Problem Statement

Current Situation:

BookBazaar.com, an online bookstore, receives a high volume of customer complaints related to unclear order status, delayed delivery updates, and lack of real-time tracking. Customers often contact the support team to inquire about the whereabouts of their orders.

Problem:

The existing order management system lacks transparency and real-time tracking, leading to poor customer experience, increased support tickets, and reduced operational efficiency.

Impact:

- 35% of support queries are order-status related.

- Customer satisfaction scores have dropped by 20% in the last quarter.

- Manual updates by the support team delay response times and increase workload.

Objective:

To identify and implement improvements in the order tracking process by enabling real-time status updates, reducing manual dependency, and improving communication with customers.