



zomato

Complaints RCA

Analysis of user reviews to identify root causes

Objective

Analyze complaints from
Zomato App Reviews

Identify Root Causes of major
issues

Suggest actionable
improvements for product
and operations

Complaint Distribution

Total complaints analyzed

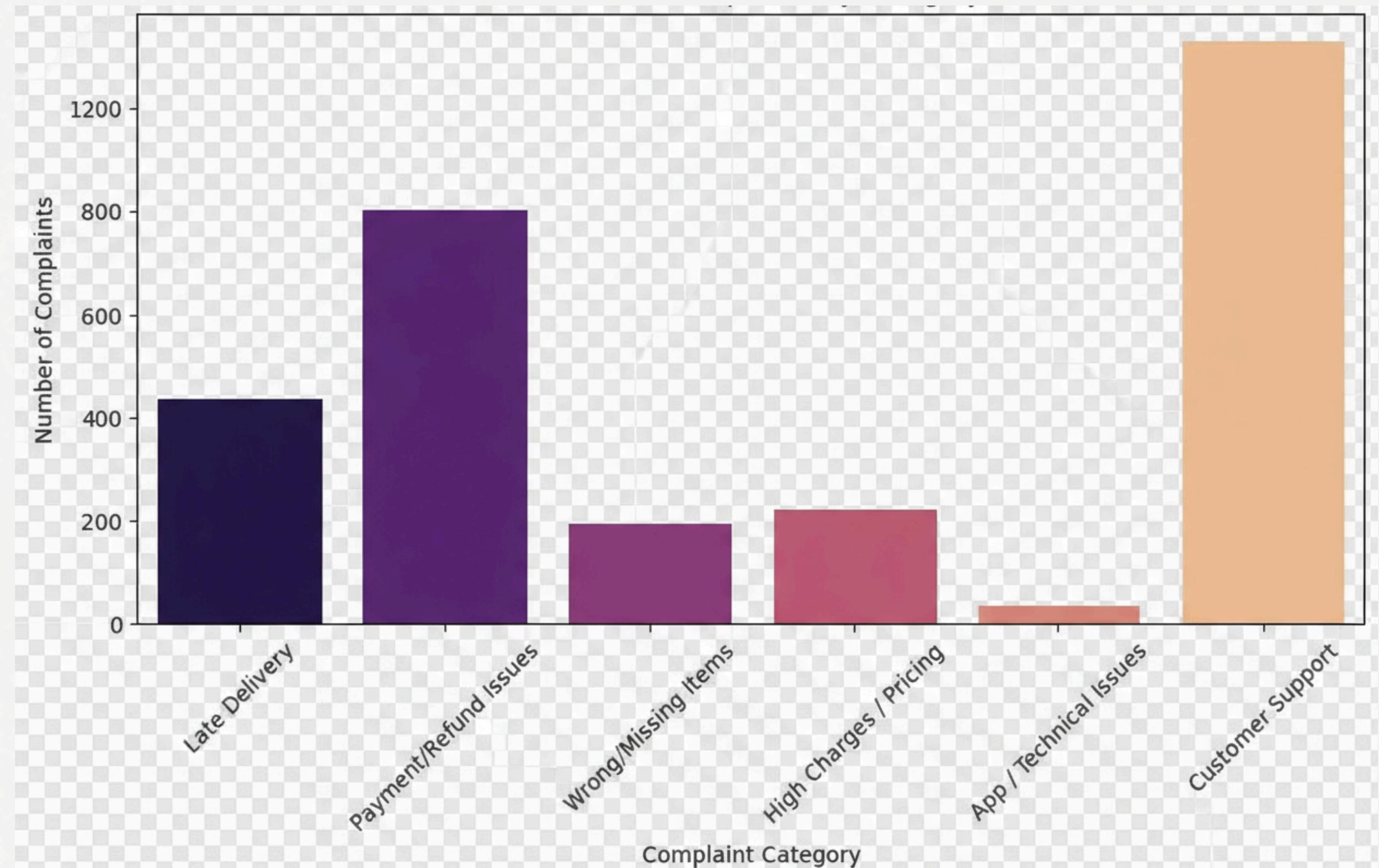
3033

Top categories

Customer Support

Payment/Refund Issues

Late Delivery



Pareto Analysis

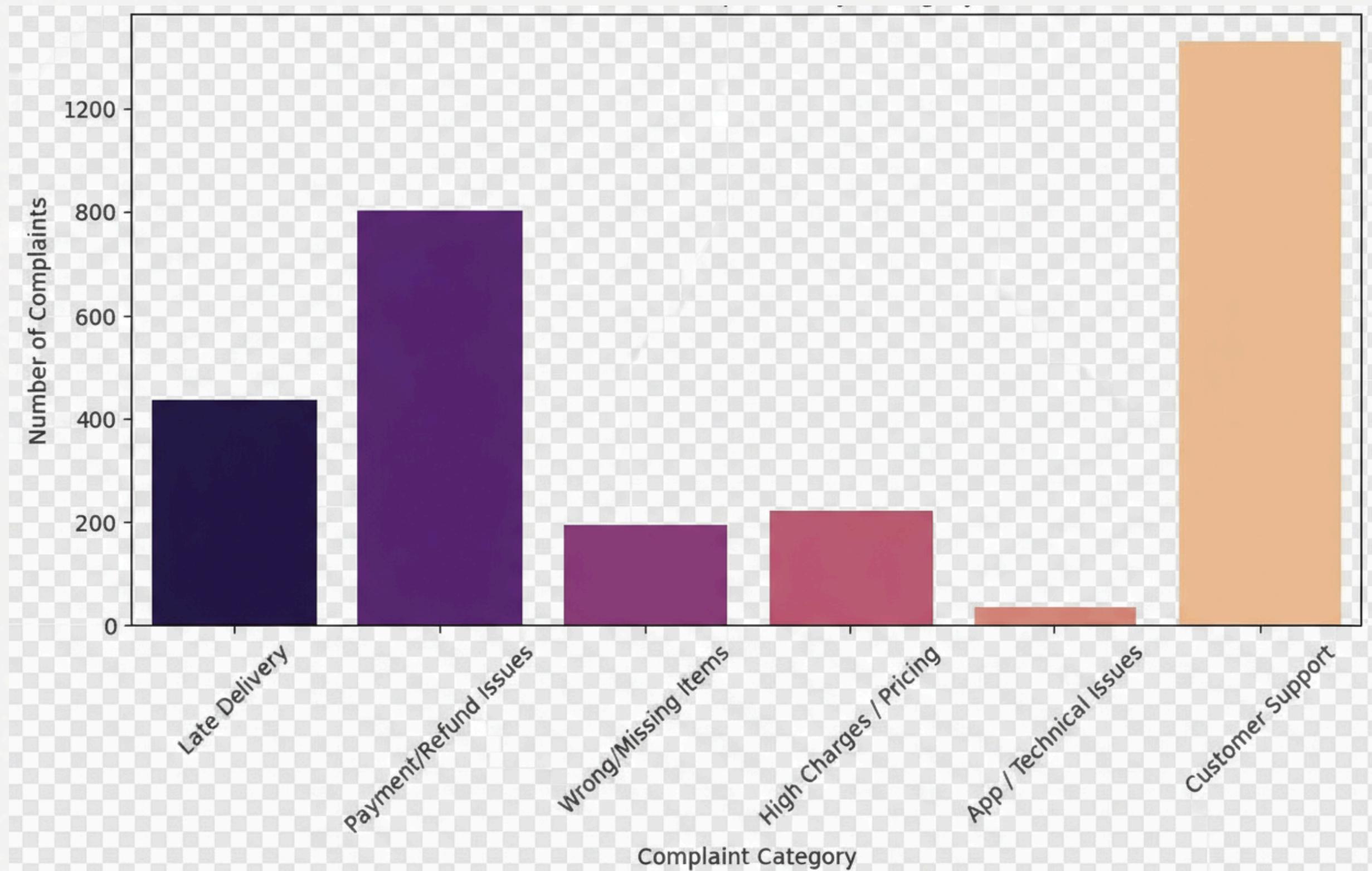
Priority focus area

Customer Support

Payment/Refund Issues

Late Delivery

78% of all complaints

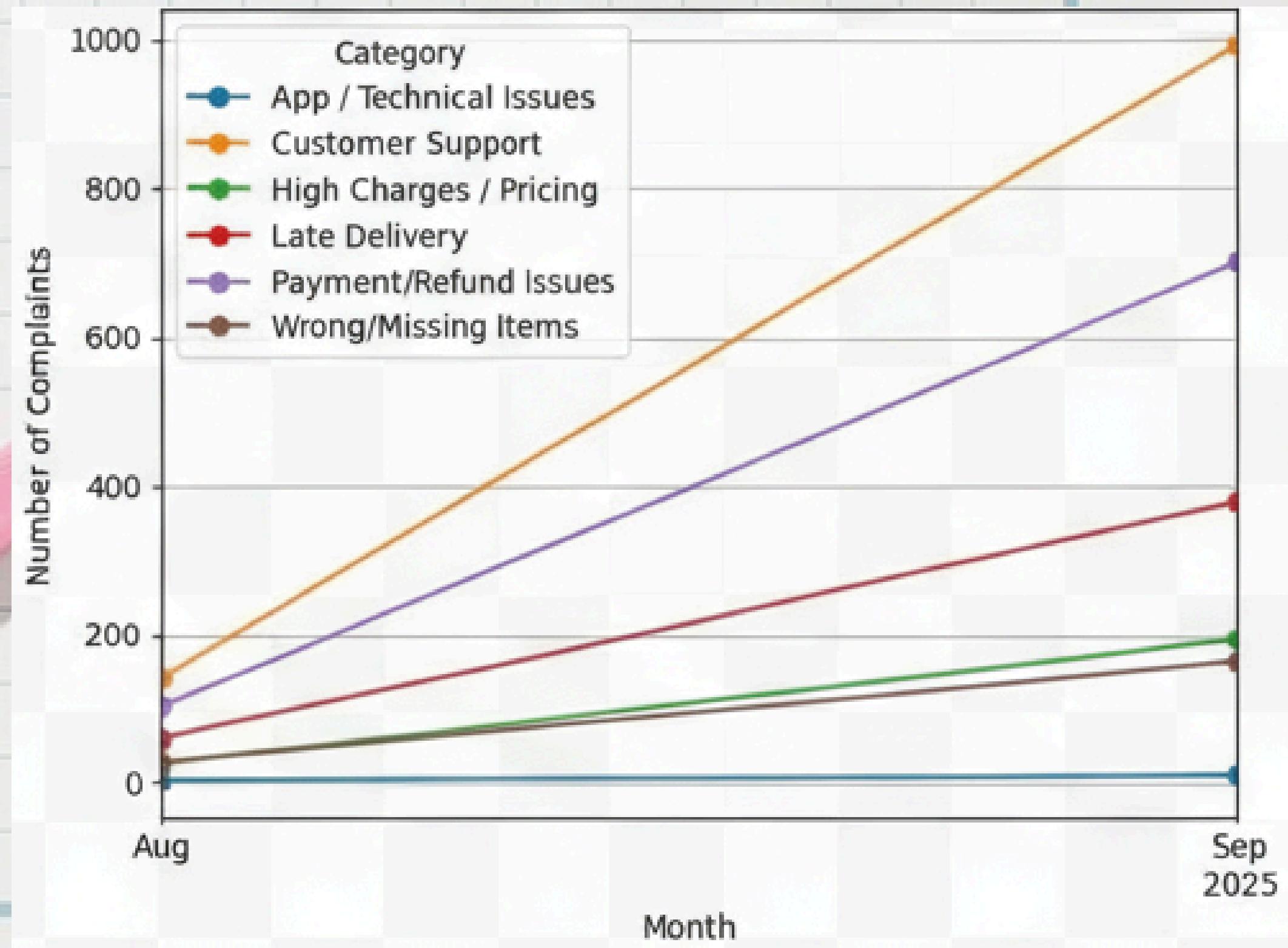


Category	Complaints	% of Total (3033)	Cumulative %
Customer Support	1131	37.3%	37.3%
Payment/Refund Issues	803	26.5%	63.8%
Late Delivery	436	14.4%	78.2%
High Charges/Pricing	221	7.3%	85.5%
Wrong/Missing Items	194	6.4%	91.9%
App/Technical Issues	12	0.4%	92.3%

Monthly Trends

Complaints peak in September 2025

Customer Support complaints dominate monthly trend



App version

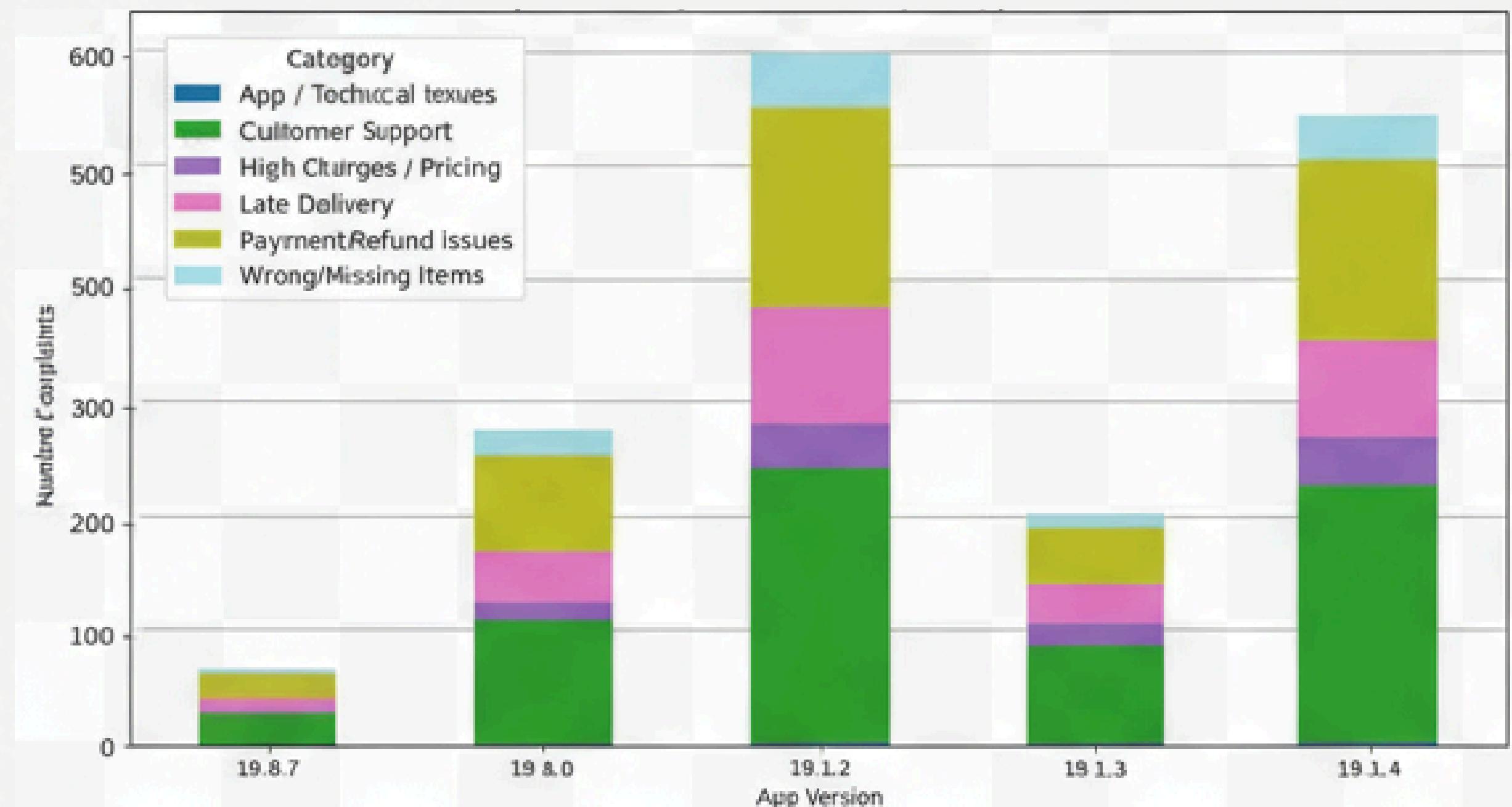
Most complaints occur on
App version 19.1.2

Top categories

Customer Support

Payment/Refund Issues

Late Delivery



cancelled rating
worst swiggy
lity high
issue
cancel fee
ot first
totally nothing
on making
one
food delivery
time even
address customer care
rupee long
delivery time
want going useless delay
money thing
cancel order
support order delivered
rs people respond
good email
customer
platform fee
ai given
need said
star
total hot
bad
pathetic support team
review nahi
bad delivery part
anything charge
charge was to reply
taking provide item
delivery box hi deliver
order
worst experience
refun
application cash delivery
charged nahi
app
price hour
hour price
guy executive
asked min
cancelle order
instead extra connect
delayed

S.No	Category	Total Complaints	Peak month	Version
1	App / Technical Issues	12	2025-09	19.1.4
2	Customer Support	1131	2025-09	19.1.2
3	High Charges / Pricing	221	2025-09	19.1.4
4	Late Delivery	436	2025-09	19.1.2
5	Payment/Refund Issues	803	2025-09	19.1.2
6	Wrong/Missing Items	194	2025-09	19.1.2

Customer Support

Cause Type	Possible Root Causes
People	Inadequate training, delayed escalation handling, lack of empathy
Process	Long response queues, poor ticket triaging, manual follow-ups
Technology	Inefficient chatbot flow, system downtime
Policy	Rigid refund or resolution rules, unclear SLAs
Partner/Delivery	Poor coordination between support and delivery partners
External	Sudden order surges during festivals/discount events

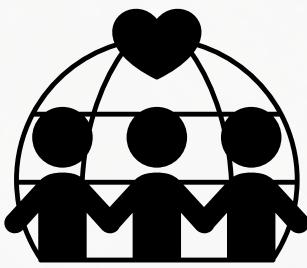
Payment/Refund Issues

Cause Type	Possible Root Causes
Technology	Glitches in app version 19.1.2, failed API calls to payment gateway
Process	Slow refund processing cycle, manual reconciliation
People	Lack of proactive communication on refund status
Policy	Refund policies unclear or vary by merchant
Partner/Delivery	Delay from third-party payment processors
External	UPI downtime, banking delays, network outages

Late Delivery

Cause Type	Possible Root Causes
People	Driver shortages, lack of delivery discipline
Process	Poor order assignment algorithm, inefficient routing
Technology	Delayed GPS updates, routing system inefficiencies
Partner/Delivery	High load on third-party fleets during peak times
External	Traffic congestion, rain, festival rush
Cause Type	Possible Root Causes

Actionable Insights



Customer Support

Improve response time
and support workflow



Payment/Refund Issues

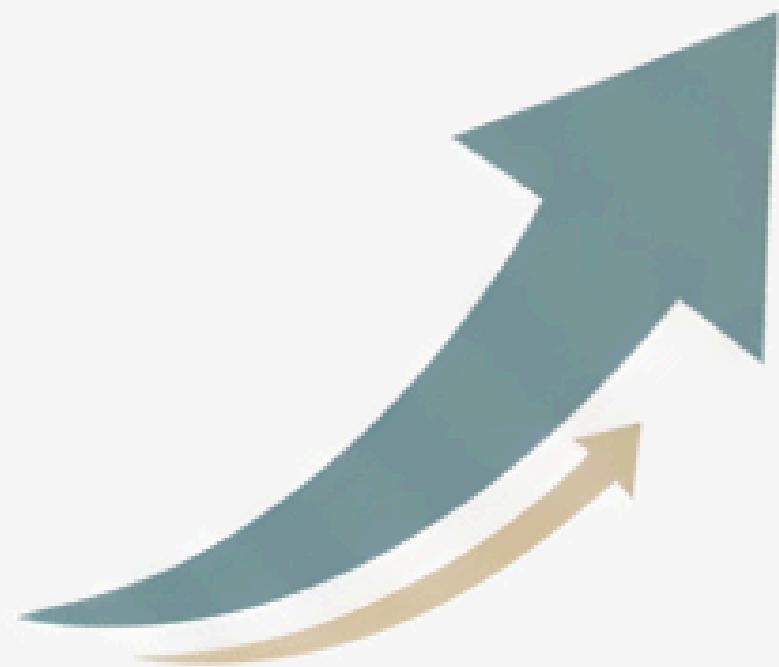
Investigate failed
transactions and refunds



Late Delivery

Optimize delivery
operations and monitoring

Recommendations



On Track for Growth

Fix
payment/refund
glitches for
version 19.1.2

Monitor
delivery
performance
during peak
months

Track post-fix
complaints to
measure
improvement

Improve
customer
support
efficiency