
FOOD DELIVERY ASSIGNMENT

Food Delivery "Faster "needs to expand and add more agents to handle our additional customer inbound volume.

1. Which vendor would you expand at and why?

Solution- The 'Indore' vendor should get more agents to handle additional customer inbound volume as its average CSAT (Customer Satisfaction) is highest among other vendors. Customer Satisfaction is very important for expansion and growth. Secondly, San Fernando is also very good at customer handling as its average CSAT is almost close to Indore vendor. Indore vendor's average CSAT score is 0.713605 and San Fernando's score is 0.705358 (as shown in Fig. 1). As there are also more customers inbound volume (as shown in Fig. 1).

But if we want to grow, we shouldn't miss those vendors who are doing good but lacking in some areas, they need to improve their customer services, Colombia's vendor and Metro Manila's vendor are doing good as their average CSAT are 0.688276 and 0.680572 (as shown in Fig. 1). We should focus on where these vendors are lacking.

In Conclusion, First, we should focus on Top vendors who are already better at customer service i.e., Indore and San Fernando, and need a little more improvement for providing a minimum 80-82% average CSAT. Then, the priority should be the vendors who are doing good but lacking in more areas than top vendors Colombia and Metro Manila, these Four vendors need more agents to better their services.

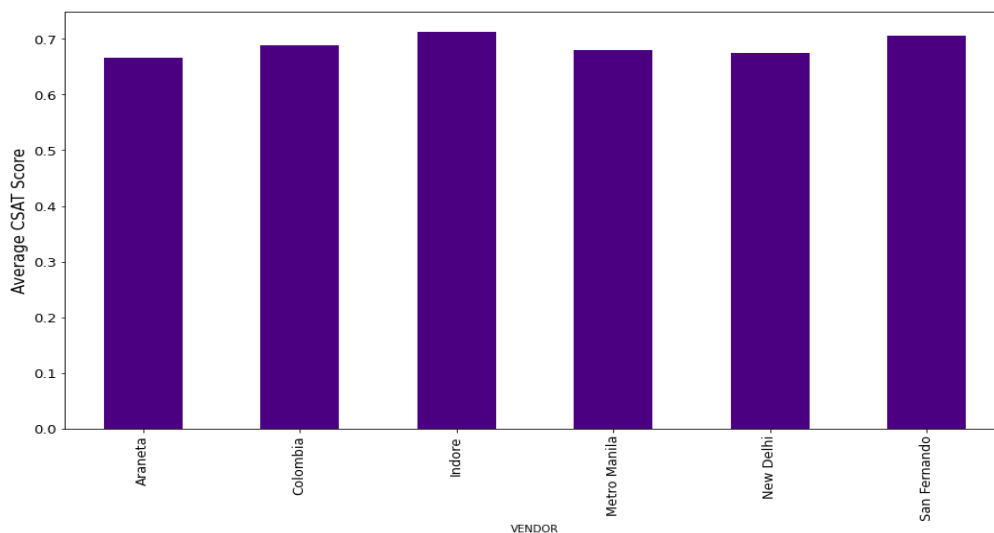


Fig. 1

2. What are the risks and considerations?

Solution- Risk with expanding the vendor is that with the additional customer inbound volume mean customers are increasing and with increasing customers, complaints also increase, at starting period of expansion it may be

difficult to resolve all the complaints which may result in to decline in average CSAT. But it can be resolved with proper planning. As some complaints are very obvious and can be solved through automation, elimination of that time can provide agents to handle complaints that required proper assistance and follow-ups.

Some complaints that occurred the most are (in Fig 2):

- Missing/incorrect items (55),
- where is my order? (52),
- Never Delivered, (42)
- Poor quality food, (30)
- Status of refund/credit (24)

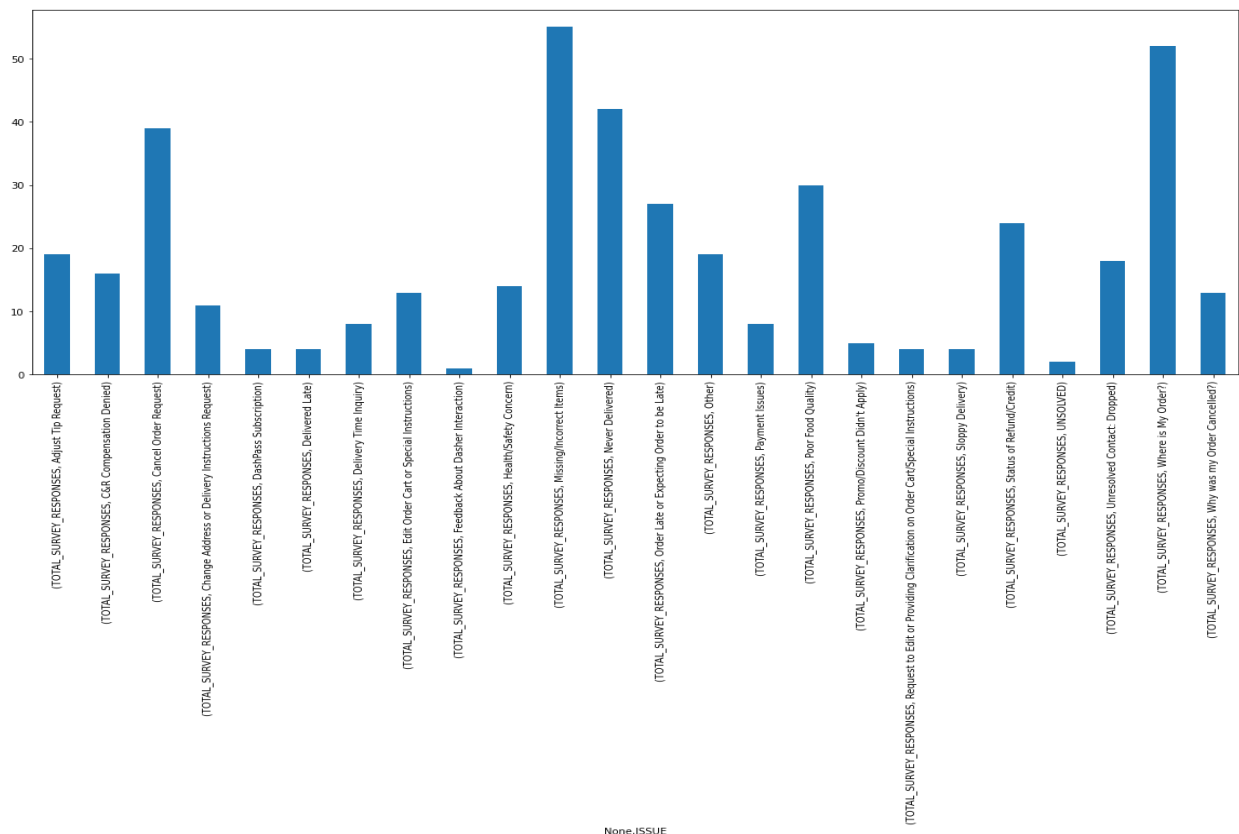


Fig. 2

These problems should be solved at ground level. Like why the order is always missing or never delivered it's obviously the mistake of the delivery person. Poor quality food is coming from restaurants, so we need to talk to the restaurant for providing better quality food. Status of refund/credit, this should be solved by providing an assurance to the customer by giving proper time limit, that's within 3-4days your amount will be refunded. Customer should able to track their order this will also reduce the queries regarding to order location. These points should be taken into consideration.

3. How would you define success for this expansion?

Solution- Success should be defined for this expansion would be when the average CSAT score would go above 80%. Vendors should focus on resolving customer's problems expedite. Resolving customer problems to the extent where customer inbound volume will become less. This also result in less requirement of agents, which benefits the company.

4. What initiatives would you set in place to ensure this expansion is a success?

- Automating the Obvious complaints, that don't need human follow up.
- Planning out every week and reviewing every week data, which problem is arising more, and how to solve it in minimum time with guaranteed customer satisfaction.
- Solving some common problems in the ground like ensuring fast and guaranteed delivery.
- Regulating a food quality check for the restaurant.

5. How would you project manage this initiative? Consider the cross-functional stakeholders and contributors that are needed.

- I would have made a team with the technical department and the first thing to do is automating basic queries customers ask for.
- Recruiting reliable Delivery persons, after having a criminal background check.
- Optimizing food delivery by providing the live location of the delivery person.
- To implement this, we need Different departments to work together, and customers that can give honest feedback for improvement.
- Weekly analysis of the data so the complaints arising frequently should be resolved with the help of other departments if needed.

6. How would you change the product experience to reduce our customer inbound volume?

- Better UI/UX for better user experience.
- Optimization in delivery by providing customer to track their order in application itself.
- Regular Food Quality Check.
- Regular check and resolving delivery person's complaints and issues.
- Automating various obvious queries/complaints.
- Regular customer follow-ups.
- Refund/credit should be done expedite.
- Regular Feedbacks from the customers.
- Consider How to Predict Customer Behaviour. Better planning can support a reduction in inbound calls by reducing abandoned calls and repeat calls. To reduce inbound call volumes, the contact centre should plan better based on the predicted behaviour of their customers. So, make predictions based on how a customer is likely to react at each touchpoint of the customer journey. Think about how the contact centre can proactively manage these scenarios or "control them".
- Give agents the tools and data they need. The customer experience delivered by inbound call centres is highly dependent on how prepared the agents are. Training is a big part of that, but agents also need to be equipped with technical tools and data that includes everything from company policies to details about the customer's previous interactions with the organization.