



# Smart Support 2.0

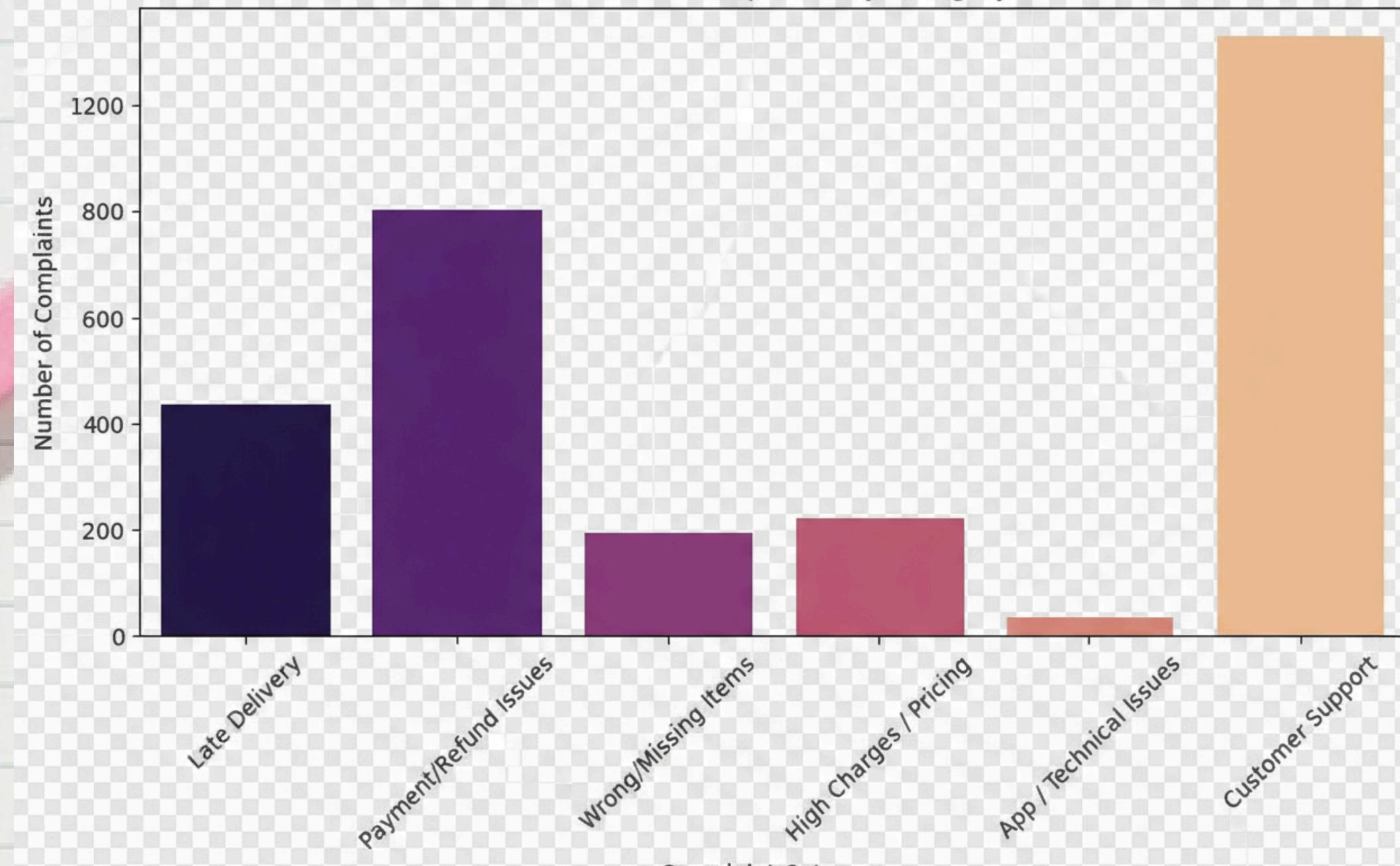
Reducing customer support complaints  
with AI+Human hybrid system

Prepared By  
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# Problem Statement

- Customer Support is the #1 complaint category
- Users frustrated with slow refunds, no visibility of status, hard to reach human agent.
- High impact on trust, retention, and app rating.

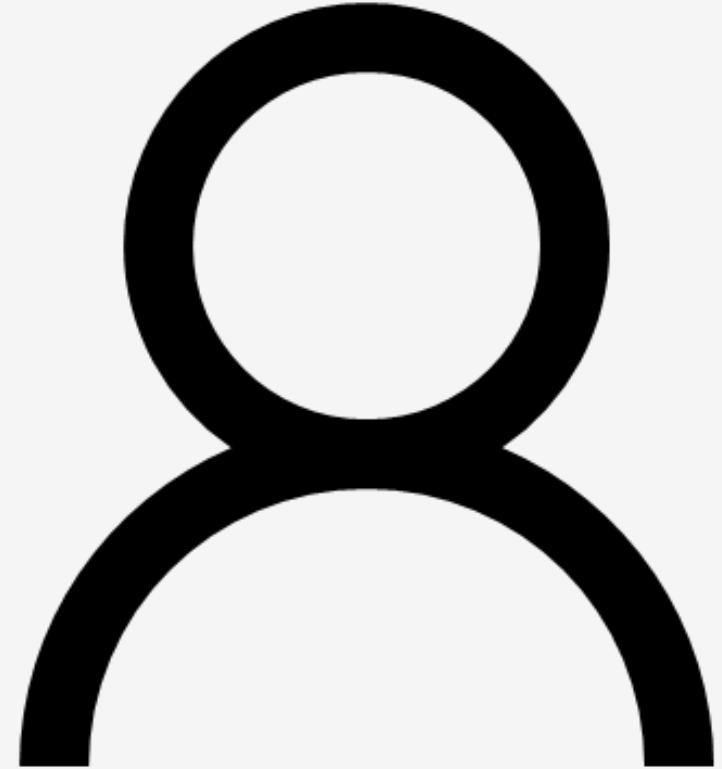
Total complaints analyzed: **3033**



"No one responds to my refund request!"

# User Personas

## Daily User

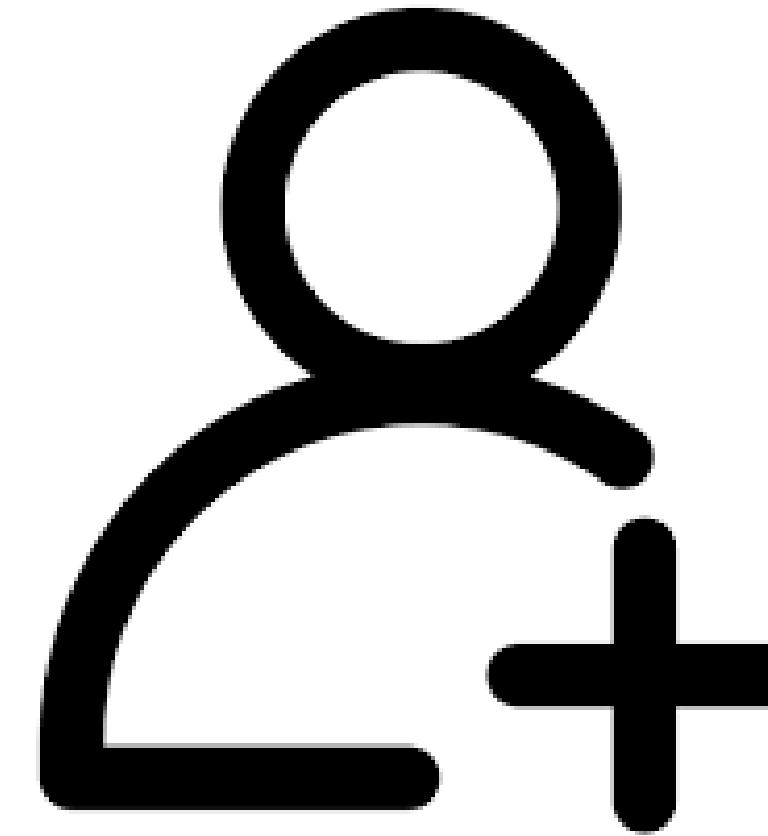


**Age:** 25-35

**Orders:** 10-15x/month

Expects **fast issue resolution**,  
will churn after repeated bad experience.

## New User



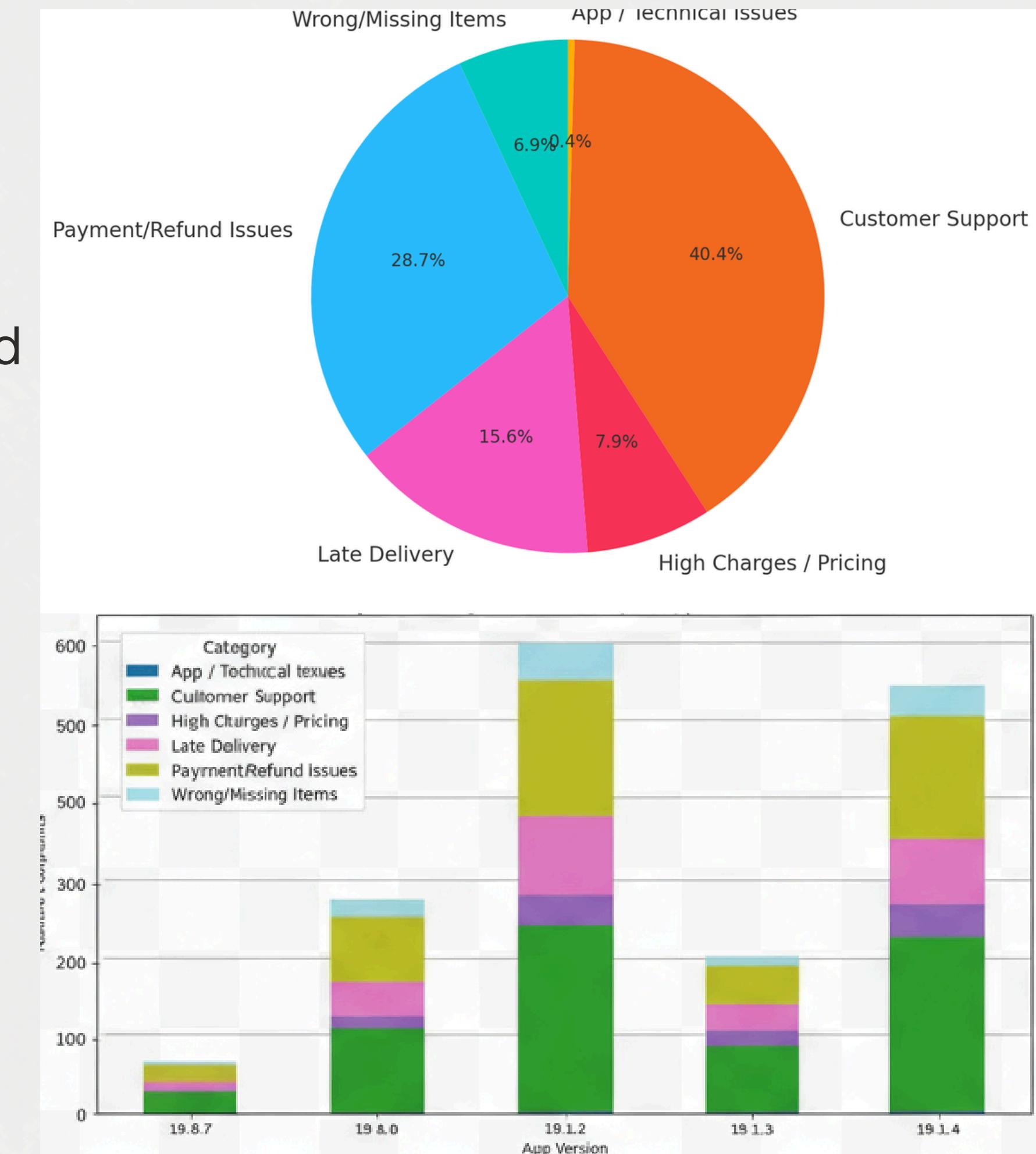
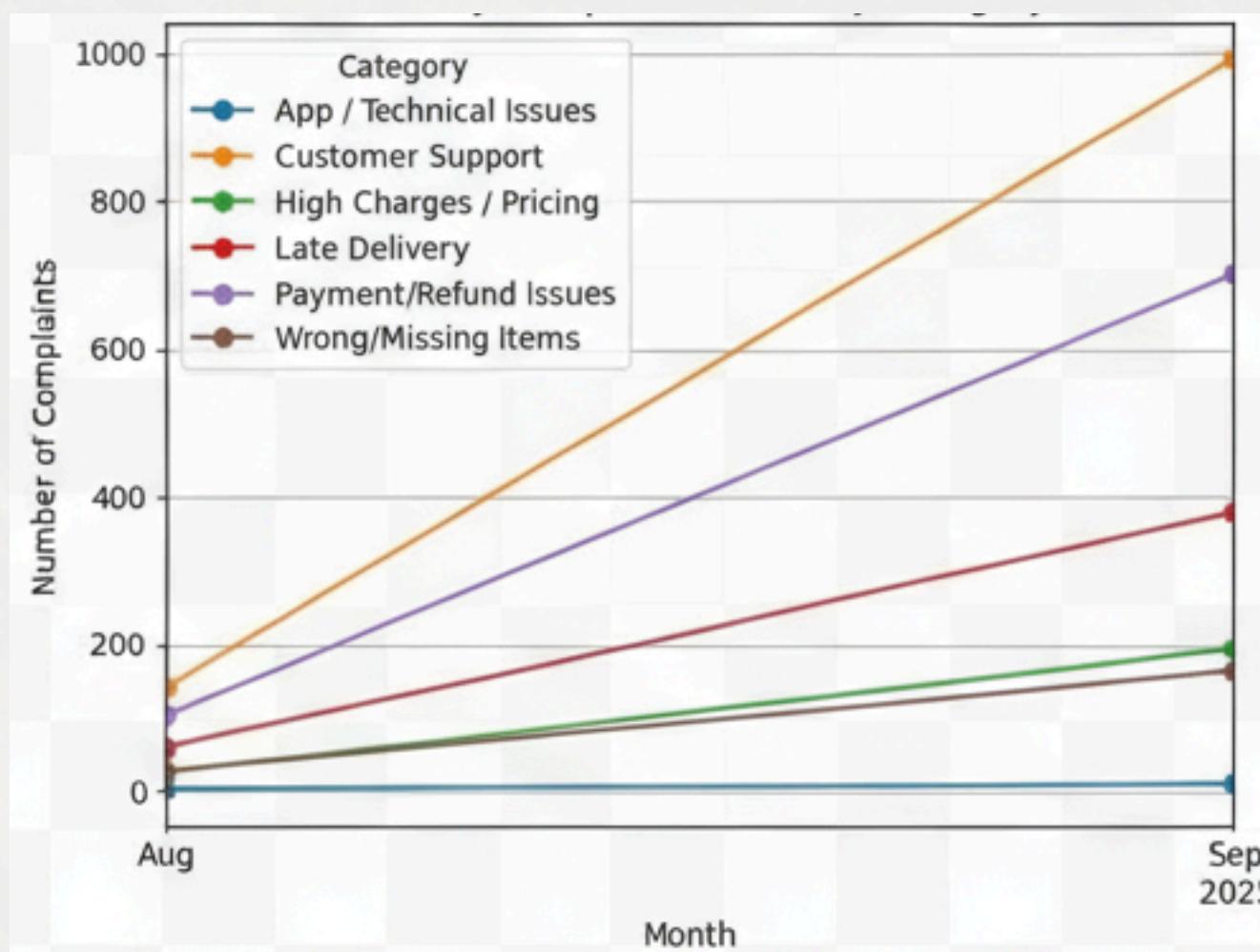
**Age:** 18-25

**Orders:** Once or Twice

First order → Bad experience → **Tries support** → No help → Churns immediately

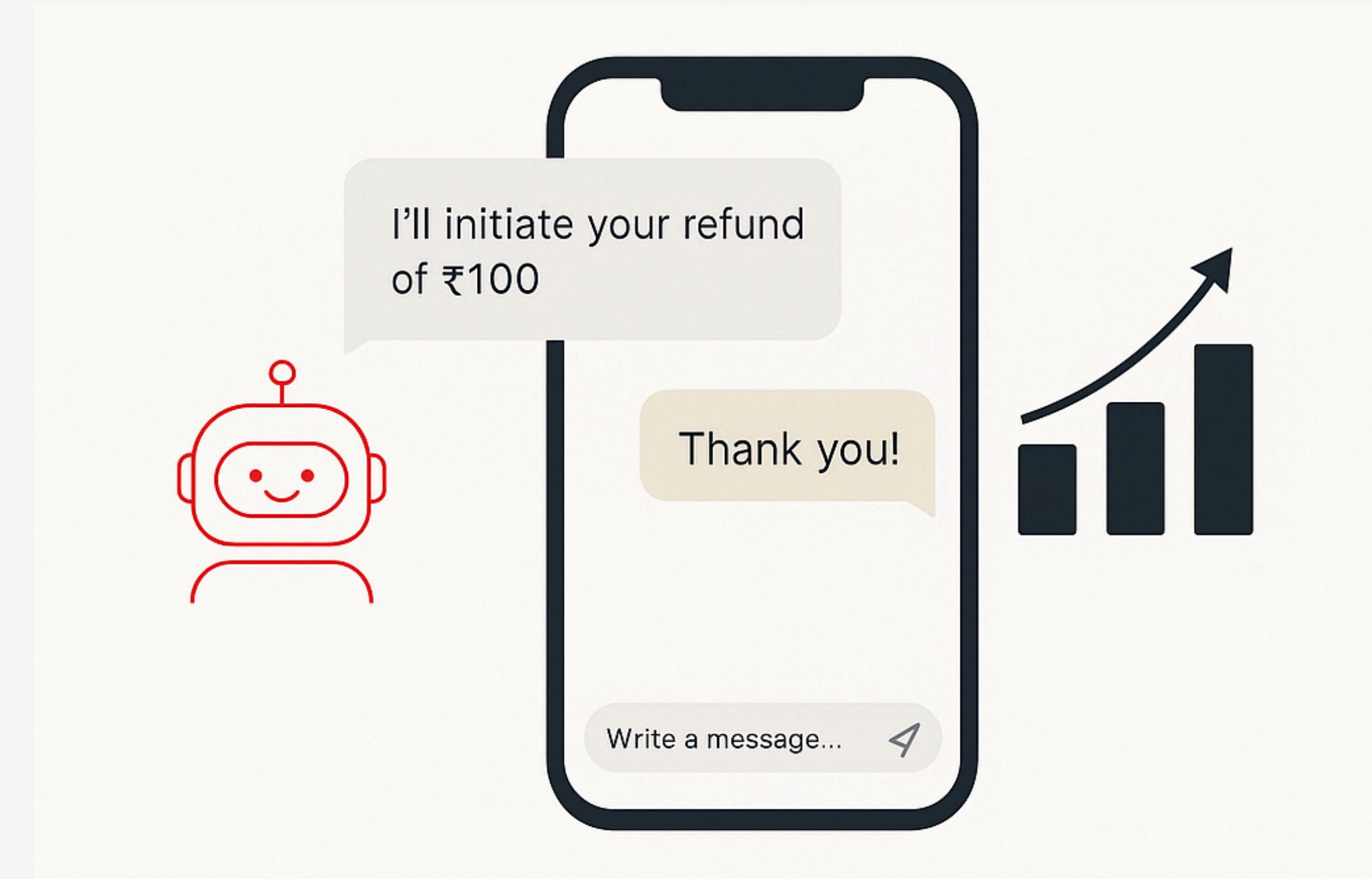
# RCA Insights

- 40% of all complaints = **Customer Support**
- Spike during App **Version 19.1.2**
- Complaints mostly about **refund delays** and **responsive time**



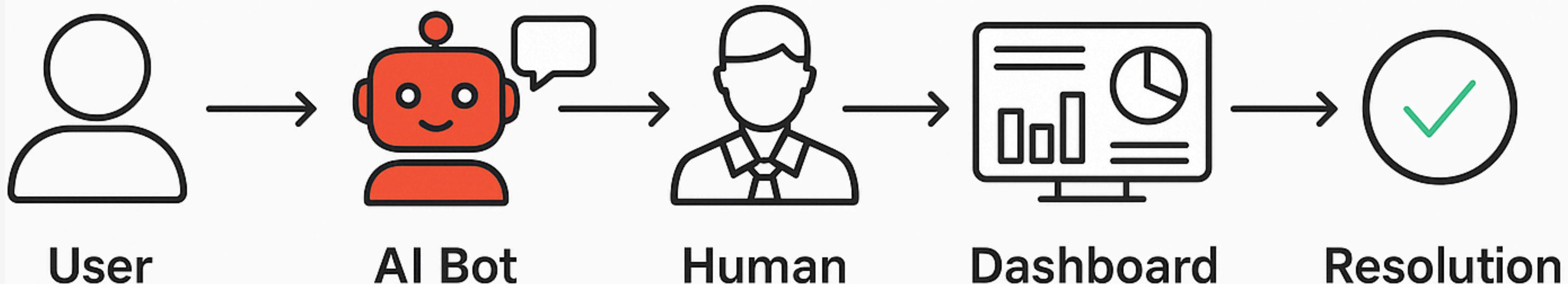
# Smart Support 2.0

- AI Chatbot for instant replies
- Smart routing to human agents for urgent or complex cases.
- In-app ticket dashboard showing real-time status.
- Priority support for Gold Users.



# How it works?

- User raises complaint.
- AI Bot instantly replies
- Escalates to Human if complex
- Real-time ticket dashboard updates
- Resolution



# Competitive Benchmarking

Feature	Swiggy	Uber Eats	Smart Support 2.0
AI Chatbot	✓	✓	✓
Auto-rooting urgent cases	✗	✗	✓
Refund Status dashboard	✗	✗	✓
Priority support for Gold Users	✗	✗	✓

# North Star KPI



**Average  
Resolution Time  
< 6 hours**

## Support KPIs:

01

% Tickets resolved by AI

03

% Repeat complaints per user

03

Customer Satisfaction Score

04

Churn rate of users raising  
complaints

# Go-to-Market Strategy

- Phase 1: PILOT
  - Refund & delivery issues only
  - 4 cities- Mumbai, Delhi, Chennai, Kolkata
- Phase 2: Expansion
  - Expand to all complaint types
  - Add ticket dashboard



- Phase 3: GOLD Integration

Integrate with Zomato  
Gold for priority support



# Experimentation Plan-A/B Testing

**Objective:** Validate Smart Support reduces complaints & resolution time.

**A**

Current support flow

## Metrics

- Average resolution time
- CSAT
- Complaints per 1000 orders

**B**

Smart Support 2.0

## Metrics

- Average resolution time
- CSAT
- Complaints per 1000 orders

**Duration:** 14-day pilot with **50K** users/group

## Success Criteria

**01**

>20% lower complaint rate

**02**

p-value < 0.05

# Risk & Mitigation

Risk	Mitigation
AI bot frustrates user with wrong answers	Escalate to human after 2-failed attempts
High cost of Human escalations	Optimize routing to only 20%-30%
Partner pushback on refunds	Transparent partner dashboard + appeal process

# Business Impact & Closing

40%

Complaint reduction

20%

CSAT Improvement

50%

Automation Savings

## Vision

“Make Zomato support as fast and transparent as ordering food”

