Assessment report

DATA

- **Customer Satisfaction:** All stores are found to have a negative Net Promoter Score (NPS), with the number of "Detractors", i.e. unhappy customers with scores in the range 0-6, being remarkably higher than the number of "Promoters", which account for the happy customers with scores 9-10.

- **Delivery Speed:** The average turnaround time (TAT) for the Booking to Delivery stage is found to be the highest for Mumbai and Banglore, consequently marking them as slowest stores.

- **Lead Quality:** Mumbai and Bangalore are also found to attract the highest number of "Hot" leads, indicating customers with a "high intent to buy".

- **Cancellations:** Delhi is found to have a high volume of cancellations specifically due to "Financial Issues".

INSIGHTS

- The extensive negative NPS is not random, but is a direct result of the aforementioned operational failures. The customers in cities like Mumbai and Bangalore are frustrated and unsatisfied due to the slow delivery times.

- There is a critical mismatch. The most popular stores with a high number of "Hot" leads are also the ones with the slowest delivery times (Mumbai and Bangalore). This is hindering the customer experience and creating a major bottleneck which harms not only our reputation, but also future sales.

- The cancellations are targeted, not just mere bad luck. They are solvable problems, for instance, Delhi's bottleneck is due to financial issues, while Mumbai's is logistical (slow speed).

RECOMMENDATIONS

- **Fix Delivery TAT:** Examine the operational chain for the Delivery to Booking process immediately, for cities with higher demands (Mumbai and Bangalore). Check for specific bottlenecks (e.g., paperwork, vehicle prep) and create a faster, standardized process.

- **Reduce Cancellations:** For Delhi, retrain the sales team to proactively handle the pricing and financing issues, by offering clear financing options before the customer chooses to cancel.

- **Address Inventory Issues:** Improve inventory forecasting in Mumbai to ensure popular models are always available and prevent "Model Unavailable" cancellations.

- **Improve Overall Customer Satisfaction:** Implement a 24-hour available post-delivery call service for all customers. Deploy a team to solve problems immediately to show customers that we care, which is the fastest way to start fixing the negative NPS scores.

IMPACT

- **Increased Revenue:** By fixing the specific cancellation reasons, we will convert more leads and lose fewer sales.

- **Improved Efficiency:** By fixing the delivery TAT, we will deliver more vehicles per month with the same resources.

- **Higher Customer Loyalty:** By speeding up delivery and implementing a follow-up service, we will solve the two main drivers of dissatisfaction, leading to improved NPS scores and more repeat customers.