

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.)



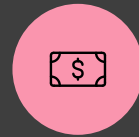
Chapter 1

The Alarming Rise of Customer Churn



Churn Rate Escalation

A significant increase in customers discontinuing their Quickbazar service.



Declining AOV

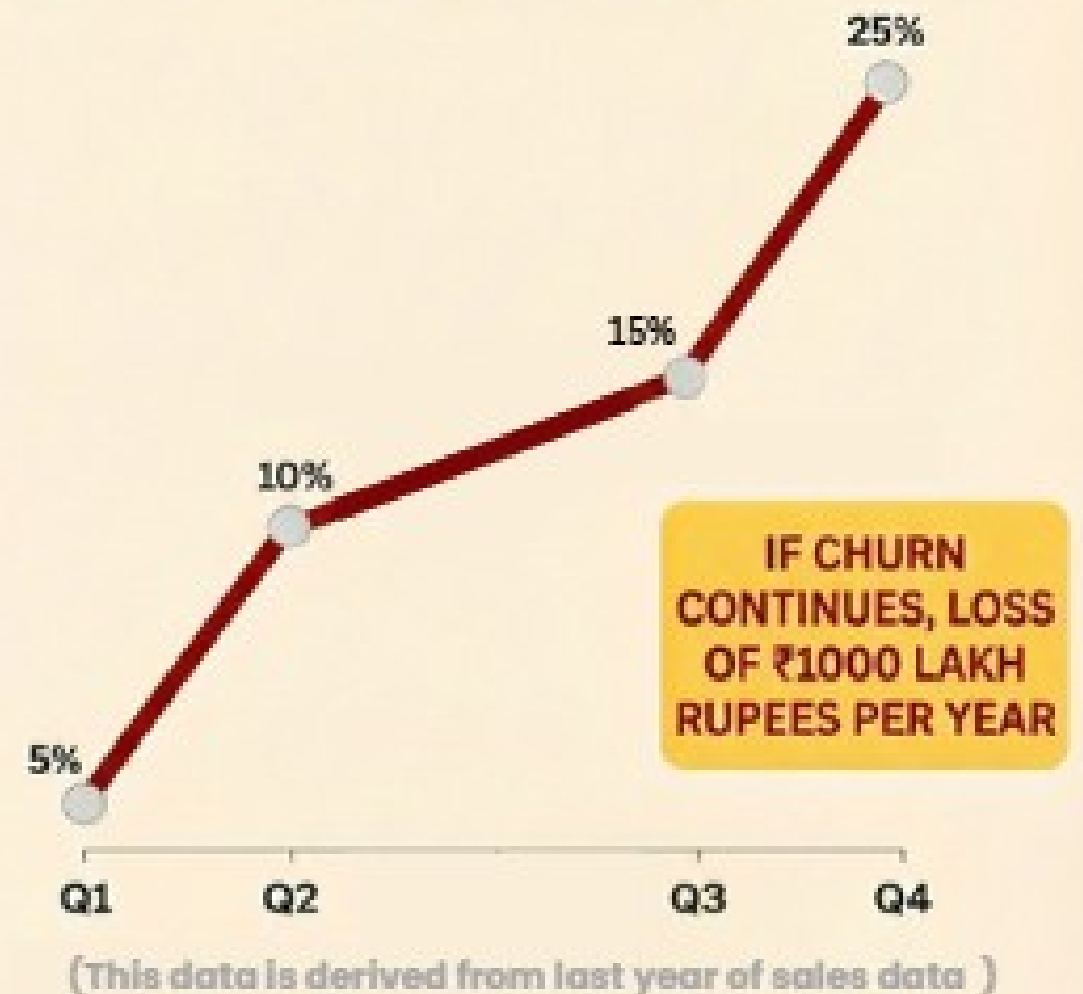
Average Order Value is consistently dropping, impacting revenue projections.



Delivery Delays

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

RIISING CUSTOMER CHURN IS A PROBLEM



Root Causes: Where Quickbazar is Falling Sh

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.

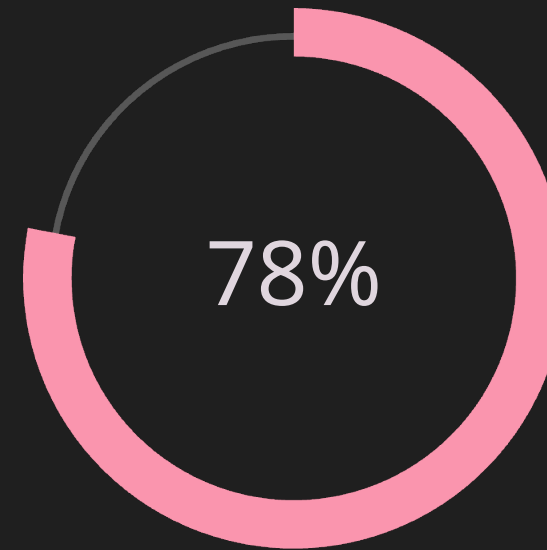




Chapter 2

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

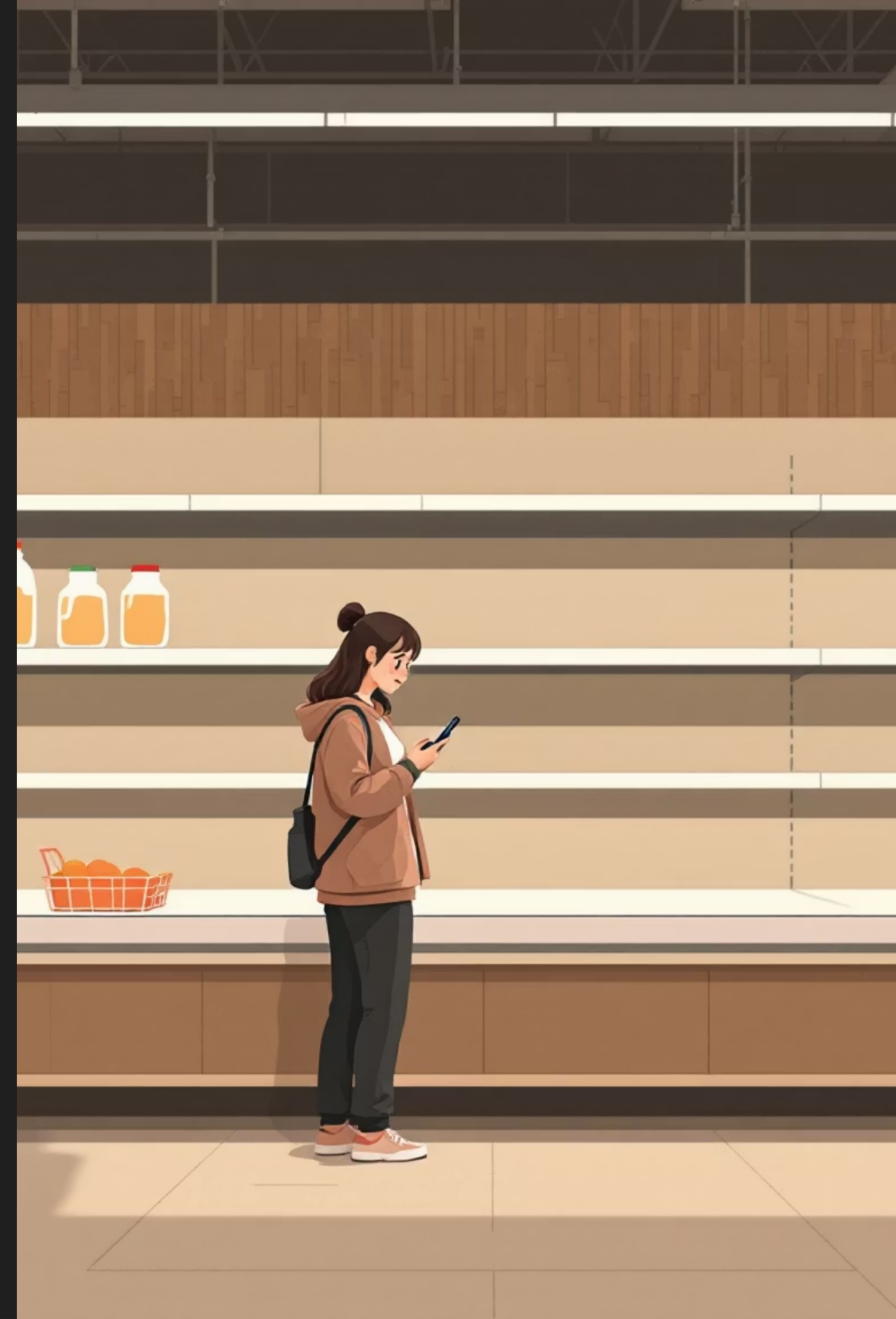
Nothing frustrates a customer more than attempting to order an item, only to find it unavailable multiple times. This erodes trust and encourages competitor use.

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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