

Team members: 5000+.  
delivery partners: 3.5 lakhs+.  
biggest collective of the finest restaurant partners.  
Company Size: Employees: 1,001 -5,000.  
associated members: 12,060.  
Company Founded: 2008.

**Aim :** Feeding India by providing over **150,000 nutritious meals** to the underprivileged every day.

## **Arching target :**

- Provide better food access to a broader audience.
- Offer a diverse range of culinary experiences.
- Strive for **sustainable, carbon-neutral last-mile delivery.**

## **What is Zomato:**

- A comprehensive platform for **restaurant search, table reservations, food ordering, and digital advertising.**
- Dedicated to sustainability, technology, and providing quality food experiences.

## **Why Zomato:**

- Empowers millions through economic opportunities for **delivery partners and restaurant staff.**
- Driven by a purpose-driven passion, especially evident through '**Feeding India.**'
- Innovation in last-mile delivery and sustainability.

## **Long term aspirations:**

- Innovate for **high-quality, affordable, and hygienic food delivery.**
- Eliminate **plastic packaging** in delivery.
- Offer meaningful gig economy opportunities.

## Description of the problem:

The challenge for Zomato's **user-generated content team** is the stagnant growth in **reviews and ratings** on their platform, hindering users' ability to access comprehensive and diverse experiences. Increasing the number of reviews is crucial for users who rely on peer insights to make informed decisions, enabling them to explore a wide range of restaurants and make informed choices, ultimately enhancing the experiences and satisfaction.

## Diving deep into the challenge:

Zomato confronts on **increasing reviews** for both **dining experiences at restaurants** and **food delivery services**. The goal is to foster an environment where users actively share varied and comprehensive experiences. Overcoming barriers hindering review contributions in both domains is crucial to enhance **user engagement and satisfaction** across the platform, elevating its utility for all **users seeking dining insights or relying on delivery services**.



## What do users say: [Survey Link](#) - 25 responses received

- It seems **time-consuming posting reviews and comments** for each and every dining experiences in the fast paced lives
- Users may encounter **restrictions or limitations within the platform** that hinder their ability to express or showcase their dining experiences effectively.
- **Complicated or unintuitive interfaces** on the platform might discourage users from posting reviews due to frustration or confusion.

## What value does this generate by solving the problem:

### For consumers:

#### Users:

- Improved decision making on the dining experiences before hand
- Providing diverse insights on the dining options catering to taste and preferences.

### Delivery partners:

- helps delivery partners understand customer needs for the betterment of services and better customer satisfaction.
- increase in orders and business for delivery partners with positive reviews.

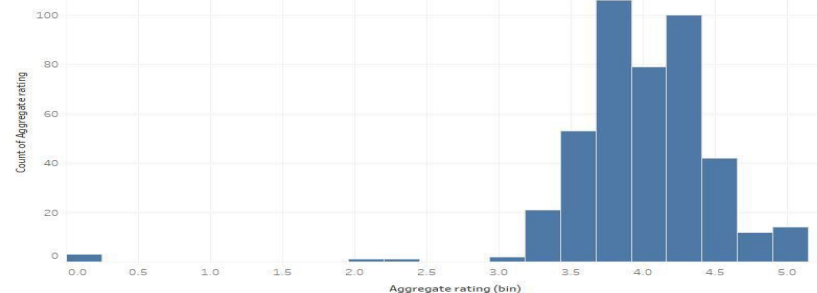
### Restaurants:

- Positive impacts attracts huge use base and improves visibility
- Creates an active feedback loop

### For business(zomato):

- Improved platform credibility and market position
- Improved higher user engagement, longer sessions, and potentially increased ad revenue or partnerships.

Histogram (Ratings)- United States



USA restaurants have higher ratings compared with Indian restaurants, this could indicate a better service in the US. A major of Indian restaurant ratings are zero.

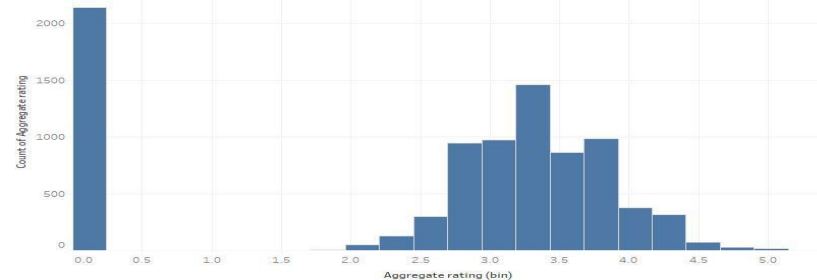
Recommendations on the data :

USA(4) has higher ratings than India(3.5) and a majority of Indian restaurants have 0 ratings. Either Zomato should nudge customers to rate or these are newly onboarded restaurants.

US customers provide ratings more frequently and consistently than Indians.

Note: the growth of reviews and ratings should be mainly emphasised on the Indian market

Histogram (Ratings)- India



# Framing Solutions



## Implement Incentivized Review Programs

### Description:

- Offer customers coupons for their next order if they submit more than 10 reviews on Zomato within a specified period. Create a rewards system that encourages consistent and frequent contributions, reinforcing a culture of active participation.

### Implementation:

- Clearly communicate the terms of the coupon reward program in the restaurant and across digital channels. Ensure customers understand the benefits tied to posting reviews and how it positively impacts their future orders.

### Value:

- By linking a tangible benefit (coupon for the next order) to increased review submissions, there's a strong likelihood of a surge in reviews. Customers motivated by the prospect of savings are more likely to actively engage on Zomato, resulting in a notable increase in review counts and potentially improved ratings for the restaurant.



## Engage with Zomato Foodie Levels

### Description:

- Identify and engage with Zomato users with higher foodie levels (microbloggers or frequent reviewers). Offer complimentary top dishes for reviews and ratings on Zomato to leverage their weighted average impact.

### Implementation:

- Identify high-level Zomato users, build relationships, and offer them exclusive experiences or dishes for reviews. Encourage them to post their experiences and ratings on Zomato, leveraging their influence.

### Value:

- Rapidly increase ratings due to the higher impact of reviews from influential foodie-level users, leading to improved restaurant visibility and credibility on Zomato.



## Leverage Social Media Presence

### Description:

- Utilize visually engaging posts, showcasing signature dishes, customer experiences, and ambiance. Craft compelling captions highlighting unique selling points to attract potential customers to visit the restaurant and contribute reviews on Zomato. Use these platforms like Instagram and Facebook to actively promote Zomato listings and encourage users to leave reviews.

### Implementation:

- Ensure the Zomato link is prominently featured in every social media post, directing followers to the platform for reviews. Encourage customers through these platforms to share their dining experiences on Zomato, possibly offering incentives for those who do. Monitor social media comments and engage with customers, inviting them to share their experiences on Zomato's review section.

### Value:

- By strategically directing traffic from social media to Zomato's review section, there will be a surge in review contributions. As more customers are drawn to Zomato from social media, the number of reviews and ratings is likely to increase, positively impacting the restaurant's visibility and overall ratings on Zomato.

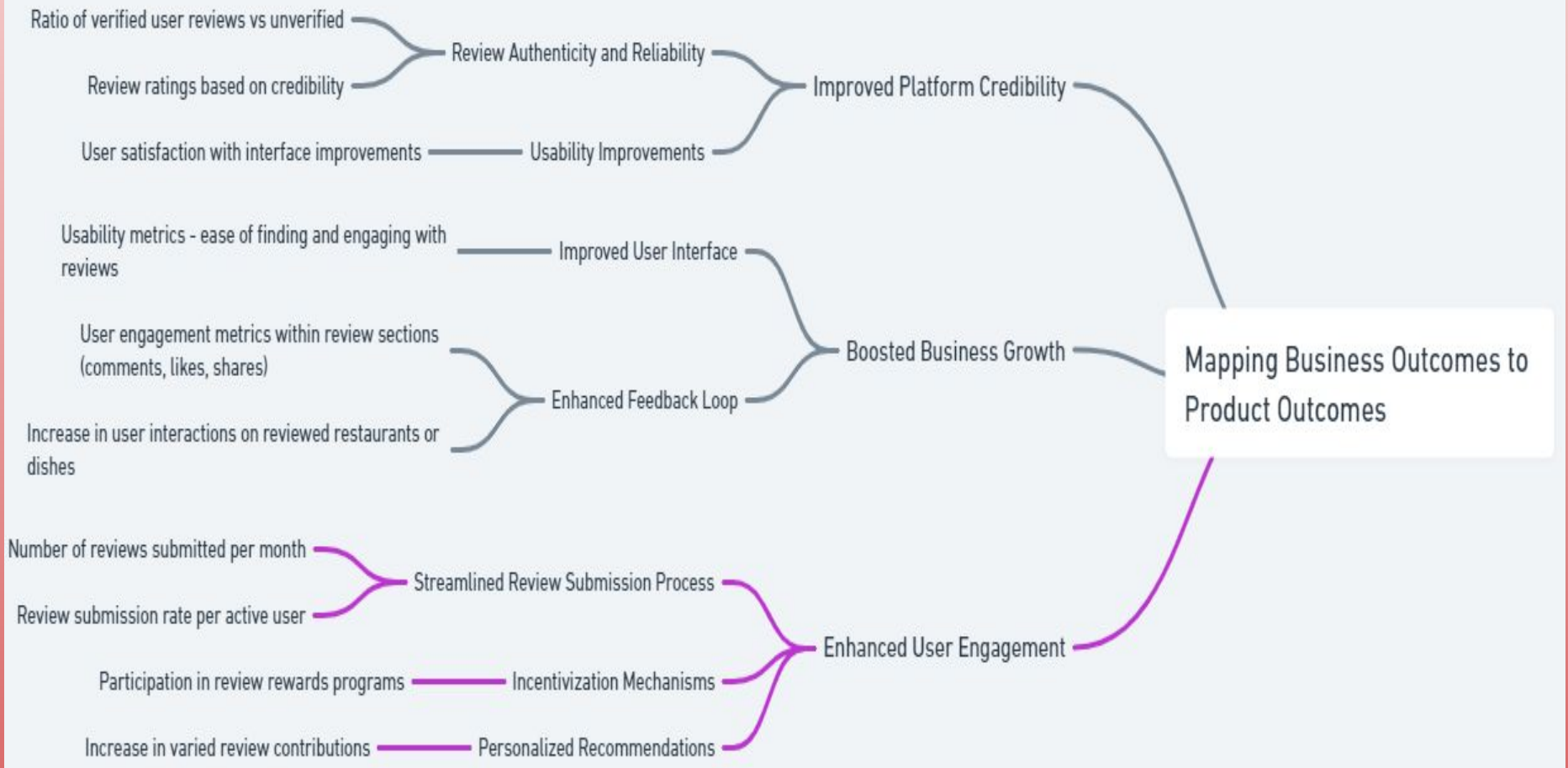
## Prioritizing Solution:

Solution	Reach(R)	Impact(I)	Confidence (C)	Effort(E)	$(R*I*C/E)$ Score
Implement Incentivized Review Programs	4	4.5	3.5	3	4
Engage with Zomato Foodie Levels	4	3.5	3	4	3.5
Leverage Social Media Presence	2.5	3	2.5	3	3

### Reason why Implement Incentivized Review Programs works:

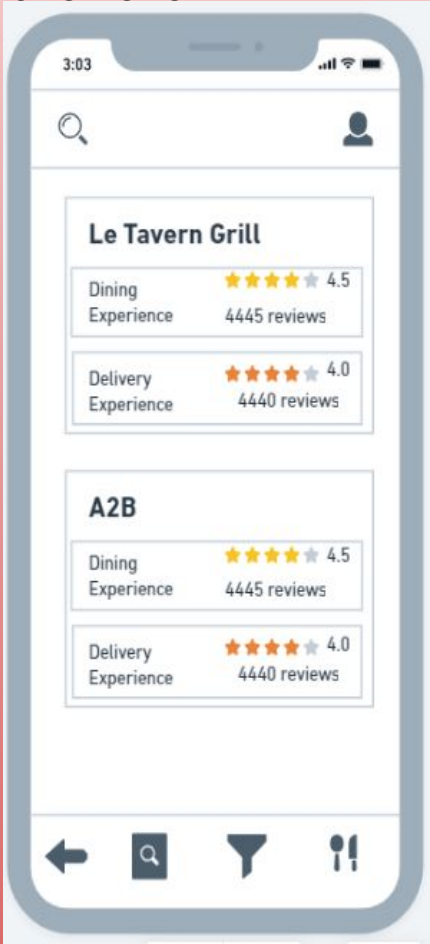
- The incentive of coupons for future orders is likely to encourage more users to engage actively on Zomato.
- customers to earn coupons from their favored restaurants by submitting a specific number of reviews within a defined timeframe.

# KPI tree breakdown with Metrics

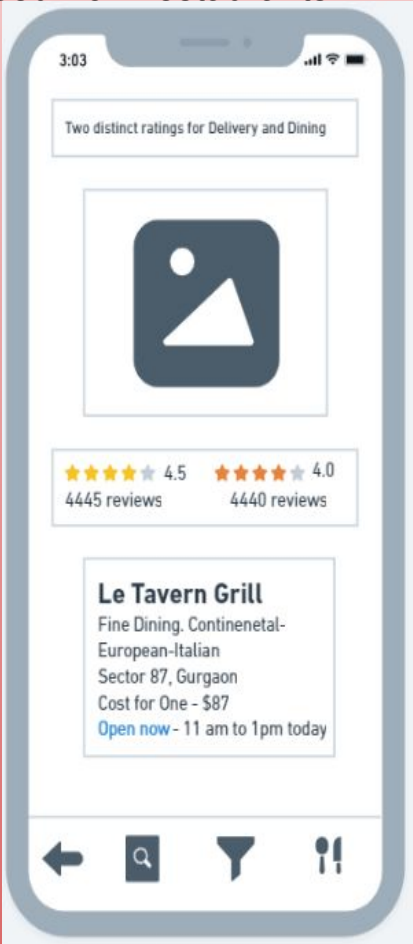


# Working With Designs

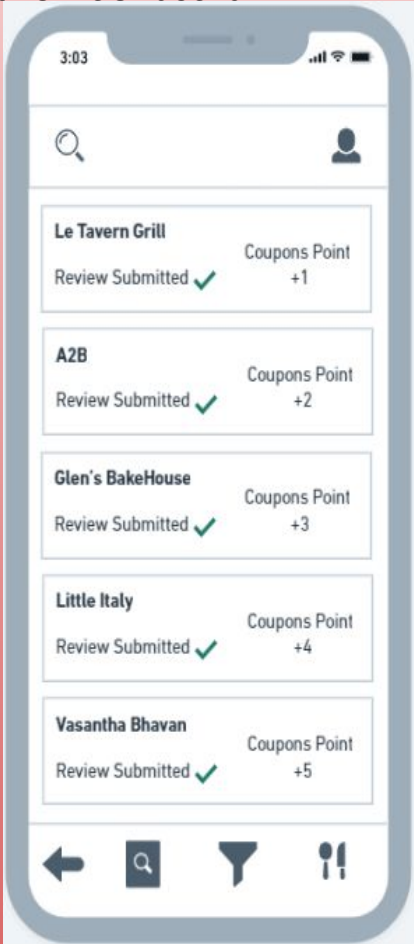
User Profile Review



Review Feed For Restaurants

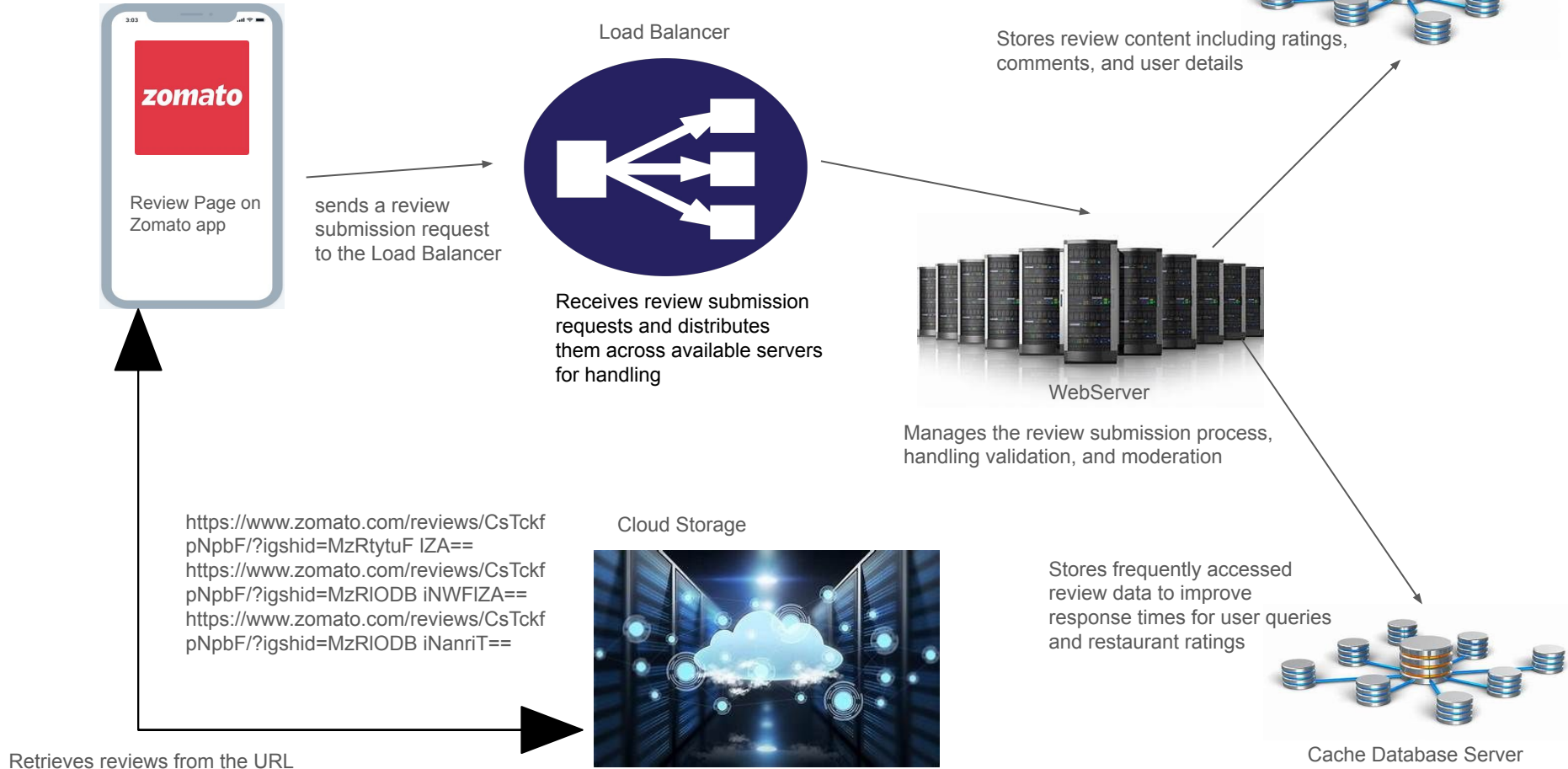


Incentive Dashboard





# How Does the System Works?





# Zomato Reviews Metrics Mapping:

**North Star Metric:** Total Impactful Reviews Contributed per Active User per Month

## Health Metrics:

**Uptime:** Zomato platform availability ensuring users can access the review submission feature consistently.

**Latency:** Response time of the review submission feature, ensuring swift interactions.

**Error Rates:** Tracking system errors or issues during review submissions, minimizing disruptions.

## Adoption Metrics:

### Number of Review Submissions:

Quantifying the total volume of reviews submitted successfully, indicating user adoption.

### Personalized Review Lists

**Generated:** Number of customized review lists created by users for restaurants or cuisines.

**Engaged Reviews:** Tracking interactions (likes, comments) with personalized review lists, reflecting user engagement.

## Engagement Metrics:

### Average Time Spent on Review Submission:

Measuring the duration users spend while submitting a review, indicating engagement levels.

**Number of Reviews Engaged Per Session:** Tracking the count of reviews interacted with during a single session, reflecting user engagement depth.

## Potential Pitfall for Zomato Ratings and Reviews:

### Biased Review Filtering:

**Pitfall:** Automated review moderation may unintentionally favor certain types of reviews, leading to biased filtering based on specific criteria (e.g., length, language used, sentiment), potentially excluding valid but differently styled or nuanced reviews.

**Mitigation:** Develop an inclusive review moderation algorithm that prioritizes authenticity, relevance, and diversity in review content, ensuring fair representation of varying user opinions and experiences without favoring a particular review style or format. Regularly review and adjust moderation criteria to maintain fairness and inclusivity.