app provides real-time tracking, secure payment options, and a user-friendly interface, ensuring convenience and reliability.

4. Safety Measures:

BYKEA places a strong emphasis on safety, implementing stringent verification processes for riders, maintaining vehicle safety standards, and adhering to safety protocols. This commitment to safety instills trust among users.

5. Affordability:

The company offers competitive pricing and occasional promotional offers, making its services cost-effective compared to other transportation alternatives.

6. Community Engagement and Social Impact:

BYKEA actively engages with local communities, creating partnerships with businesses and restaurants, thereby contributing to economic opportunities and job creation. This community-focused approach resonates positively with users.

7. Reliability and Convenience:

BYKEA's commitment to reliability in service delivery, responsive customer support, and the ease of using the app contributes to a seamless and convenient user experience.

8. Adaptability and Growth:

The company's ability to adapt and expand its services based on consumer needs and market trends showcases its agility and commitment to staying at the forefront of innovation in the industry.

Service Environment of BYKEA:

Applying 7Ps of Service Marketing

Let's analyze BYKEA's service environment by applying the 7Ps of service marketing:

1. Product:

BYKEA offers multiple services including bike-hailing, ride-hailing, instant parcel delivery, and food delivery through its mobile app.

The core product is the transportation and logistics services facilitated by connecting users with riders/drivers for their mobility and delivery needs.

2. Price:

BYKEA employs a dynamic pricing strategy influenced by factors like distance, demand, time, and traffic conditions.

The pricing structure is competitive and transparent, providing users with cost-effective transportation options.

3. Place:

The service is accessible through the BYKEA mobile app, available for download on smartphones, making it convenient for users to access services from anywhere within the coverage area.

4. Promotion:

BYKEA engages in promotional activities such as discounts, referral programs, and partnerships with businesses and restaurants to increase user engagement and attract new customers.

Additionally, the company uses digital marketing, social media, and advertising to promote its services.

5. People:

The people aspect involves the riders/drivers who directly interact with users. BYKEA ensures rider verification, training programs, and customer service representatives who provide assistance and support.

The focus is on maintaining a professional and courteous interaction between riders and customers.

6. Process:

The process involves the steps users take to book a ride, order delivery, or avail themselves of other services through the app. It includes the ease of registration, booking, tracking, payment, and feedback mechanisms.

The emphasis is on a seamless, user-friendly process to ensure a hassle-free experience.

7. Physical Evidence:

In a service-oriented business like BYKEA, physical evidence refers to tangible cues that support the service. This could include the condition of bikes, cleanliness, app interface design, and branding elements that contribute to the overall experience.

BYKEA focuses on maintaining clean and well-maintained bikes, a user-friendly app interface, and ensuring branding elements that instill trust and reliability.

BYKEA's service environment reflects a comprehensive approach to the 7Ps of service marketing, aiming to deliver a convenient, reliable, and seamless experience for users accessing transportation and logistics services through their platform.

The Mehrabian-Russell Stimulus-Response Model for **BYKEA**

The Mehrabian-Russell Stimulus-Response Model, often referred to as the Pleasure-Arousal-Dominance (**PAD**) **model**, helps understand emotional responses to stimuli. Applying this model to BYKEA's service experience:

Pleasure:

- **Stimuli from Service Quality:** BYKEA aims to provide a pleasurable experience by offering reliable and convenient transportation and logistics services. Pleasure is derived from the ease of booking, quick response times, and a user-friendly app interface that contributes to customer satisfaction.

Arousal:

- **Stimuli from Service Experience:** The service may elicit varying arousal levels. For example, the anticipation of a quick arrival (low arousal) or concerns related to safety or timely delivery (higher arousal) can be experienced by users.
- Positive arousal might be experienced when tracking a rider's approach in real-time, while negative arousal could arise from unexpected delays or uncertainties.

Dominance:

- **Stimuli from Control and Brand Perception:** Dominance relates to the level of control the user feels during the service interaction. BYKEA offers control through its app, allowing users to track rides, view estimated arrival times, and provide feedback.
- The perception of dominance can also be influenced by the brand's image and reputation. A strong and reliable brand image might instill

a sense of dominance or control in users' minds regarding the service experience.

In the context of BYKEA, the model suggests that users' emotional responses are influenced by factors like service reliability, convenience, safety, and brand perception. The aim is to create a positive emotional experience by maximizing pleasure, managing arousal levels, and empowering users with a sense of control during their interactions with the service.

Service Blueprint for BYKEA's Bike-Hailing Service:

1. Customer Actions:

- **Step 1: Booking a Ride:** The customer opens the BYKEA mobile app, enters the destination, and requests a ride.
- **Step 2: Confirmation:** Upon confirmation, the app displays the estimated arrival time and details of the assigned rider.

2. Frontstage Actions (Customer Visible):

Step 3: Rider Interaction: The rider arrives at the pickup location, greets the customer, and confirms the ride details.

Step 4: Ride Experience: The customer hops on the motorcycle, and the rider navigates to the destination.

3. Backstage Actions (Behind the Scenes):

Step 5: Rider Operations: BYKEA ensures rider training, verification, and adherence to safety standards. Backstage includes rider onboarding, training programs, and vehicle maintenance.

Step 6: App Functionality: The app manages ride allocation, real-time tracking, payment processing, and user feedback collection.

4. Support Processes:

Step 7: Customer Support: In case of issues or queries, users can contact customer support through the app or other channels.

5. Physical Evidence:

Step 8: Bike Condition: The physical appearance and condition of the bike, rider uniform, and overall cleanliness contribute to the service experience.

6. Time Dimension:

Time Taken: Each step's duration, from booking to reaching the destination, contributes to the overall service time.

7. Service Failures and Recovery:

Step 9: Handling Issues: In case of service failures (e.g., delayed arrival), BYKEA may employ strategies to address issues, such as providing compensation or support.

This blueprint helps visualize the customer journey and the operational processes involved in BYKEA's bike-hailing service. It identifies touchpoints, interactions, and potential areas for improvement, allowing BYKEA to optimize its service delivery, enhance customer satisfaction, and refine its operational efficiency.

Navigating Success:

BYKEA Integrated Service Communications Model

The Integrated Service Communications Model for BYKEA emphasizes cohesive and synchronized communication strategies across various channels to navigate towards success. Let's outline the key components of this model:

1. **Brand Messaging Consistency:**

- **Unified Brand Voice:** BYKEA ensures consistency in its brand messaging across all communication channels, including the app, website, social media, advertisements, and customer service interactions.
- **Clear Value Proposition:** Communicating the brand's value proposition consistently helps establish a strong identity and resonates with the target audience.

2. **Multi-Channel Communication:**

- **App Interface:** Clear and intuitive communication within the app, including ride details, notifications, and updates, ensuring seamless user experience.
- **Website:** Information regarding services, promotions, and support available on the website for users and potential customers.
- **Social Media Presence:** Engaging and interactive content on social media platforms, promoting services, sharing user experiences, and addressing queries or concerns.

- **Advertising Campaigns:** Strategic advertising campaigns across various media channels to reach a wider audience and reinforce brand presence.

3. **Customer Engagement and Feedback:**

- **Two-Way Communication:** Encouraging feedback from users through the app, surveys, or social media, and actively responding to queries, suggestions, and complaints.
- **User-Centric Approach:** Using customer feedback to improve services, address issues, and enhance user satisfaction, demonstrating responsiveness and commitment to customer needs.

4. **Internal Communication and Training:**

- **Internal Alignment:** Ensuring internal teams are aligned with the brand message, service standards, and customer-centric approach.
- **Continuous Training:** Providing training programs for customer-facing staff (like customer support and riders) to deliver consistent and high-quality service experiences.

5. **Crisis Management and Transparency:**

- **Transparency in Communication:** During any service disruptions or crisis situations, BYKEA communicates transparently with users, providing updates and solutions promptly.
- **Rebuilding Trust:** Efforts to regain user trust post-crisis by addressing concerns, offering solutions, and communicating steps taken to prevent similar issues in the future.

6. **Metrics and Evaluation:**

- **Performance Tracking:** Monitoring communication effectiveness through metrics like user engagement, customer satisfaction scores, response times, and brand sentiment analysis.

- **Iterative Improvements:** Using data-driven insights to refine communication strategies continuously, optimizing channels and messages for better engagement and results.

The BYKEA Integrated Service Communications Model aims to create a cohesive and impactful communication strategy, fostering engagement, trust, and loyalty among users while supporting the company's growth and success in the competitive transportation and logistics market.

Service Quality Through SERVQUAL:

A Comprehensive Analysis of BYKEA Experience

To evaluate the service quality offered by BYKEA using the SERVQUAL model, we'll examine the five dimensions: Reliability, Assurance, Tangibles, Empathy, and Responsiveness in the context of the BYKEA experience:

1. Reliability:

- **Assessment:** Reliability refers to the ability to deliver services consistently and accurately. In the BYKEA experience, it involves timely pickups, accurate ride estimates, and safe and efficient transport.
- **Evaluation:** Users' perceptions of whether BYKEA reliably delivers on its promised services based on actual ride times compared to estimated times, consistent service availability, and fulfillment of user expectations.

2. Assurance:

- **Assessment:** Assurance involves building trust and confidence in users through professionalism, competence, and credibility of the service.

- **Evaluation:** Users' perceptions of rider professionalism, safety measures implemented, verification processes, and the overall reliability of the service contribute to the assurance aspect of the BYKEA experience.

3. **Tangibles:**

- **Assessment:** Tangibles refer to the physical and visible elements associated with the service, such as the app interface, the condition of the bikes, and the overall service environment.
- **Evaluation:** BYKEA's app interface, cleanliness of bikes, branding elements, and other tangible cues significantly impact users' perceptions of service quality and contribute to their overall experience.

4. **Empathy:**

- **Assessment:** Empathy relates to the consideration and understanding shown towards users' needs and concerns.
- **Evaluation:** BYKEA's responsiveness to user queries, handling of complaints or issues, and efforts to personalize user experiences can influence perceptions of empathy in service delivery.

5. **Responsiveness:**

- **Assessment:** Responsiveness refers to the promptness and willingness to help users and address their needs.
- **Evaluation:** Users' experiences with BYKEA's customer support, responsiveness in handling ride requests, and addressing concerns or queries in a timely manner contribute to the evaluation of responsiveness.

Comprehensive Analysis:

- Assessing each dimension based on user experiences, feedback, and observations.
- Gathering data through user surveys, ratings, and reviews to understand perceptions of service quality in each dimension.
- Identifying areas of strength and areas needing improvement based on the SERVQUAL dimensions to enhance overall service quality.

The evaluation of BYKEA's service quality through the SERVQUAL model provides insights into different facets of the user experience, helping the company identify strengths and areas for enhancement to further improve service delivery and customer satisfaction.

Front Stage and Back Stage Services in the Context of BYKEA

In the context of BYKEA, front stage and back stage services represent distinct operational areas that contribute to the overall service delivery:

1. Front Stage Services:

Front stage services in BYKEA refer to customer-facing interactions and experiences, where customers directly engage with the service:

- **App Interface:** The BYKEA mobile app serves as the primary front stage platform where customers interact with the service. It allows users to book rides, track their assigned rider's location, make payments, and provide feedback.
- **Rider-Customer Interaction:** When the rider arrives at the pickup location, interactions between the rider and the customer represent a

significant front stage service. This includes greetings, confirming ride details, and ensuring a smooth start to the journey.

- **Ride Experience:** The entire journey, from the initial pickup to the drop-off at the destination, is a front stage service. Factors such as rider behavior, adherence to safety standards, and the overall comfort during the ride contribute to the front stage experience.
- **Customer Support:** Any interactions with BYKEA's customer support, whether through the app or other communication channels, represent front stage services. This includes handling queries, addressing complaints, and providing assistance to users.

2. **Back Stage Services:**

Back stage services in BYKEA refer to the behind-the-scenes operations that support and enable the front stage services:

- **Rider Operations:** Recruitment, training, and verification of riders/drivers, as well as ensuring adherence to safety protocols, fall under back stage operations. This ensures that riders represent the brand professionally and provide quality service.
- **App Development and Maintenance:** The development, maintenance, and continuous improvement of the mobile app, including features, user interface, and functionality, occur in the back stage. This supports the seamless front stage user experience.
- **Logistics and Fleet Management:** Managing the fleet of bikes, maintenance schedules, and logistical planning for efficient service delivery are part of back stage operations. This ensures the availability and readiness of vehicles for front stage services.
- **Internal Coordination:** Coordination between various departments within BYKEA, such as operations, technology, customer support,

and marketing, occurs backstage to ensure a cohesive service delivery strategy.

Integration:

Successful integration between front stage and back stage services is crucial for delivering a seamless and exceptional customer experience. The efficiency and effectiveness of back stage operations directly impact the quality of front stage services, contributing to user satisfaction and loyalty within the BYKEA ecosystem.

Service Escape for BYKEA

Service escape refers to situations where a service does not meet customers' expectations, resulting in dissatisfaction or a gap between expected and perceived service. In the context of BYKEA, service escapes might occur in various scenarios:

1. Delayed Pickups or Ride Cancellations:

- Instances where riders are delayed in reaching the pickup location or cancel rides abruptly can lead to service escapes. This can cause inconvenience and frustration for customers, especially if they're in a hurry.

2. Safety Concerns:

- Any safety-related issues during rides, such as reckless riding behavior, insufficient safety measures, or vehicle malfunctions, can lead to service escapes. Safety is a significant concern for customers using ride-hailing services.

3. Inaccurate Ride Estimations:

- When the estimated time of arrival (ETA) provided by the app significantly differs from the actual arrival time, it can lead to customer dissatisfaction. Unreliable ETAs might cause inconvenience and affect users' trust in the service.

4. Poor Service Interaction:

- Instances of unprofessional behavior or inadequate assistance from customer support representatives in addressing user concerns can result in service escape. This can impact the overall perception of the service quality.

5. Technical Issues with the App:

- App-related glitches, including bugs, crashes, or payment processing errors, can disrupt the user experience. Technical issues that hinder the smooth functioning of the app can lead to dissatisfaction.

6. Inconsistent Service Quality:

- Variations in the quality of service across different rides or different riders/drivers may lead to service escapes. Inconsistency in service standards can create a sense of unpredictability for users.

To mitigate service escapes, BYKEA can implement strategies such as:

- Conducting regular training sessions for riders to ensure adherence to safety standards and professionalism.
- Improving the accuracy of ETAs provided to users through better route planning and real-time traffic updates.
- Enhancing the responsiveness and efficiency of customer support to address user concerns promptly.
- Regularly updating and testing the app to minimize technical issues and ensure a smooth user experience.

By addressing these potential service escape points, BYKEA can enhance service quality, improve customer satisfaction, and maintain a positive brand image in the competitive transportation industry.

Pricing Strategy, Intangibility and service delivery for **BYKEA**

1. Pricing Strategy:

- **Dynamic Pricing:** BYKEA employs a dynamic pricing model influenced by factors like distance, demand patterns, time of day, and traffic conditions. This surge pricing mechanism allows fares to fluctuate based on these variables, ensuring that prices reflect the current market conditions.
- **Promotions and Discounts:** The company offers various promotional campaigns, discounts, and referral bonuses to attract and retain customers. These strategies contribute to customer acquisition and loyalty.
- **Transparent Fare Structure:** BYKEA aims for transparency in pricing, providing fare estimates upfront before users confirm their ride. This transparency helps in building trust among users.

2. Intangibility:

- **Mobile App Experience:** The core service of BYKEA is intangible; it relies heavily on the mobile app interface. The app serves as the primary touchpoint for users to book rides, track their journey, make payments, and provide feedback.
- **Service Reliability and Trust:** Intangible aspects such as service reliability, ease of use, and user trust are crucial for BYKEA's success.

The intangible experience involves ensuring a seamless, safe, and dependable service for users.

3. Service Delivery:

- **Real-Time Tracking:** BYKEA provides real-time tracking of riders, enabling users to monitor the progress of their ride and anticipate arrival times accurately. This feature enhances the service delivery experience.
- **Efficiency and Timeliness:** Service delivery in BYKEA's context involves providing efficient and timely rides. Quick response times, minimal waiting periods, and reliable transportation contribute to a positive service delivery experience.
- **Rider Training and Safety:** Ensuring proper training for riders, emphasizing safety protocols, and maintaining vehicle standards contribute to the quality of service delivery. This aspect directly affects users' perception of service reliability and safety.

BYKEA's approach to pricing, intangibility, and service delivery plays a significant role in shaping the overall customer experience. The company focuses on a dynamic pricing model, emphasizes the intangible aspects through the app experience, and strives to deliver reliable, timely, and safe transportation services to its users. These elements collectively contribute to BYKEA's competitive edge and customer satisfaction in the transportation and logistics industry.

Conclusion:

BYKEA, a prominent technology-driven transportation and logistics platform in Pakistan, has demonstrated a commitment to revolutionizing mobility solutions and addressing the diverse transportation needs of urban and semi-urban populations. Through an analysis of various aspects such as its services, marketing strategies, service quality, and operational framework, the following comprehensive conclusion about BYKEA can be drawn:

1. **Diverse Service Offerings:** BYKEA's evolution from bike-hailing to encompassing ride-hailing, instant parcel delivery, and food delivery underscores its adaptability and responsiveness to evolving consumer demands. This diversified service portfolio caters to various transportation and logistics needs, offering convenience and flexibility to users.
2. **Technological Innovation:** The company's emphasis on leveraging technology to optimize service delivery, enhance user experience, and ensure operational efficiency has been evident in its user-friendly mobile app, real-time tracking, and integration of dynamic pricing models.
3. **Customer-Centric Approach:** BYKEA's commitment to customer satisfaction is reflected in its transparent pricing, efforts to ensure service reliability, safety measures, and a strong focus on the user experience through its app interface and customer support services.
4. **Brand Image and Community Engagement:** BYKEA's partnerships, community engagement initiatives, and transparent communication strategies have contributed to building a positive brand image. The company's efforts to create job opportunities and economic empowerment for riders and support staff further reinforce its commitment to the community.

5. **Challenges and Improvements:** While BYKEA has made significant strides in transforming Pakistan's transportation landscape, it faces challenges related to service consistency, safety standards, and occasional service escapes that can impact user experience. Continuous improvement in these areas is crucial for sustaining its competitive edge.
6. **Future Growth and Adaptation:** BYKEA's ability to adapt, innovate, and respond to market dynamics will be pivotal in its future growth trajectory. Strategies that focus on service enhancements, user-centric innovations, and refining operational efficiencies will be vital for maintaining and expanding its market presence.

In conclusion, BYKEA's journey exemplifies a dynamic approach to service provision in the transportation and logistics sector. Its commitment to innovation, user-centric services, technological integration, and community engagement positions it as a leading player in Pakistan's mobility solutions landscape, while continuous improvements and adaptability remain essential for its sustained success and growth in the future.

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