

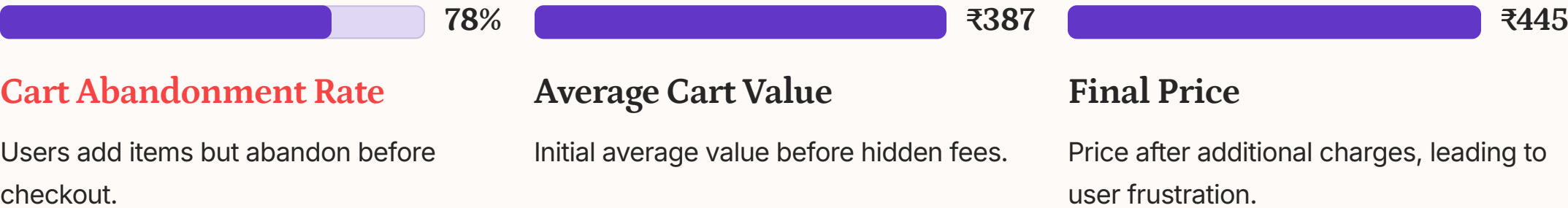
Quality You Can See, Savings You Can Feel

An independent analysis reveals a significant customer trust breakdown in quick commerce. This report delves into why customers abandon carts despite active vouchers, highlighting critical issues and proposing actionable solutions.



Cart Abandonment Crisis: Key Insights

An alarming 78% of users are adding items to their carts but abandoning them before checkout. This behavior is often linked to a perceived discrepancy between initial voucher value and the final price.



Common sentiment: "**Vouchers feel like a scam!**"

Root Problems Identified

1 Voucher Deception

Hidden fees (GST, packaging, handling) significantly dilute the perceived value of promotional vouchers, leading to customer disappointment and a sense of being misled.

2 Freshness Anxiety

Indian shoppers often prefer hand-picking fresh produce. The inability to personally select items online raises concerns about quality and freshness, impacting purchase decisions.

3 Hygiene Concerns

Fears of adulteration and poor warehouse practices are prevalent. Customers lack visibility into the handling and storage of products, fostering distrust in the quick commerce model.

4 Trust Deficit

Current marketing campaigns are perceived as overly promotional rather than proof-driven. There is a clear need for initiatives that genuinely build and demonstrate trustworthiness to consumers.

Key problems frequently in consumer's quick COMMERCE

1 Voucher Deception

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2 Freshness Anxiety...



3 Hygiene Concerns

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inindaelesate.org

Solution Framework: "Quality You Can See, Savings You Can Feel"

Voucher Transparency Reboot

- **Honest Copy:** Clearly state "₹125 off on ₹399+ (excluding GST/handling)."
- **No Surprise Days:** Dedicate two days/week with ₹0 handling/delivery fees.
- **Loyalty Points:** Implement ₹100 cashback on ₹600+ cart value.

Trust-Building Initiatives

- **Click & Collect Model:** Offer customer pick-up to eliminate delivery fees and provide a sense of control.
- **Self-Visit Warehouse Campaign:** Invite loyal customers, complaint-prone users, and influencers for tours to showcase hygiene, sourcing, and quality assurance processes.

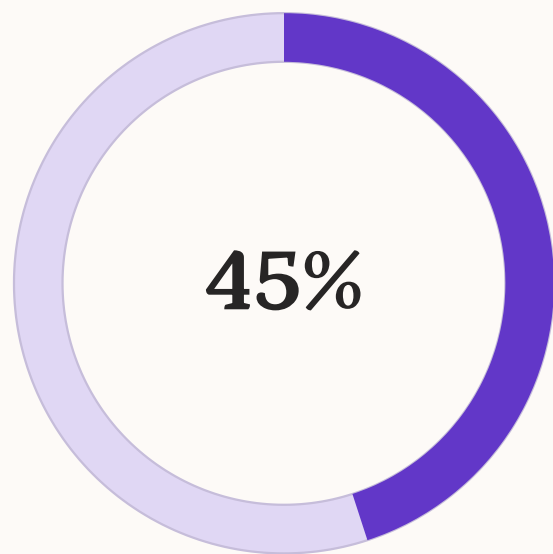


Education & Transparency

- **"Inside Quick Commerce" Campaign:** Explain grocery sourcing and storage practices through engaging content.
- **Daily Hygiene Snapshots:** Share warehouse reels or daily photos to visually demonstrate cleanliness.
- **Testimonials & Vendor Stories:** Feature real customer experiences and stories from local vendors to humanize the brand.

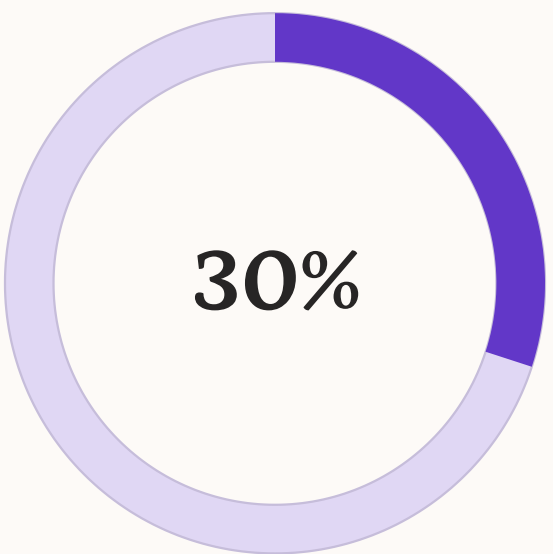
Projected Impact (Pilot-Level)

Implementing these initiatives is projected to yield significant improvements in customer engagement and satisfaction.



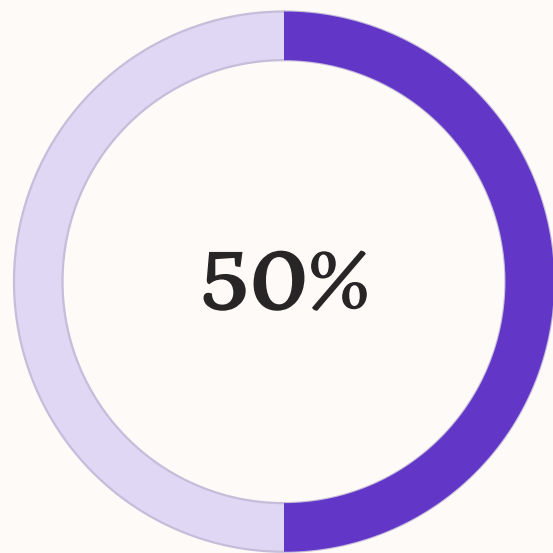
Cart Abandonment

Projected decrease from 68% to 45%.



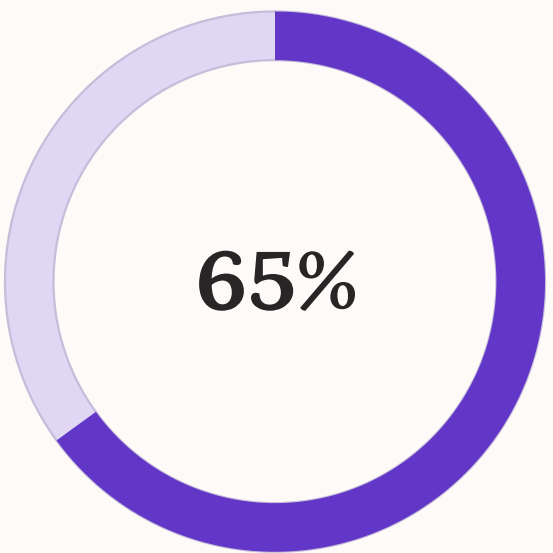
Repeat Orders

Anticipated increase in repeat customer purchases.



Quality Complaints

Expected reduction in customer quality complaints.



Lifetime Value

Significant increase in customer lifetime value.



Key Insight: Trust Earns Loyalty

Speed gets attention. **Trust earns loyalty.** Quick commerce must focus not just on *how fast* we deliver — but *how clearly* we communicate and *how honestly* we handle food and customers.

Building lasting relationships requires transparency and integrity, not just rapid delivery. It's about demonstrating value beyond speed.