Totango

All About Outcomes:

The Gig Economy + Customer Success: The Next Frontier at TaskRabbit

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Totango

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What we'll cover

1. Why the Gig Economy is the Next Frontier
2. Yes, You *Can* Do High Touch with High Volume
3. Example: Our Onboarding + Activation Program
4. 70% Open Rates and Behavior Change

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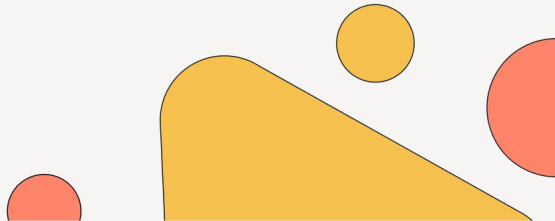
Quick Survey



To make money

(they leave)

Retention

aka “stickiness”

Taskers choose:

- Their hourly rate
- Where to work
- When to work
- What to do

$45/hour average

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Sad Path

- North Miami
- Does Cleaning Tasks
- Rate: $60/hour

- South Beach
- Needs IKEA Assembly
- Wants to Pay: $50/hour

Happy Path

- South Beach
- Adds IKEA Assembly skill
- Rate: $50/hour

- South Beach
- Needs IKEA Assembly
- Wants to Pay: $50/hour

Tasker Lifecycle

Registration	Onboarding	Activated	Tenured	Super Tenured	Churn
		$1-$1000 earned	$1k-$15k earned	$15k+ earned	

Tasker Lifecycle

Registration | **Onboarding** | **Activated** | **Tenured** | **Super Tenured** | **Churn**

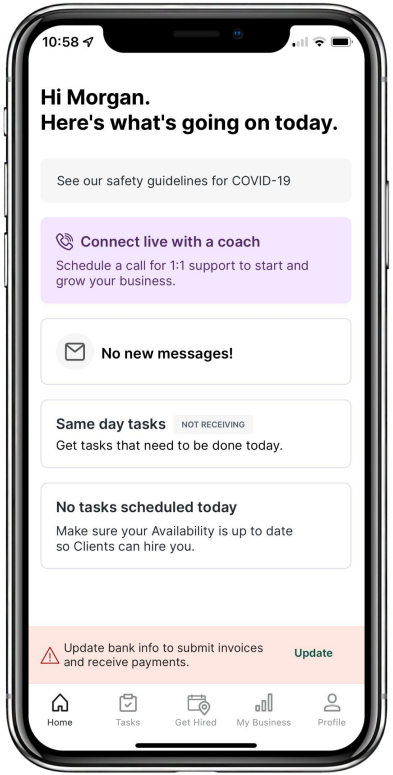
- Onboarding Workshops and Coaching Calls
- Business Checks
- Quarterly Business Reviews

Onboarding + Activation

The Problems:

- **Inactive Churn**
- **Time to First Value**

Activation requires user confidence



The results are clear

+45 ppt

Activation Rate Improvement

+25 ppt

Monthly Retention Improvement

+6 ppt

Quality Performance Improvement

3x

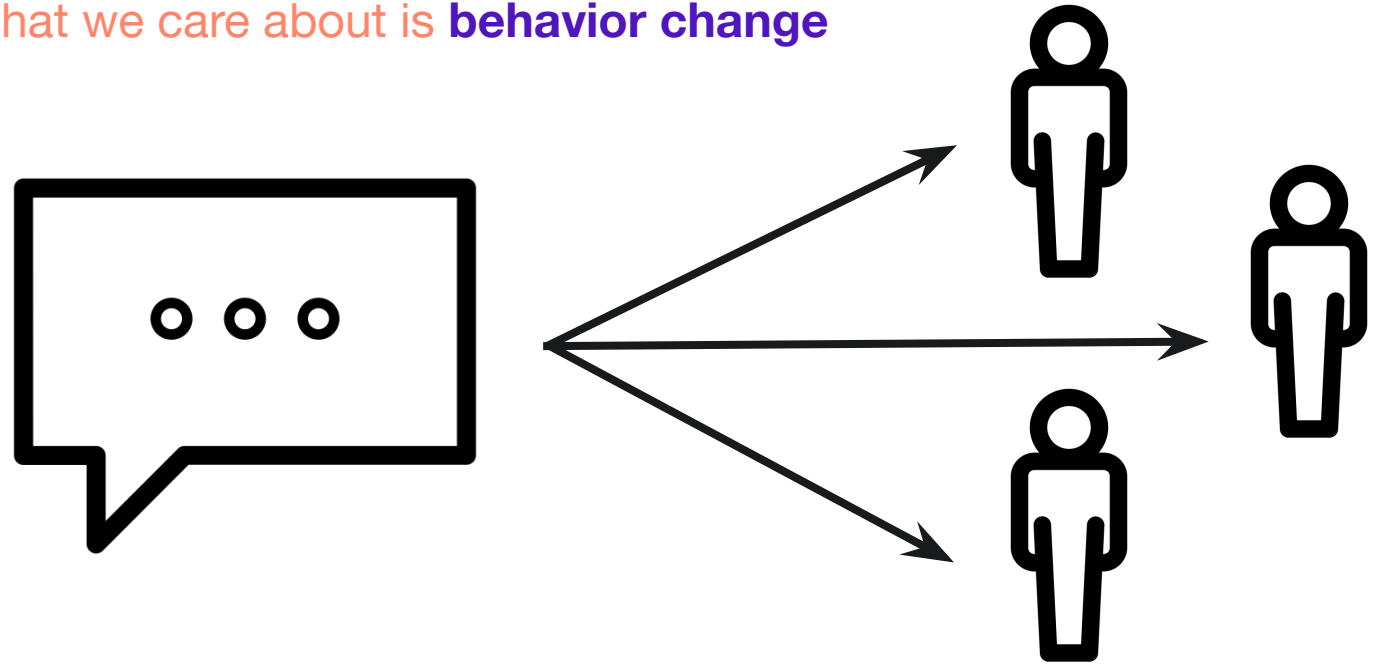
Earnings Improvement

Campaigns that Drive Behavior Change

The complement to our programs

Up to 70% Open Rates

But what we care about is **behavior change**



Behavior change- August example

64

Targeted ad hoc comms to influence behavior

64,000

Taskers reached

245,000

Available Work Hours added*

-49%

Decline in schedule conflict cancellations*

Totango *Of those who engaged with our comms

Rigorous Segmentation

- → Metro Area
- → Skill
- → Tenure
- → Earnings Level
- → # of Cancellations
- → Number of Jobs in X period
- → Hours of Availability
- → Performance Metrics
- → If they've participated in one of our programs
- → Much More

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It’s all about humans.

Questions?

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Thank You!

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