

Business Requirements Document (BRD)

Project Title

Customer Service Impact on Customer Retention – Flipkart

1. Business Context

Flipkart is one of India's largest e-commerce platforms, serving millions of customers across diverse product categories including electronics, fashion, home appliances, and daily essentials. As competition in the Indian e-commerce market continues to intensify, customer retention has become a critical business priority.

Recent internal performance indicators show a decline in customer retention. While multiple factors influence customer loyalty, customer service experience plays a significant role in shaping customer perception, trust, and long-term engagement.

Flipkart operates multi-channel customer support systems such as call centers, chatbots, email support, and in-app assistance. These interactions generate large volumes of operational and experience data that remain underutilized for strategic decision-making. This initiative aims to frame the business problem and define analytical requirements needed to understand the relationship between customer service performance and retention outcomes.

2. Business Problem Statement

Flipkart is experiencing a measurable decline in customer retention but lacks clear visibility into how customer service performance contributes to this trend. Existing reporting focuses on operational metrics such as call volume and handling time, without establishing strong connections to customer satisfaction, loyalty, and churn behavior.

Without a structured analytical framework, stakeholders are unable to:

- Identify underperforming service dimensions
- Understand customer dissatisfaction drivers
- Prioritize service quality improvements
- Quantify the business impact of support operations

This creates a strategic gap between customer experience data and retention-focused business decisions.

3. Business Goals

The business-level goals for this initiative are:

- Improve overall customer retention rates
 - Strengthen customer loyalty and repeat purchase behavior
 - Reduce churn driven by negative service experiences
 - Enable data-driven decision-making for service operations
 - Improve long-term brand trust and customer perception
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4. Product and Analytics Goals

The product and analytics objectives supporting the business goals include:

- Establish standardized performance measurement for customer service
 - Create transparency into service quality metrics
 - Identify patterns linking service experience and satisfaction
 - Enable leadership visibility through structured reporting
 - Support operational performance benchmarking
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5. Target User Groups

This analysis initiative is designed to support the following stakeholder and user groups:

Primary Users

- Customer Service Operations Managers
- Call Center Supervisors
- Business Leadership and Strategy Teams
- Customer Experience (CX) Teams

Secondary Users

- Data Analysts and Business Analysts
 - Product Managers responsible for customer experience
 - Regional Operations Teams
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6. Customer Problems and Experience Challenges

From a customer perspective, the following high-level challenges are suspected to impact satisfaction and loyalty:

- Delayed response times during peak hours
- Repeated follow-ups due to unresolved issues
- Negative service tone or sentiment
- Inconsistent experience across channels
- Lack of clarity in issue resolution communication

This project aims to validate and quantify these experience gaps using customer service interaction data.

7. Scope Definition

In Scope

- Analysis of historical customer service call and interaction data
- Measurement of customer satisfaction and sentiment indicators
- Evaluation of operational performance metrics
- Assessment of channel-wise and region-wise performance
- Development of standardized performance reporting framework

Out of Scope

- Implementation of operational process changes
 - Agent training programs
 - Customer-facing application redesign
 - CRM system upgrades
 - Marketing and retention campaign execution
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8. Functional Requirements (Business and Analytics Perspective)

The analytical system must be capable of supporting the following business needs:

- Import and processing of structured customer service datasets
- Calculation of customer satisfaction metrics (CSAT, sentiment distribution)
- Measurement of operational performance metrics (response time, call duration, resolution rates)
- Segmentation of data by channel, region, call center, and issue type
- Trend analysis across time periods

- Aggregated performance reporting
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9. Non-Functional Requirements

The analytical environment and reporting framework must meet the following criteria:

- High data accuracy and consistency
 - Secure handling of customer-related data
 - Compliance with internal data governance policies
 - Reliable and repeatable reporting process
 - Business-friendly visual presentation of insights
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10. Success Measurement Criteria

Project success will be evaluated using the following measurable outcomes:

Customer Experience Metrics

- Improvement in average CSAT score
- Reduction in negative sentiment percentage

Operational Performance Metrics

- Improvement in first contact resolution rate
- Reduction in repeat customer follow-ups

Retention and Loyalty Metrics

- Increase in customer retention rate
 - Reduction in churn percentage
 - Increase in repeat purchase behavior
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11. Key Assumptions

The project is based on the following assumptions:

- Customer service experience has a measurable impact on retention
 - CSAT and sentiment scores reliably reflect customer perception
 - Available historical data is representative of real-world service behavior
 - Operational improvements can influence long-term loyalty
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12. Constraints

The initiative is subject to the following constraints:

- Analysis limited to available historical datasets
 - Dependency on data quality and completeness
 - Tooling limitations based on Excel-based analytics
 - Lack of real-time data integration
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13. Risks

Potential risks associated with this initiative include:

- Incomplete or inconsistent data fields
- External business factors influencing retention beyond customer service
- Misinterpretation of correlation as causation
- Limited visibility into qualitative customer feedback