

# Addressing Quickbazar's Critical Challenges

An urgent look into rising **customer churn**, declining average order value, and **persistent late deliveries** at Quickbazar.

(This presentation outlines key diagnostic findings and actionable insights to regain customer trust and market share.)



## Chapter 1

# The Alarming Rise of Customer Churn



## Churn Rate Escalation

A significant increase in customers discontinuing their Quickbazar service.



## Declining AOV

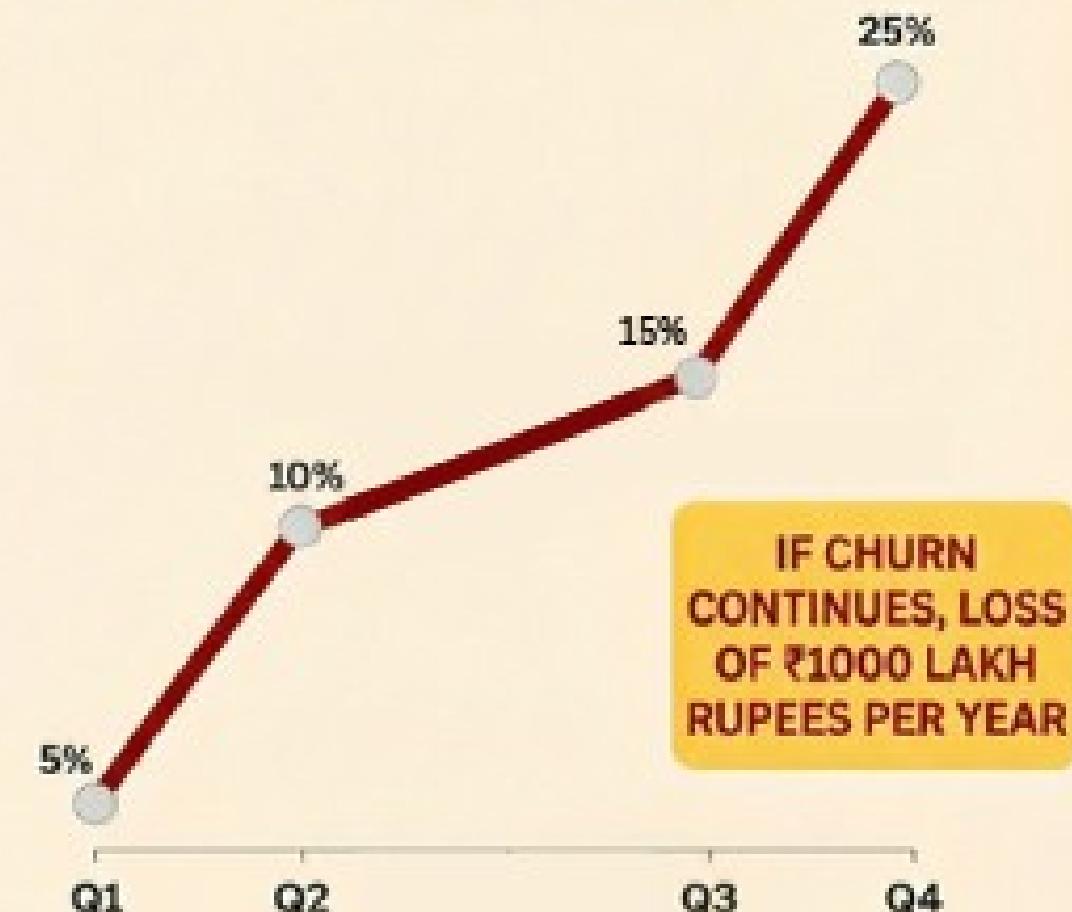
Average Order Value is consistently dropping, impacting revenue projections.



## Delivery Delays

A growing number of orders are failing to meet promised delivery windows.

## RISING CUSTOMER CHURN IS A PROBLEM



(This data is derived from last year of sales data.)

# Root Causes: Where Quickbazar is Falling Short

Our analysis points to several critical areas contributing to Quickbazar's performance decline. Addressing these issues is paramount for recovery.

1

## Incorrect Items

Customers frequently receive items different from what they ordered, leading to frustration.

2

## Poor Packaging

Damaged goods due to inadequate packaging diminish the customer experience.

3

## Late Deliveries

Orders arriving beyond the estimated time frames are a major source of dissatisfaction.

4

## App Glitches

Technical issues within the app create a clunky and unreliable user experience.

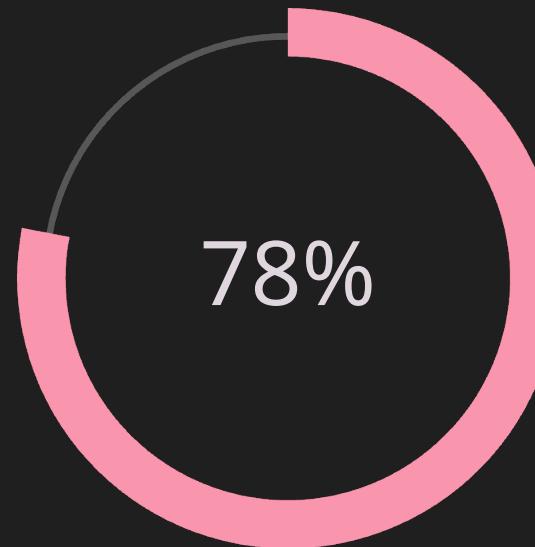




## Chapter 2

# The Pervasive Impact of Subpar Customer Support

Customer service is the frontline of our brand. Current feedback indicates a severe breakdown in this crucial area, directly fueling customer churn.



### Bad Reviews

A staggering percentage of customer reviews reflect negative experiences with our support team.

"My order was wrong, and customer service was completely unhelpful. I'm taking my business elsewhere." - Disappointed Quickbazar Customer

# Delivery Partner Challenges & Unmet Expectations

Our external delivery partners are frequently failing to meet the speed and reliability standards expected in quick commerce.

- **Frequent Complaints:** Delivery partners are consistently reported for lateness.
- **Average Delivery Time:** An unacceptable 1.5 hours, with peaks at 2.4 hours.
- **Industry Standard Discrepancy:** Quick commerce leaders deliver in 15 minutes or less. We are far behind.



This significant gap between our performance and industry benchmarks is a major driver of customer dissatisfaction.



## Chapter 3

# The Frustration of "Out of Stock" Incidents

Nothing frustrates a customer more than attempting to order an item, only to find it unavailable multiple times. This erodes trust and encourages competitor use.

## Daily Occurrences

5-6 out-of-stock incidents occur daily, causing widespread customer disappointment.

## Impact on Loyalty

Customers quickly lose patience and switch to platforms with better inventory management.



# Holistic View of Operational Failures

Our challenges stem from a combination of issues across the entire order fulfillment chain, from picking to last-mile delivery.



Each point of failure, while seemingly minor in isolation, collectively contributes to a major breakdown in the customer experience.

# The Competitive Landscape: What We're Up Against

Our competitors are setting a high bar for quick commerce. We must adapt and innovate to remain relevant.



## Rapid Delivery

Competitors consistently achieve delivery times under 15 minutes.



## Seamless Experience

Smooth app functionality and proactive customer support.



## Reliable Stock

Advanced inventory management minimizing out-of-stock issues.



# The Path Forward: Strategic Recommendations

To reverse the current trends, Quickbazar must implement immediate and strategic changes across operations, technology, and customer service.



## Optimize Fulfillment

Implement stricter QC for picking/packing; upgrade packaging materials.



## Enhance Logistics

Re-evaluate delivery partners, invest in route optimization, and set clear SLAs.



## Improve Technology

Prioritize app stability and user experience through dedicated development.



## Revitalize Support

Comprehensive training for support teams, empowered to resolve issues effectively.



## Real-time Inventory

Implement advanced systems to prevent out-of-stock situations in real-time.



# Reclaiming Quickbazar's Promise

By proactively addressing these challenges, Quickbazar can rebuild trust, enhance customer loyalty, and secure its position as a leader in quick commerce. The time for decisive action is now.

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