



Leveraging Data Analytics to Optimize Customer Acquisition Efforts and Enhance Customer Experience: A Study on Ear Piercing Services at Cloudnine Hospitals

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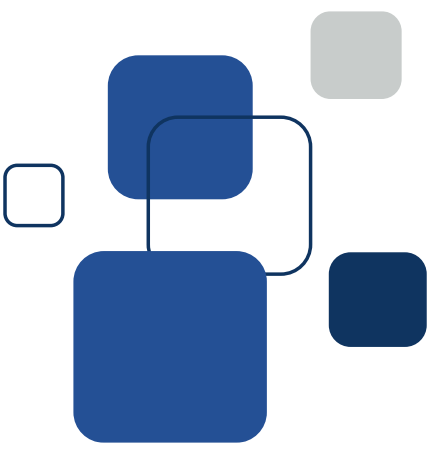
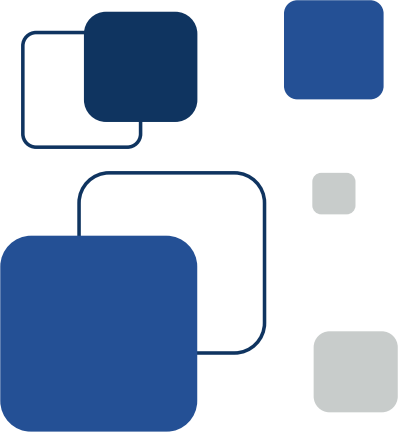
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INTRODUCTION

- Cloudnine is India's largest maternity hospital chain currently operating in 13 cities with 41 hospitals
- Started by **Dr. Kishore Kumar** with the core belief that, “**Maternity is wellness and not an illness**”.
- **Vision:** To be the kind of leader in the space of women and child health that India has not witnessed yet, by providing premier quality healthcare to women and children.
- **Mission:** Our aim is the pursuit of excellence in providing the best maternal and neonatal care by setting higher standards for ourselves and striving constantly to achieve them.
- Core services: **Maternity, Infertility, Pediatrics.**
- Over **2,11,593 babies delivered** across India as of May 25.



Cloudnine Home Care Vertical

- Started in FY 20-21 as a response to Covid to extend hospital like care beyond the brick and mortar
- Post Covid the service portfolio was linked to retention/increasing share of wallet activities of the hospital.
- Prescription based services include, Pharmacy delivery at home, Lab sample collection at home (for both adult and pediatrics) and vaccinations/Inoculations at home.
- Addition of Ear piercing at home FY 23-24 and therapeutic care at home in FY 24-25
- The Home Care vertical generates a revenue of **₹2.8-3 crore per month. While operating at a bare minimum of a 50% profitability.**



Ear- Piercing on Cloudnine

- Ear Piercing at home is performed by Cloudnine's specially trained NICU nurses. The process is Safest, Painless and Infection free.
- The studs are manufactured by Inverness, a U.S.-based brand. Cloudnine offer 18kt gold, 24kt gold-plated, and surgical steel options, sourced in India through Rank International Pvt. Ltd.
- The process begins with appointment booking and a nurse's home visit. After applying numbing cream and explaining aftercare, a sterile and safe gunshot piercing is performed. The experience ends with a Bravery Certificate awarded to the child.



Profitability Analysis (May-25)

Total revenue in May-25	3711483
Total Number of Ear Piercings done	896
Cost of Studs	1109728.81
Travelling Cost	313600
Cost of SME	21495
Cost of Running Campaign	297044.6568
Total Direct Cost	1741868.467
Nurses Incentives	224000
Callers Salary	105000
Callers Incentives	10000
Total Indirect Cost	339000
Gross Profit	1969614.533
Gross Profit Margin	53%

Happy Customers



Customer Testimonials

“

For my daughter's ear piercing, we called Cloudnine. The ear piercing process was very good, and the person who came was very cooperative. Excellent work, Keep it up. (Karthik Alladi Nagaraj)

”

“

Hello, I had a great experience with sister Beronica and sister Sarada for the ear piercing of my 5-year-old daughter. They were extremely helpful and very sweet. My daughter was very comfortable; it was a seamless experience. Thank you, Cloudnine, for having such lovely and comforting staff. (Vanya Rastogi)

”

“

Cloudnine has excellent service and a very nice & humble staff. They also have top-notch home care services like paediatric vaccination, at-home lab sample collection service, & pain-free ear piercing service. I recommend Cloudnine for new Mommies and Poppies as the hospital provides everything under one roof. (Supriya G)

”

“

We used Cloudnine's home ear piercing services. Scheduling the appointment was super easy. Nathiya visited our house for the procedure. She explained the entire process. She was very calm, friendly and professional. I highly recommend Cloudnine's home ear piercing service. (Vishal Kumar)

”



Why I Chose Ear Piercing Service?

- High volume and high profitable service line.
- Emotional connect it builds with customers.
- This vertical gave me hands-on exposure to marketing, supply chain, procurement, and direct customer interaction—all within a single service line.

Research Problem



Research Question

In what ways can the integration of digital marketing tools and on-ground service feedback improve customer acquisition and enhance the overall service experience for ear piercing services at Cloudnine Hospitals?



Objectives

- To evaluate the effectiveness of digital platforms in generating high-quality leads.
- To analyse customer feedbacks for identifying service gaps and deviations from standard operating procedures (SOPs).
- To assess the impact of initiatives such as UGC campaigns and QR-based review systems in organic lead generation
- To recommend a replicable model for sustainable service enhancement and growth.

LITERATURE REVIEW

Authors	Year	Study Location	Sample Size	Sampling Technique	Salient Features
Davenport & Harris	2007	USA	N/A	Literature-based	Introduced the concept of competing on analytics and using data for strategic decision-making in business.
Kumar et al.	2020	India	300 healthcare consumers	Stratified sampling	Studied the impact of digital tools on patient engagement and satisfaction in private hospitals.
McKinsey & Company	2019	Global	N/A	Research Report	Reported that healthcare institutions using data analytics saw 2–3x higher lead conversion rates.
Ghosh & Bandyopadhyay	2021	India	150 hospital managers	Purposive sampling	Explored how CRM and HIMS integration improves operational efficiency and patient service quality.
Chatterjee & Das	2022	India	500 digital users	Online survey	Found strong correlations between online reviews, trust, and service uptake in healthcare platforms.
Kotler et al.	2008	Global	N/A	Literature-based	Emphasized data-driven marketing in healthcare to drive better consumer targeting and loyalty.

LITERATURE REVIEW

Authors	Year	Study Location	Sample Size	Sampling Technique	Salient Features
Singh et al.	2023	India	5 hospitals	Case study	Examined digital outreach efforts in elective services and found data-driven models more scalable and cost-efficient.
Rao & Menon	2020	India	200 families	Cluster sampling	Focused on parental decision-making for child services like vaccination and ear piercing; hygiene and trust were top priorities.
Sharma & Sinha	2021	India	N/A	Systematic Review	Reviewed health-tech trends, highlighting the role of app-based services and automated review systems.
Batra & Iyer	2022	India	N/A	Analytical commentary	Highlighted how user-generated content (UGC) builds credibility and organic lead flow in niche healthcare services.

METHODOLOGY

STUDY SETTING



- Conducted across Cloudnine Hospitals in cities like Bengaluru, Chennai & Delhi NCR
- Covered at home ear piercing services
- Platforms involved:
 - Salesforce CRM
 - LifeTrenz HIMS
 - AMS App
 - Google Reviews & Social Media

STUDY POPULATION



- Internal Staff: Nursing managers, call center & marketing teams
- Customers: who enquired/booked the service (hospital + home)
- Supervisory Stakeholders: Marketing & operations leaders overseeing service enhancements

METHODOLOGY

- **Quantitative Methods:**

- CRM dashboards → Lead inflow, source conversions
- HIMS/AMS → Age-based booking patterns, drop-offs
- Review analytics → Google review trends pre/post QR codes

- **Qualitative Methods:**

- **Call Audits** (100+ calls): Pitch tone, objections, conversions
- **Customer Feedback:** Telephonic interviews & message-based insights

- **Sampling Techniques:**

- **Purposive Sampling** → Internal staff directly involved
- **Convenience Sampling** → Customers from recent 3-month interaction pool

INITIATIVES/INTERVENTIONS



- Source and Campaign wise analysis of lead generation platforms- To determine which sources and campaigns required optimization or reallocation of budget.
- Optimization of Cloudfone's BHS calling process, where ear piercing was upsold during routine service calls. By identifying gaps and improving communication, we now generate more leads and see better conversions through this channel.
- Strategic and emotionally appealing Social media plans for Meta Apps
- Working on the follow-up bucket and increase the frequency of the calls to the customers.
- UGC
- Google Review SOP and Dedicated Review Pages.
- AMS App Automation

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HISTORIC DATA

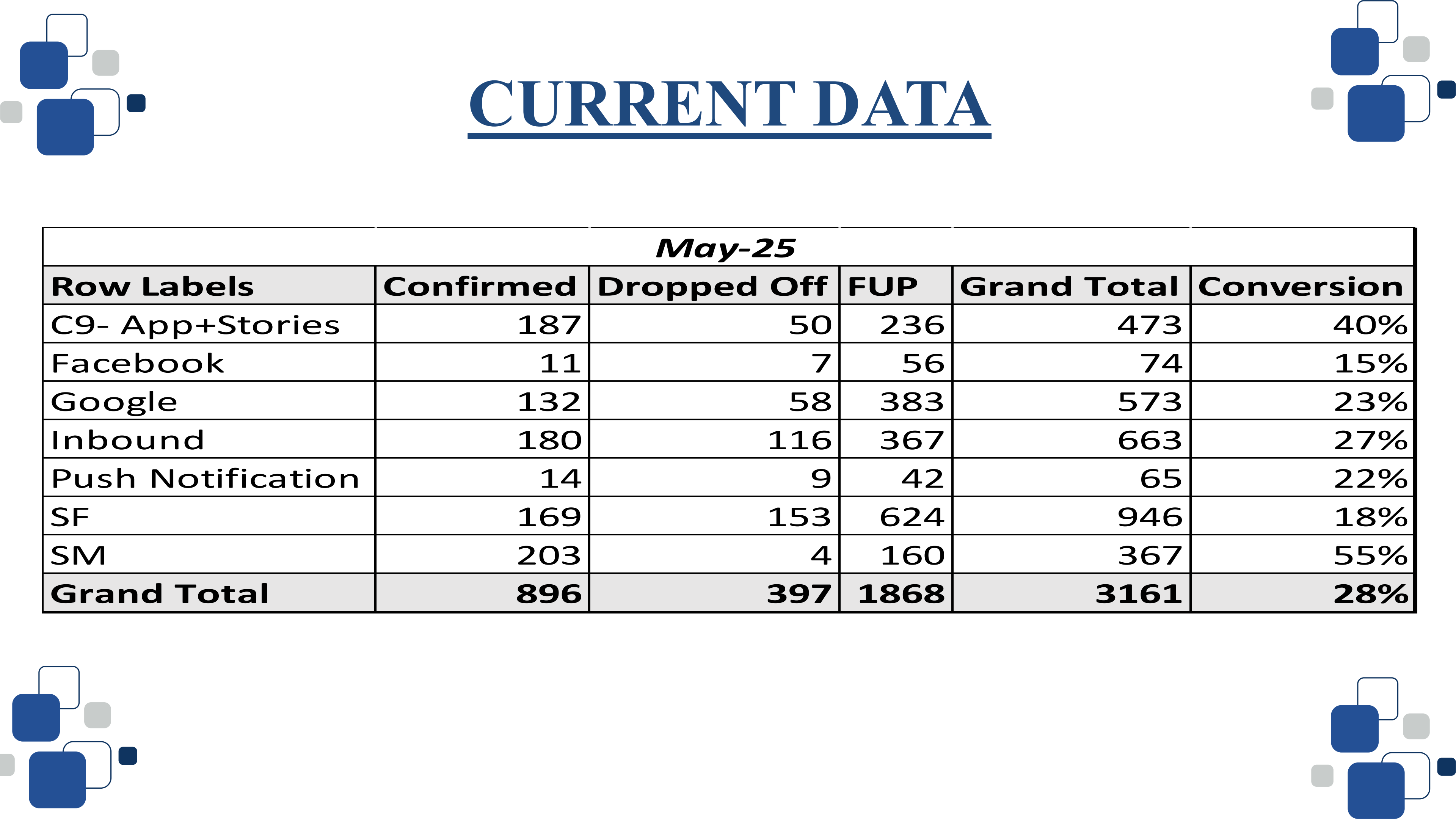
JAN'25					
Lead Source	Confirmed	Dropped Off	FUP	Grand Total	Conversion Jan25
Facebook	33	23	252	308	11%
Google	125	36	495	656	19%
Inbound	241	77	1216	1534	16%
Push Notification	164	14	365	543	30%
qr-code	1		1	2	50%
SM	7		37	44	16%
Whatsapp	13		2	15	87%
Grand Total	584	150	2368	3102	19%

FEB'25					
Lead Source	Confirmed	Dropped Off	FUP	Grand Total	Conversion Feb25
c9-app	28		42	70	40%
c9-stories	24	2	63	89	27%
Facebook	10	1	30	41	24%
Google	141	47	452	640	22%
Inbound	210	66	757	1033	20%
Push Notification	132	21	244	397	33%
qr-code			1	1	0%
SM	26	1	25	52	50%
Whatsapp	3			3	100%
Grand Total	574	138	1614	2326	25%

HISTORIC DATA

MAR'25					
Lead Source	Confirmed	Dropped Off	FUP	Grand Total	Conversion Mar25
c9-app	48		141	189	25%
c9-stories	67	7	105	179	37%
Facebook	8	1	27	36	22%
Google	127	19	352	498	26%
Inbound	323	74	1046	1443	22%
Push Notification	20	3	33	56	36%
SM	29	2	9	40	73%
Grand Total	622	106	1713	2441	25%

Apr'25					
Lead Source	Confirmed	Dropped Off	FUP	Grand Total	Conversion Feb25
c9-app	76	1	190	267	28%
c9-stories	98	25	161	284	35%
Facebook	15	3	57	75	20%
Google	136	35	448	619	22%
Inbound	384	164	1117	1665	23%
Push Notification	17	1	67	85	20%
SF	23	32	127	182	13%
SM	193	0	107	300	64%
Grand Total	942	261	2274	3477	27%



CURRENT DATA

<i>May-25</i>					
Row Labels	Confirmed	Dropped Off	FUP	Grand Total	Conversion
C9- App+Stories	187	50	236	473	40%
Facebook	11	7	56	74	15%
Google	132	58	383	573	23%
Inbound	180	116	367	663	27%
Push Notification	14	9	42	65	22%
SF	169	153	624	946	18%
SM	203	4	160	367	55%
Grand Total	896	397	1868	3161	28%

RESULTS

ORGANIC LEAD TRACTION

- Organic leads conversion has improved from 19% in Jan 25 to 28% in May 25
- Conversion of Google is improved from 19% to 23% in May 25
- Social media conversion has also been improved in terms of total leads being converted to what is generated.
- To improve this, we are focusing more on SEO, Website content and social media content (Including UGC)
- Now I'm also working Google reviews which improve the word of mouth ultimately increasing the organic leads.
- At the closing of FY 25-26, with a exponential growth in the conversion we are expecting to take this conversion to 50%.

RESULTS

- Earlier, the BHS process generated only 10–15 leads per Day. After streamlining the workflow and improving communication, it now brings in 30–35 leads per day, with a conversion rate of 60%.
- While collecting customer feedback, we also encouraged them to recommend the service to others and post Google reviews. This boosted hospital walk-ins for ear piercing from 150–200 in Jan-March to 250–300 per month as of May 25.
- Strategically, we assigned a dedicated caller to handle the follow-up bucket, which accounts for 60–70% of total leads. Without disrupting regular call flow, this improved the follow-up conversion rate from 3–4% in Jan–March '25 to 15% in May '25.

Link	Post Type	Reach	Impressions
https://www.instagram.com/p/DJnqrX-yEAD/?img_index=1	Carousel	70711	91619
https://www.instagram.com/p/DJ6MJXLzKz1/	Reel	55884	81479

RESULTS

Revenue & Profitability

- Basis the findings the ARPU which was previously 3996 in April is now 4142 in May
- With the slightly increase in the volume with a better ARPU and Monthly increase in Gold Price, we are now able to generate a revenue of **₹35–39 lakhs per month**

Growth Outlook

- Our target for June-25 is 950 Ear piercings, with a milestone of 1,000 by the end of July '25.
- We aim to scale this to 1300 by September '25.
- At 1300 piercings the projected monthly revenue based on the current ARPU is, ₹53,84,600, Making this business a 6.4 crore portfolio.

Campaign Analysis: After analysing different paid campaigns, I identified which ones to continue, pause, or stop. I also assessed city- and unit-level performance to reallocate budgets toward high-performing campaigns

May-25									
Campaign Name	utm_adset	Confirmed	FUP	Dropped Off	Grand Total	Confirmation %age	Spends (incl. GST)	Cost per Lead (CPL)	Cost per Confirmed Lead (CPRL)
bangalore all paediatrics lead-generation search ear-piercing	ear-piercing ad-group	43	143	13	199	21.6%	57395.3888	₹ 288.42	₹ 1,334.78
bangalore all pediatrics website-conversion interest-lookalike ear-piercing	look-like-vaccination-data all 25-45 fb-insta	4	6	1	11	36.4%	10857.7464	₹ 987.07	₹ 2,714.44
chennai all pediatrics lead-generation search ear-piercing	ear-piercing ad-group	12	26	10	48	25.0%	17986.8698	₹ 374.73	₹ 1,498.91
chennai all pediatrics website-conversion interest-lookalike ear-piercing	looklike-new-born-data 25-45 fb-insta	0	2	1	3	0.0%	9099.1924	₹ 3,033.06	₹ 0.00
faridabad all pediatrics website-conversion interest-lookalike ear-piercing	look-like-pediatrics-customer-data all 23-45 fb-insta	0	3	2	5	0.0%	2121.876	₹ 424.38	₹ 0.00
gurgaon all pediatrics website-conversion interest-lookalike ear-piercing	looklike-new-born-data 25-45 fb-insta	0	3	0	3	0.0%	₹ 7,260.99	₹ 2,420.33	₹ 0.00
	pediatrics-Interest 23-45 all fb-insta								
hyderabad all pediatrics lead-generation search ear-piercing	ear-piercing ad-group	33	122	20	175	18.9%	37665.7652	₹ 215.23	₹ 1,141.39
hyderabad all pediatrics website-conversion interest-lookalike ear-piercing	look-like-pediatrics-customer-data all 23-45 fb-insta	0	3	0	3	0.0%	10926.1746	₹ 3,642.06	₹ 0.00
lucknow all pediatrics website-conversion interest-lookalike ear-piercing	looklike-new-born-data 25-45 fb-insta	1	3	0	4	25.0%	₹ 7,226.34	₹ 1,806.59	₹ 7,226.34
	pediatrics-Interest 23-45 all fb-insta								
lucknow pediatrics lead-generation search ear-piercing	ear-piercing ad-group	1	5	2	8	12.5%	7221.0218	₹ 902.63	₹ 7,221.02
ludhiana pediatrics lead-generation search ear-piercing	ear-piercing	0	2	0	2	0.0%	3716.9764	₹ 1,858.49	₹ 0.00
ludhiana pediatrics website-conversion interest-lookalike ear-piercing	looklike-new-born-data 25-45 fb-insta	0	7	1	8	0.0%	3630.1874	₹ 453.77	₹ 0.00
mumbai malad pediatrics lead-generation search ear-piercing	ear-piercing	4	24	3	31	12.9%	18031.4738	₹ 581.66	₹ 4,507.87
	ear-piercing ad-group								
mumbai malad pediatrics website-conversion interest-lookalike ear-piercing	pediatrics-Interest 23-45 all fb-insta	0	5	0	5	0.0%	10914.4926	₹ 2,182.90	₹ 0.00
navi-mumbai all pediatrics lead-generation search ear-piercing	ear-piercing ad-group	3	16	0	19	15.8%	18000.5578	₹ 947.40	₹ 6,000.19
new-delhi all pediatrics website-conversion interest-lookalike ear-piercing	pediatrics-Interest 23-45 all fb-insta	0	1	1	2	0.0%	7288.1166	₹ 3,644.06	₹ 0.00
noida pediatrics lead-generation search ear-piercing	ear-piercing ad-group	6	9	2	17	35.3%	10788.3388	₹ 634.61	₹ 1,798.06
noida pediatrics website-conversion interest-lookalike ear-piercing	looklike-new-born-data 25-45 fb-insta	2	17	1	20	10.0%	7262.251	₹ 363.11	₹ 3,631.13
	pediatrics-Interest 23-45 all fb-insta								
pune all pediatrics lead-generation search ear-piercing	ear-piercing	12	32	3	47	25.5%	21523.2708	₹ 457.94	₹ 1,793.61
pune all pediatrics website-conversion interest-lookalike ear-piercing	look-like-pediatrics-customer-data all 23-45 fb-insta	2	1	0	3	66.7%	10193.2766	₹ 3,397.76	₹ 5,096.64
tricity pediatrics lead-generation search ear-piercing	ear-piercing	1	4	0	5	20.0%	7173.8572	₹ 1,434.77	₹ 7,173.86
Total		124	434	60	618	20.1%	₹ 2,86,284.17	₹ 30,050.96	₹ 51,138.21



Loved by thousands!
Here's what our
happy **ear piercing**
customers say.



Suraj

The ear-piercing experience was
quick, easy and painless.

Sonal Sharma

After the painless ear-piercing service,
Cloudnine gave a bravery certificate
to my daughter, which made her day.

Kumar Prakash

The baby ear-piercing process was
smooth, and the staff explained
everything very well.



[SEE MORE & BOOK NOW!](#)



April Special

Flat 15% OFF on Ear Piercing!



Why Choose Cloudnine?



Performed by
Trusted Nurses



Safe and Sterile
Practices



Easy and Quick
Process



Hurry, Book Before the Offer Ends!



**First Steps;
First Sparkle**

Flat 15% off

on ear piercing



Hurry, Book Before the Offer Ends!



**A Tradition of Care,
A Milestone of 10,000+ Safe
Ear Piercings at Home!**



Why Choose Cloudnine?



Performed by
Trusted Nurses



Safe and Sterile
Practices



Easy and Quick
Process

When Cloudnine comes home, care comes home.



SCAN ME FOR
EAR-PIERCING
REVIEW



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Share details of your own experience at this place



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5.0 ★★★★★ (11)
Ear piercing service

Overview

Reviews



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Showroom, Neeladri Nagar, Electronic City
Phase I, Electronic City, Bengaluru, Karnataka



Thank you!