



QuickBazar: Reclaiming Customer Loyalty

A data-driven strategy to combat increasing customer churn, declining Average Order Value (AOV), and persistent late deliveries. This presentation outlines our key findings and actionable solutions, spotlighting app development as a core driver for success.



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With a clear, authoritative, and solutions-focused approach, we will delve into the diagnostic phase, present concrete solutions, and forecast the positive impact of these strategic interventions on QuickBazar's performance metrics.

Diagnosing the Decline: Key Challenges Identified

Increasing Customer Churn

Customers are leaving at an accelerated rate, impacting our long-term growth and profitability.



Decreasing Average Order Value (AOV)

The average spend per order is shrinking, signaling reduced customer confidence or satisfaction.



Persistent Late Deliveries

Delivery delays are a critical pain point, directly affecting customer satisfaction and trust.



Root Causes: Operational & Technical Failures

Warehouse & Fulfillment Issues

Wrong items delivered and bad packaging: A significant number of orders are arriving with incorrect items or damaged packaging, leading to customer frustration and returns. This reflects systemic issues in picking, packing, and quality control.



Technology & Support Gaps

App glitches and bad customer support: Our existing customer app is prone to glitches, especially on older devices, creating a poor user experience. Coupled with inconsistent customer support, these issues erode trust and loyalty.



Addressing Delivery Challenges & Stock Management

Delivery Partner Problems

Our delivery partners frequently face challenges that contribute to late deliveries and service inconsistencies. Lack of motivation, inefficient routing, and unclear performance metrics are key factors.



Out-of-Stock Incidents

Frequent out-of-stock messages deter customers and lead to abandoned carts. This is primarily due to a disconnect between physical store inventory and our digital platform's real-time updates.





Strategic Solutions: Empowering Our Workforce & Tech



Skilled Workforce & Management

Hiring skilled workers and managers in each store to enhance order accuracy, improve packaging quality, and streamline warehouse operations.



App Optimization & Redesign

Optimizing the old app for older Android/iOS versions or developing a new, robust application to ensure a seamless and glitch-free user experience across all devices.



Performance-Driven Customer Support

Monthly analysis of customer support systems, including performance-based promotions and layoffs, to elevate service quality.

Enhancing Delivery & Inventory Management



Empowering Delivery Partners

Introducing new features in the delivery partners' app to reward faster deliveries and penalize late ones.



Structured Quota System

Implementing a quota system for deliveries to ensure discipline and consistent service levels.



Optimized Route Maps

Integrating optimized route maps directly into the delivery app to help partners reach destinations faster and more efficiently.



Digital Store Stock Management

Launching a separate app for store operators to digitally manage stock in real-time, drastically reducing out-of-stock incidents.

The App Ecosystem: Our Central Growth Engine

Customer App

Optimize UX and performance

Manage stock and inventory

Store Ops



Delivery App

Enhance routing and tracking

Support Platform

Integrate omnichannel help

Made with GAMMA

Forecast: A Future of Growth & Loyalty

15-20% 10-15% 20-25%

Increase in Average Order Value (AOV)

Through improved product availability, enhanced user experience, and reliable delivery, customers will spend more per order.

Decrease in Customer Churn

Addressing core pain points will significantly boost satisfaction and retention, keeping our valuable customers.

Increase in Customer Acquisition

A superior service will lead to positive word-of-mouth and a stronger market reputation, attracting new users.





Commitment to a Better QuickBazar

These strategic initiatives, with a strong emphasis on technology and operational excellence, are designed to transform QuickBazar's customer experience. By addressing the root causes of churn, AOV decline, and late deliveries, we are confident in our ability to build a more resilient, profitable, and customer-loved quick commerce platform.

Contact Sai Tukrul

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