**Reply to Customer Experience Manager**

**(JANE Smith)**

**Subject:** Customer Feedback and Journey Analysis – Key Insights and Recommendations

**Key Insights:**

1. **Negative feedback** centres around product value and delivery issues, especially for items like *Basketball*, *Dumbbells*, and *Kayak*.
2. **Repeated phrases like** *"Not worth the money"* reflect dissatisfaction with product expectations.
3. **No post-purchase reviews** were found, indicating a missed opportunity for engagement.
4. **40% retention rate** with **no repeat purchases** confirms a drop in long-term customer loyalty.
5. High drop-offs occur at the **checkout stage (15.22%)**, and many users only view products without further action.

**Common Complaints:**

* Poor product value.
* Delivery delays.
* Confusing or inaccurate product descriptions.
* Lack of after-sales engagement.

**Recommendations:**

1. **Send follow-ups** post-purchase to request reviews and offer support.
2. **Address complaints publicly** in reviews to rebuild trust.
3. **Re-audit low-rated products** for quality and update descriptions.
4. **Simplify checkout** and reduce friction to improve purchase rates.
5. **Incentivize reviews** with small offers or loyalty points.