



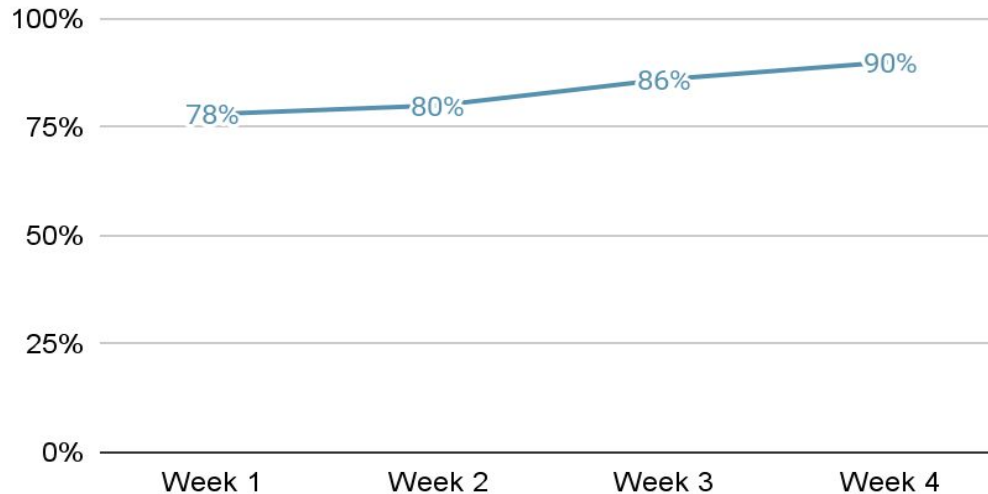
# Plant Pals

# Customer Survey Results

Feedback from the new online customer support service and the first batch sales outcome.  
Noteworthy findings and conclusions

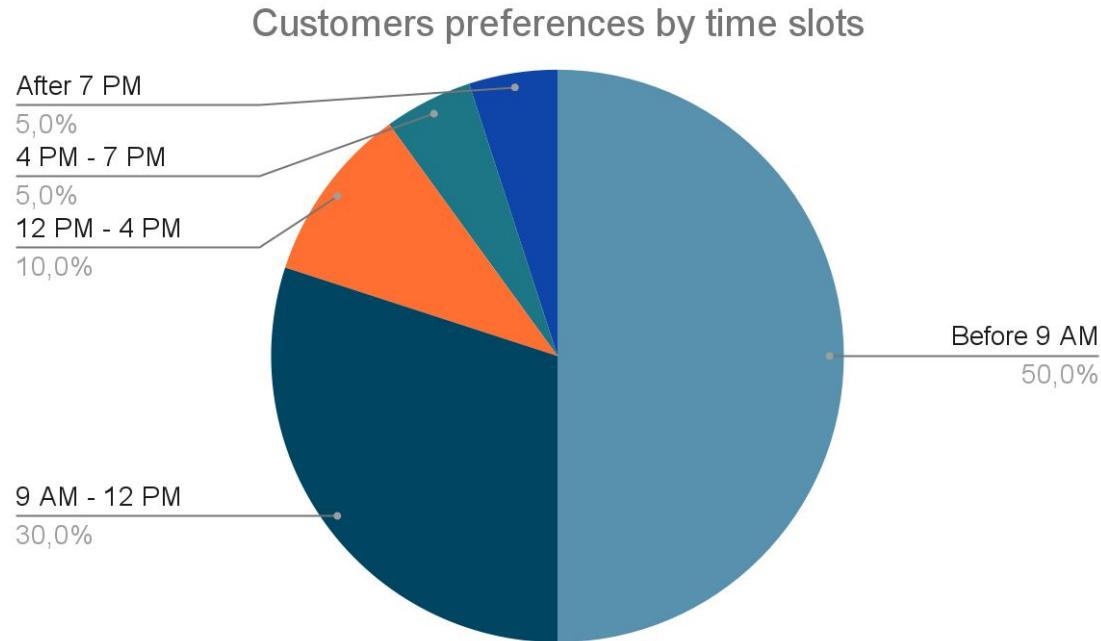
## Did your shipment arrive on time?

### Progression of customers that received on-time deliveries



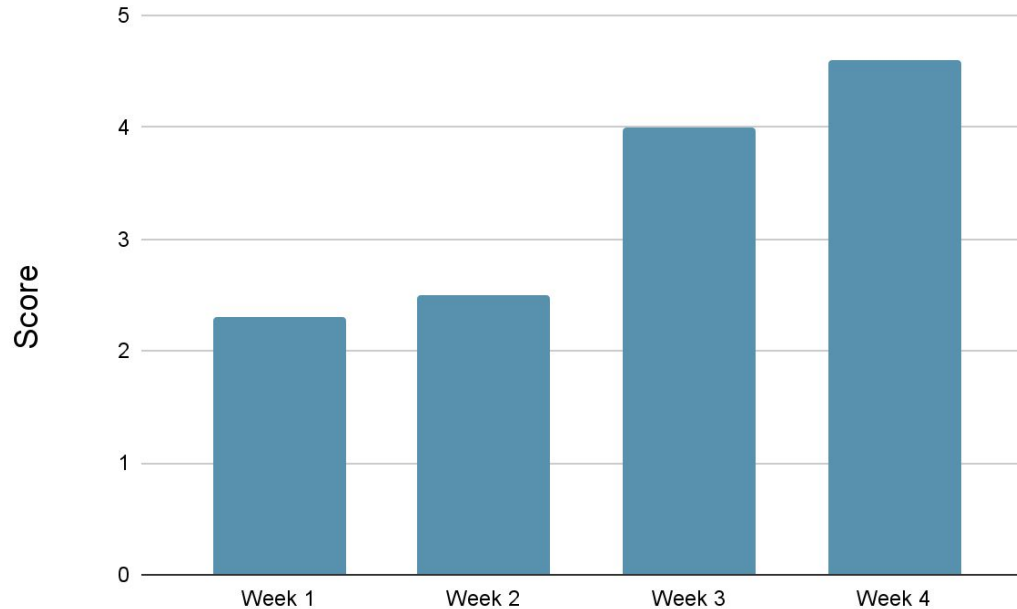
**Key takeaways & action items:** at Week 2 we also increased our driver fleet and redrew delivery routes to avoid high traffic

## What is your preferred time of day to receive a shipment from Plant Pals?



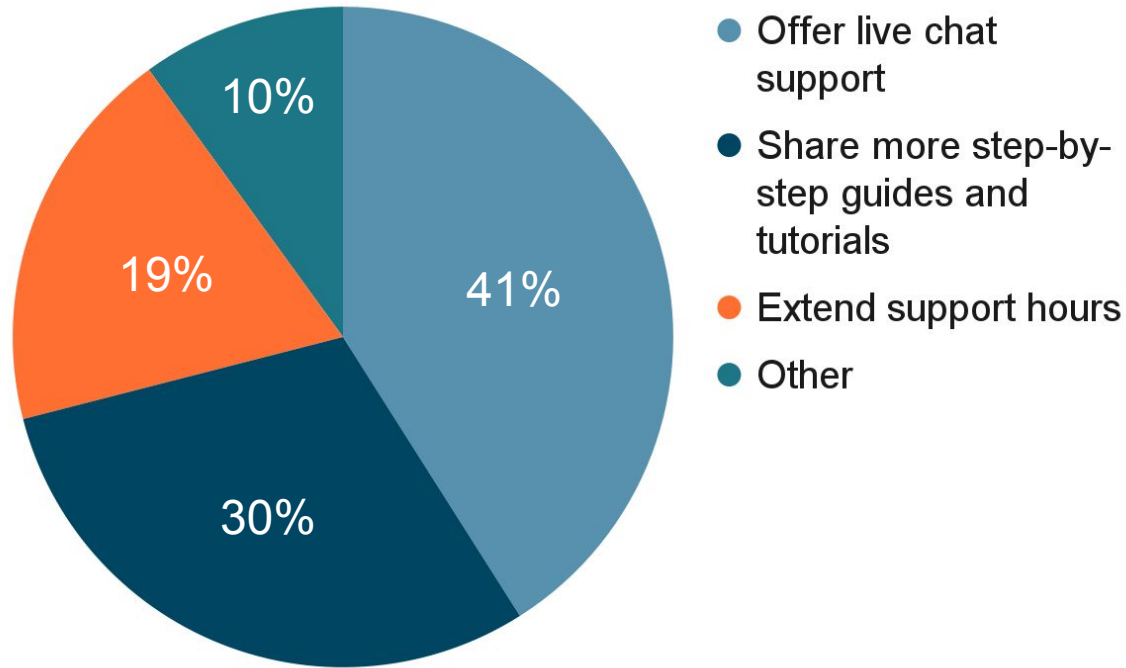
**Key takeaways & action items:** We should adjust accordingly to increase morning deliveries

On a scale of 1 to 5, with 1 being the lowest and 5 being the highest, how satisfied are you with customer support?



**Key takeaways & action items:** The survey help us identifying a software issue related to requests and complaints reception, which the IT department successfully fixed.

In general, how do you suggest we improve our customer support?



**Key takeaways & action items:** based on these open-ended responses, there is room for improvement on expert guidance.

# Conclusion and next steps

- After Week 2, the survey revealed three major issues concerning product quality, delivery timelines, and customer support.
- As a result of changes introduced to solve these issues (fixed the service software, increased driver counts and reassessed delivery routes, sent e-newsletter for plant care) customer satisfaction increased significantly by Week 3.

**Next steps:** implement a live-chat support with the help of generative AI for out of office hour support