CUSTOMER SATISFACTION SURVEY INSIGHTS DASHBOARD

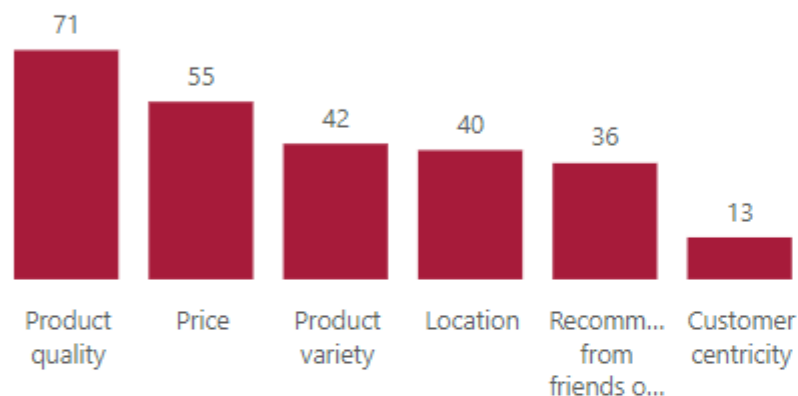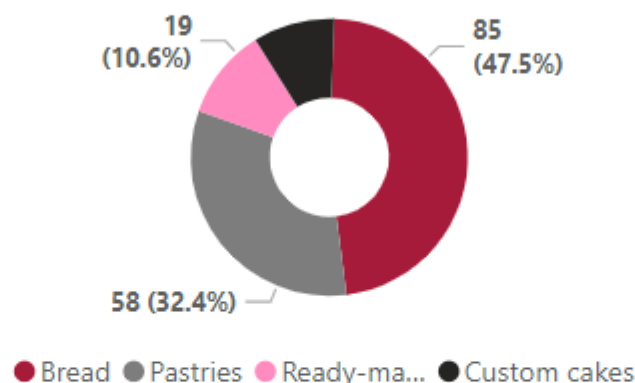| Total Respondents	Female Respondents	Male Respondents	Gender	Age
107	**72**	**35**	All ⌄	All ⌄

Factors which influence decision to order

71	55	42	40	36	13
Product quality	Price	Product variety	Location	Recomm... from friends o...	Customer centricity

Product types usually ordered

- 85 (47.5%)
- 58 (32.4%)
- 19 (10.6%)

● Bread ● Pastries ● Ready-ma... ● Custom cakes

Order Timing

78	16	6	4	3
Same day	In advance	None	Depends on the occasion	Both

How orders are placed typically

In-person	73
Phone calls	14
Mobile-app	7
Never done it	7
Website	6
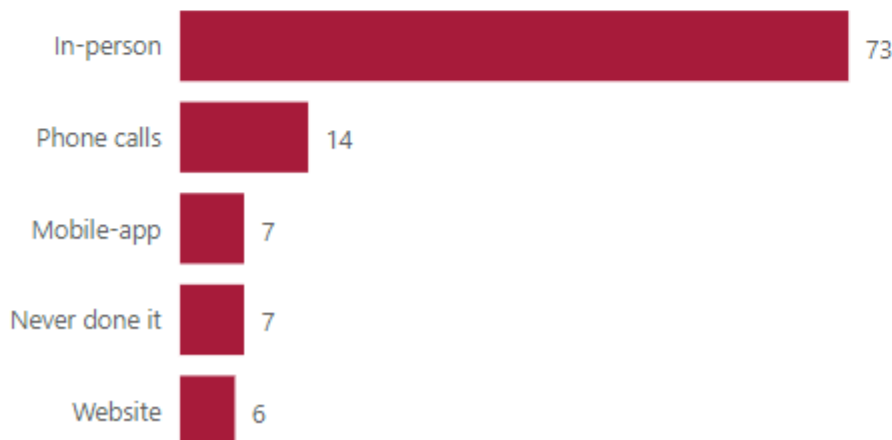
How important customers access reviews and ratings when ordering bakery online

- 52 (48.6%)
- 46 (43.0%)
- 9 (8.4%)

● **Extremely important** ● **Important** ● **Neutral**
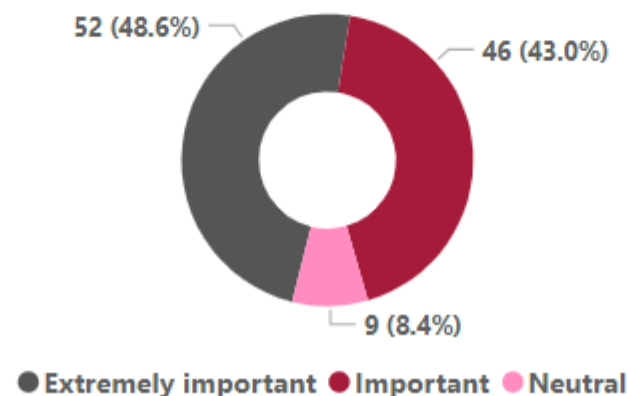
How frequently bakery products are purchased online
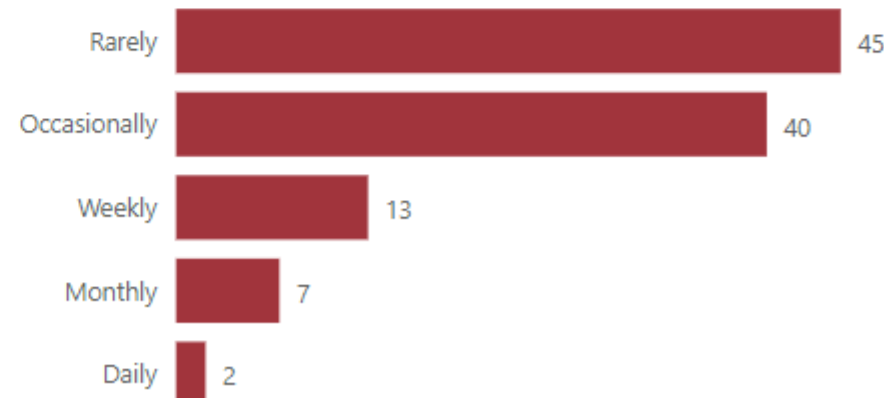
Rarely	45
Occasionally	40
Weekly	13
Monthly	7
Daily	2

CUSTOMER SATISFACTION SURVEY INSIGHTS DASHBOARD

Grey Shuga CAKE COMPANY

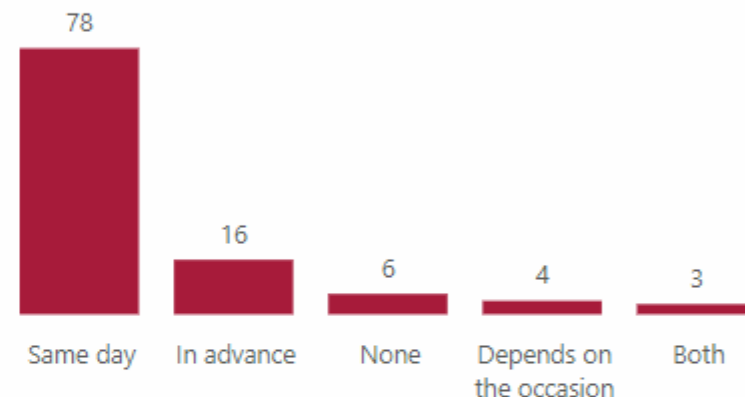| Total Respondents	Female Respondents	Male Respondents	Gender	Age
107	**72**	**35**	All ⌄	All ⌄

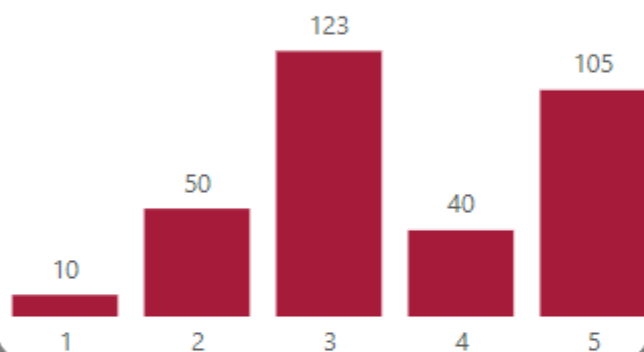## Social Media channels engagement for promotions and updates Rating

- 1: 10
- 2: 50
- 3: 123
- 4: 40
- 5: 105

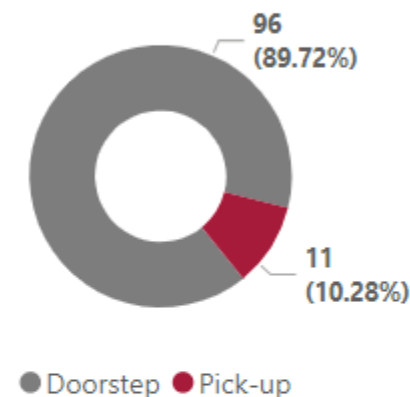## How often do you visit bakeries for purchases

- 14 (13.1%)
- 14 (13.1%)
- 79 (73.8%)

● Often ● Never ● Very Often
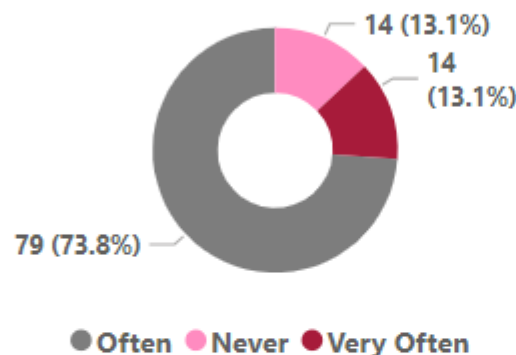
Order history access importance

- Extremely import...: 42
- Important: 37
- Neutral: 24
- Not important at ...: 4

Delivery Preferences

- 96 (89.72%)
- 11 (10.28%)

● Doorstep ● Pick-up
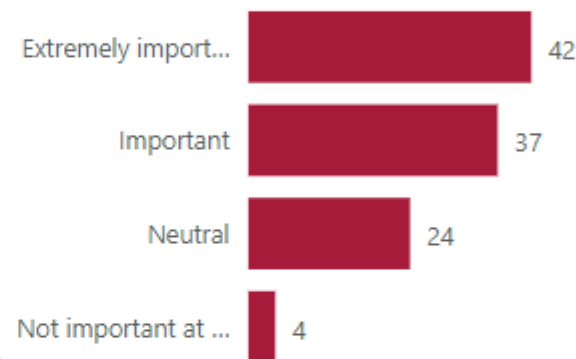
Features expected from an online bakery ordering system

- Secure payment options: 88
- Easy navigati...: 87
- Detailed product descript...: 79
- Order tracking: 69
- Custom... options (e.g., di...): 56
- Loyalty rewards program: 41

Importance of Timely Delivery Rating

- 1
- 2
- 3
- 4
- 5
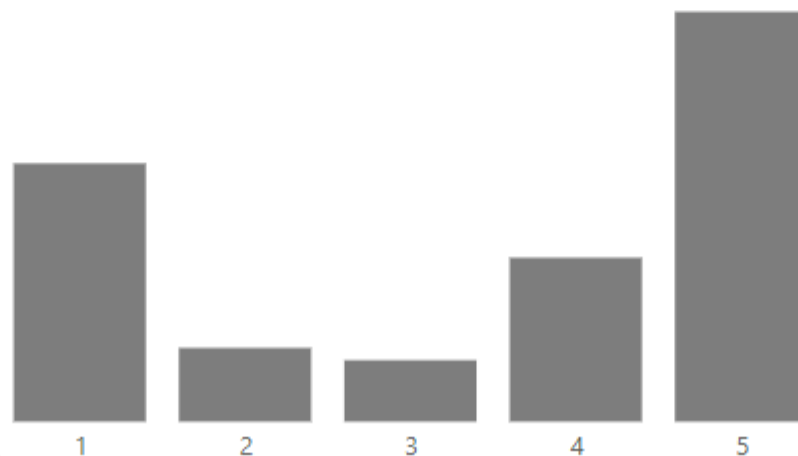
Online ordering experience for bakery products

- Faster delivery options: 88
- Better customer support options: 73
- Improved website... app interface: 61
- Enhanced product visuals: 55
- Option for schedul... deliveries: 52
- More payment methods: 42
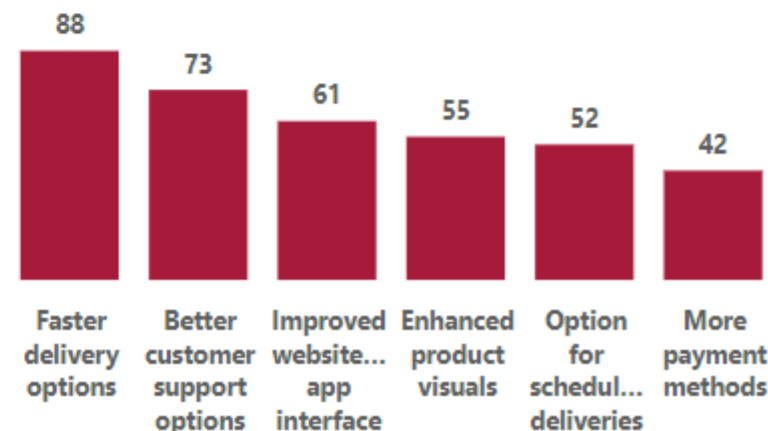
CUSTOMER SATISFACTORY SURVEY INSIGHT

Gender and Age Analysis

The Overall count of respondents is **107**, with 72 being Females and 35 being Males.

A significant portion of respondents fell within the 24-40 age range.

Respondents Analysis

After analyzing the factors influencing the decision to order, we found that Product Quality and Price are the most influential factors, with Bread being the most commonly ordered product type. Our analysis also revealed that customers rarely order bakery products online and prefer in-person methods for placing orders.

Additionally, our research indicated that customers highly value access to reviews and ratings when ordering online. The importance of this feature cannot be overstated.
We observed that customer engagement with social media channels for promotions and updates is moderate, with an overall rate of 3.

Furthermore, customers often visit bakeries for product purchases, indicating a strong preference for in-person transactions. Access to order history is deemed extremely important to them, facilitating seamless reordering and personalized experiences.

In terms of ordering behavior, customers typically place orders on the same day they visit the bakery. When it comes to delivery preferences, doorstep delivery is preferred, with an emphasis on timely delivery ratings.
Regarding online feature expectations, our analysis highlighted that secure payment is of paramount importance to customers, followed closely by easy navigation within the app.

RECOMMENDATIONS

Based on the insights derived from our analysis, we propose the following recommendations to enhance the functionality and user experience of the app:

Secure and Efficient Delivery Options: Incorporate secure and efficient delivery options to ensure customers receive their orders promptly and safely.

Timely Delivery Ratings for Staff/Riders: Implement a feature for customers to rate the timeliness and professionalism of delivery staff or riders. This feedback mechanism can help monitor and improve delivery services.

Order Tracking: Provide customers with the ability to track their orders in real-time, offering transparency and peace of mind throughout the delivery process.

Secure Payment Options: Offer a variety of secure payment options to accommodate diverse customer preferences and ensure transaction security.

Easy Navigation: Ensure the app interface is user-friendly and intuitive, allowing customers to navigate effortlessly and find what they need quickly.

Detailed Product Descriptions with Visual Enhancements: Enhance product listings with detailed descriptions and visual representations to provide customers with a comprehensive understanding of the items they are purchasing.

Customer Rating Functionality: Enable customers to rate their overall experience with the app and provide feedback on individual products and services. This helps maintain quality standards and informs future improvements.

Access to Order History: Enable customers to access their order history within the app, allowing for easy reordering and providing insights into past purchasing behavior.

AI Chatbot for Customer Service: Implement an AI-powered chatbot to handle customer inquiries, provide assistance, and resolve issues promptly. This enhances customer support capabilities and reduces response times.

Scheduled Delivery and Delivery Preferences: Offer options for scheduled delivery and allow customers to specify delivery preferences such as time slots or special instructions. This increases convenience and customization for users.