

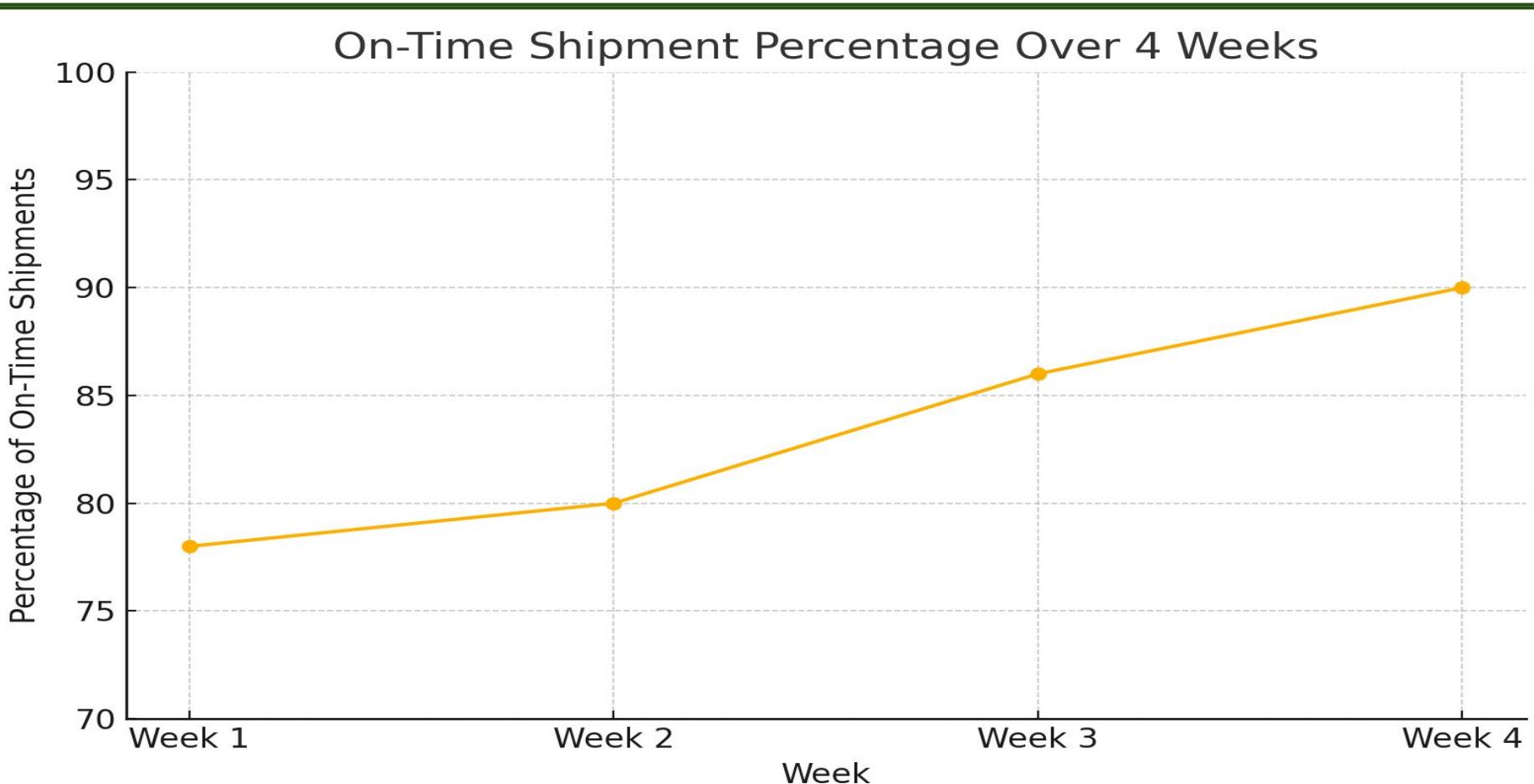


Plant Pals

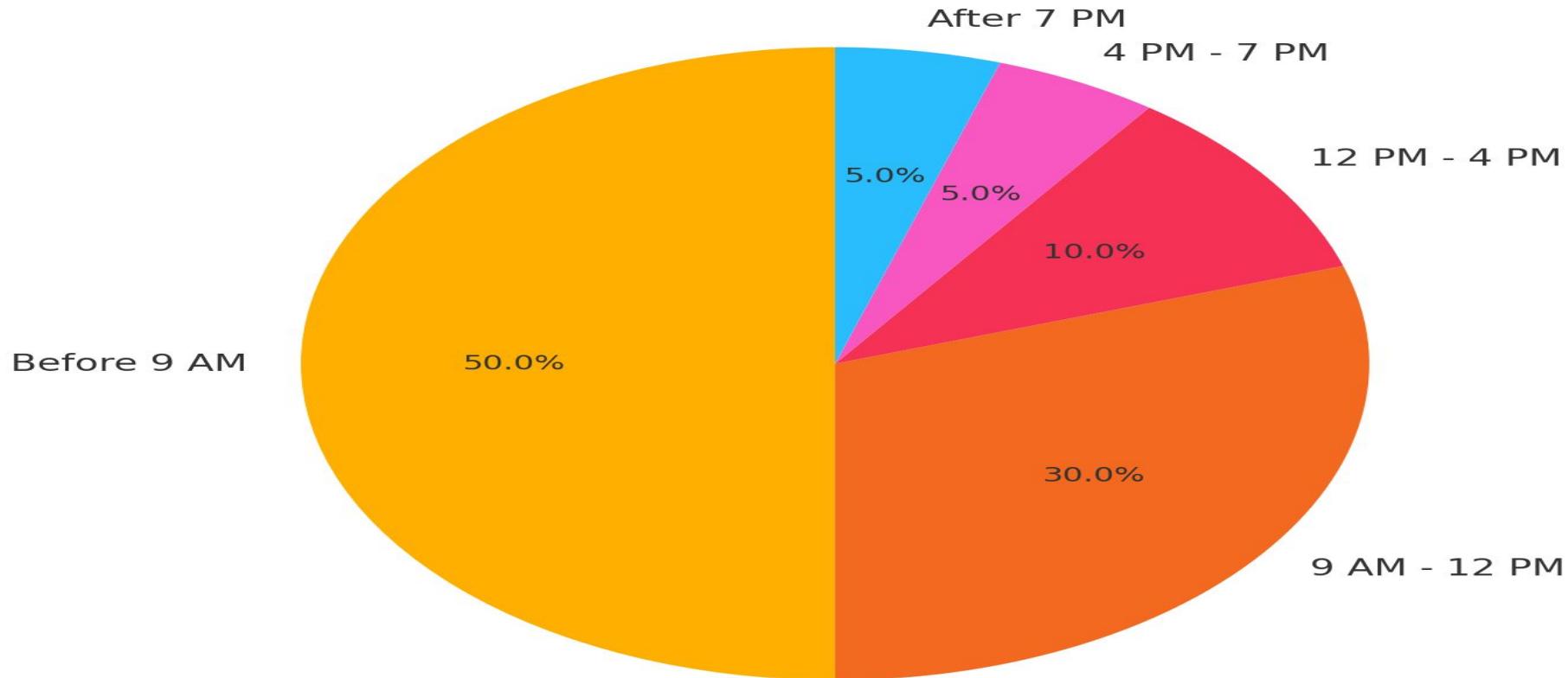
Customer Survey Results

To better understand customer satisfaction ahead of our official launch, we conducted a four-week survey with 50 customers who received early shipments. The goal was to gather feedback on product quality, delivery experience, and customer support. Insights from the survey helped us identify key areas for improvement and guided adjustments during the testing phase.

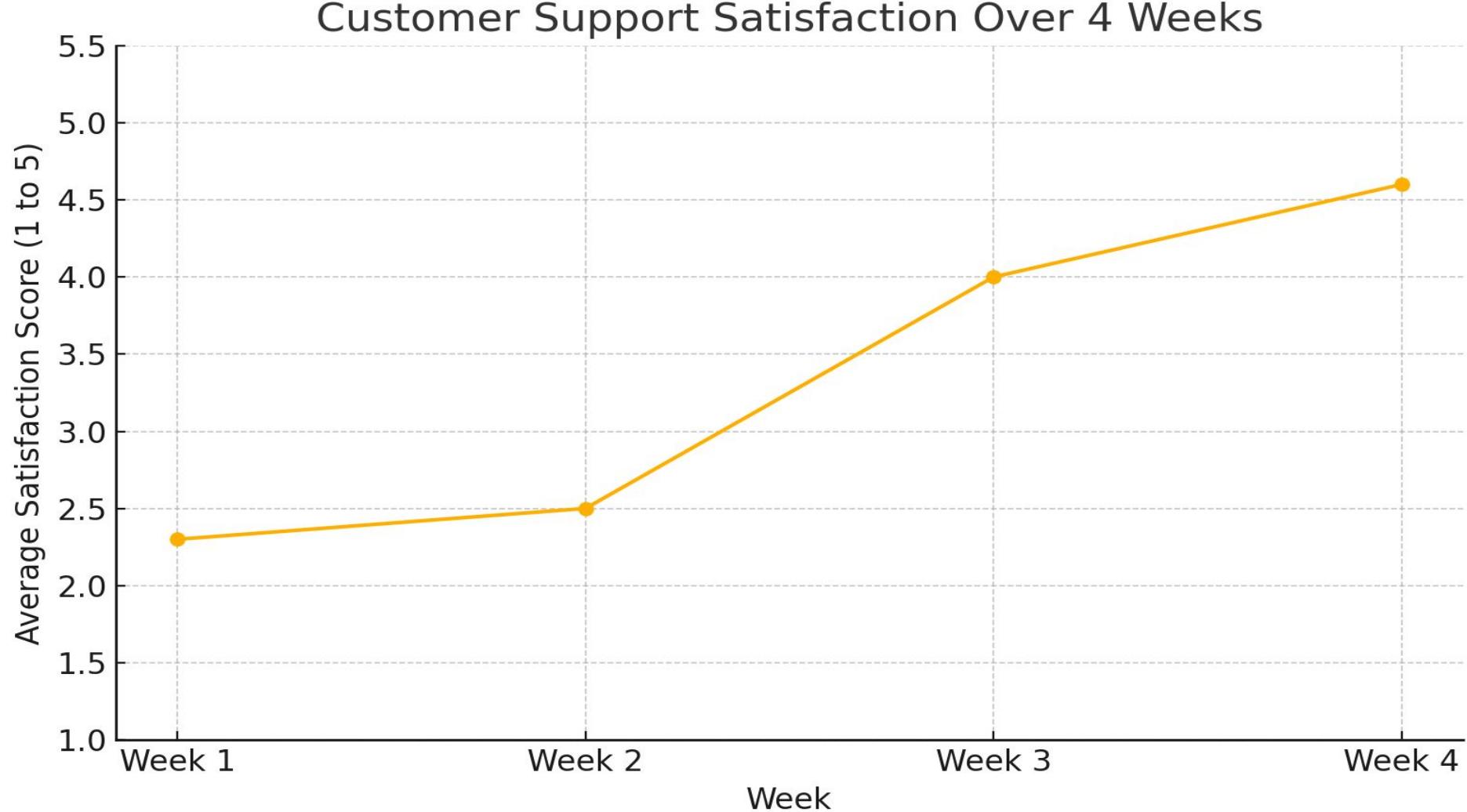
On-Time Shipment Percentage Over 4 Weeks



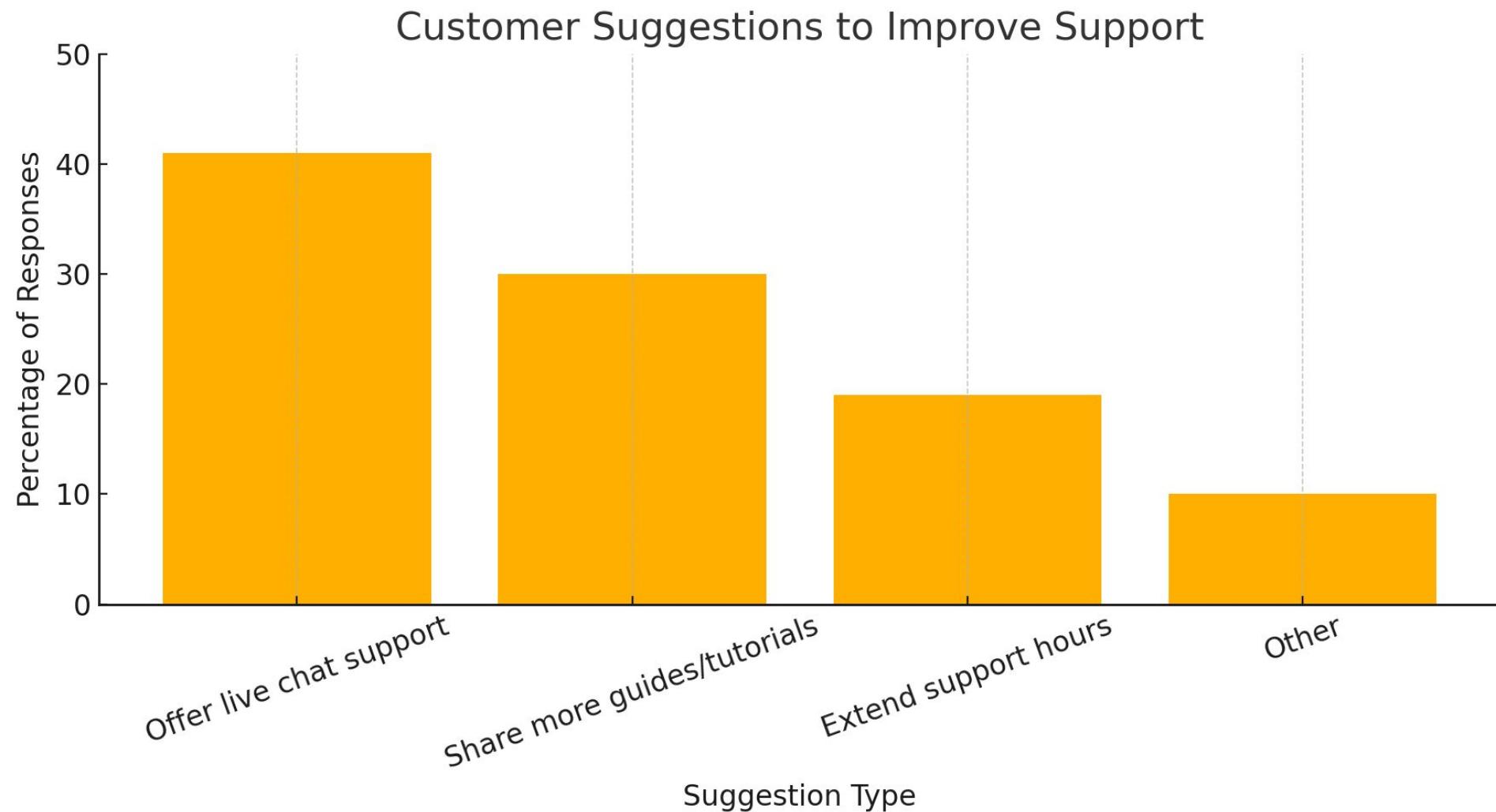
Preferred Time of Day for Delivery



Customer Support Satisfaction Over 4 Weeks



Customer Suggestions to Improve Support



Conclusion and next steps

-  **Resolved Issues:**
 - Increased **on-time delivery rates** from 78% to 90% after hiring drivers and optimizing routes.
 - Boosted **customer support satisfaction** from 2.3 to 4.6 by fixing a ticketing system issue and sharing care tutorials.
-  **Recommendations for Further Improvement:**
 - Implement **live chat support**, the most requested feature (41% of respondents).
 - Continue producing **guides and tutorials** to support self-service.
 - Align **delivery schedules** with customer preferences — 80% prefer deliveries before noon.
 - Monitor feedback during the full launch to ensure continued satisfaction.