

From: Ahmet Bilgin

To: Handan Bilgin

Subject: About flow redesign

Body:

I am very glad that you like my work. I have worked on the subjects you mentioned.

- Metrics for order delay : ContactCSAT: 80.28%, Self-Service CSAT: 30.30%

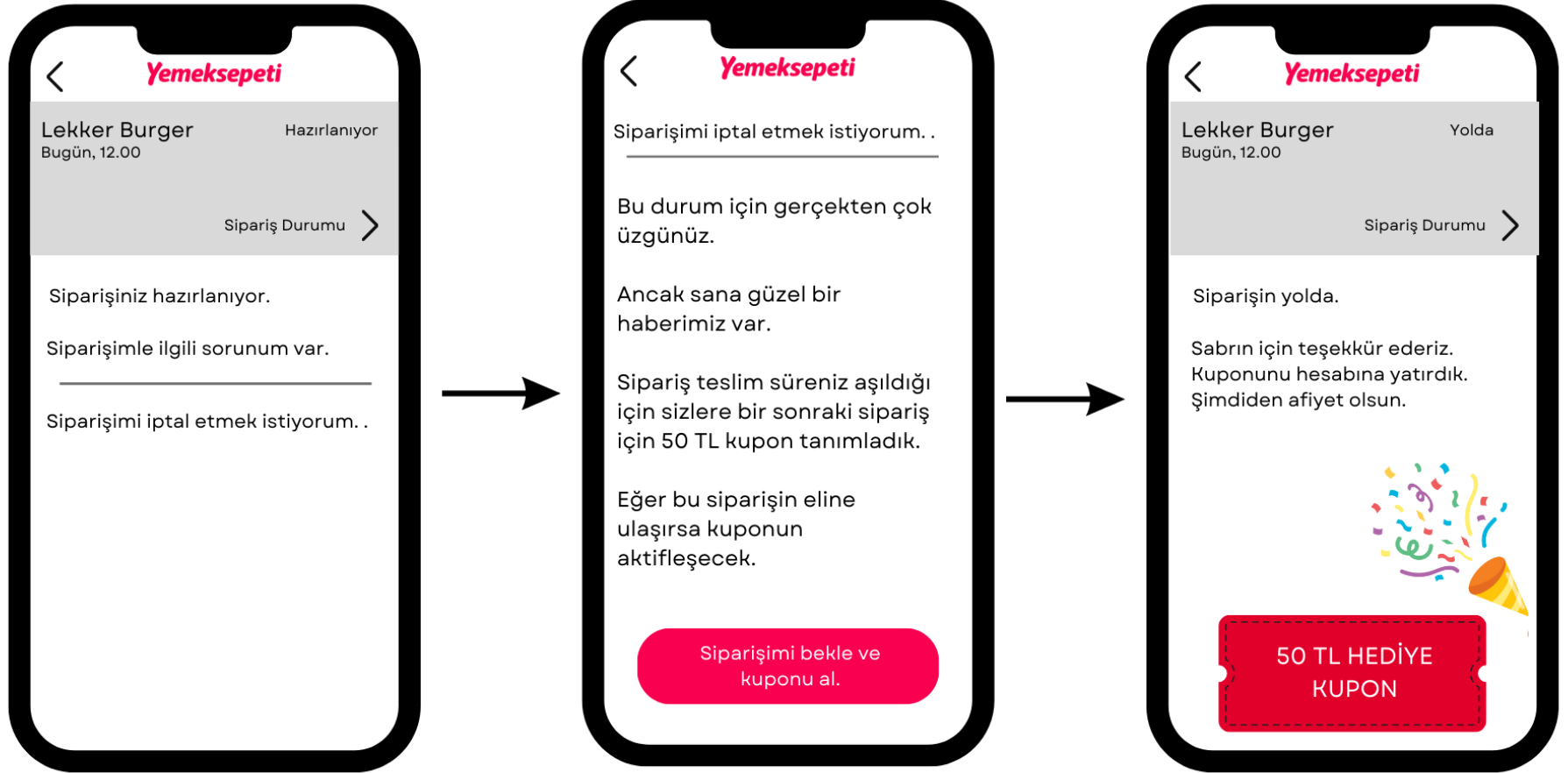
### **1) Possible Reasons for the Difference Between ContactCSAT and Self-ServiceCSAT**

- Interaction: Users want the problem to be solved as soon as possible, especially in time-related problems such as order delays. Therefore, they connect directly to the operator because they think that the solution will be faster.
- Clarity: Some instructions in self-service processes may be confusing for some users or may not solve exactly the problem they want. As a result, the user gives a low score.
- Solution time: Users know that when they connect to an operator they can quickly explain their problem. With a self-service approach, however, you may not know exactly how the process will work. This can lead to user distrust.
- Loyalty: Having a live interlocutor increases trust in the app. People may therefore choose to connect to live support, which is a more trusted route.

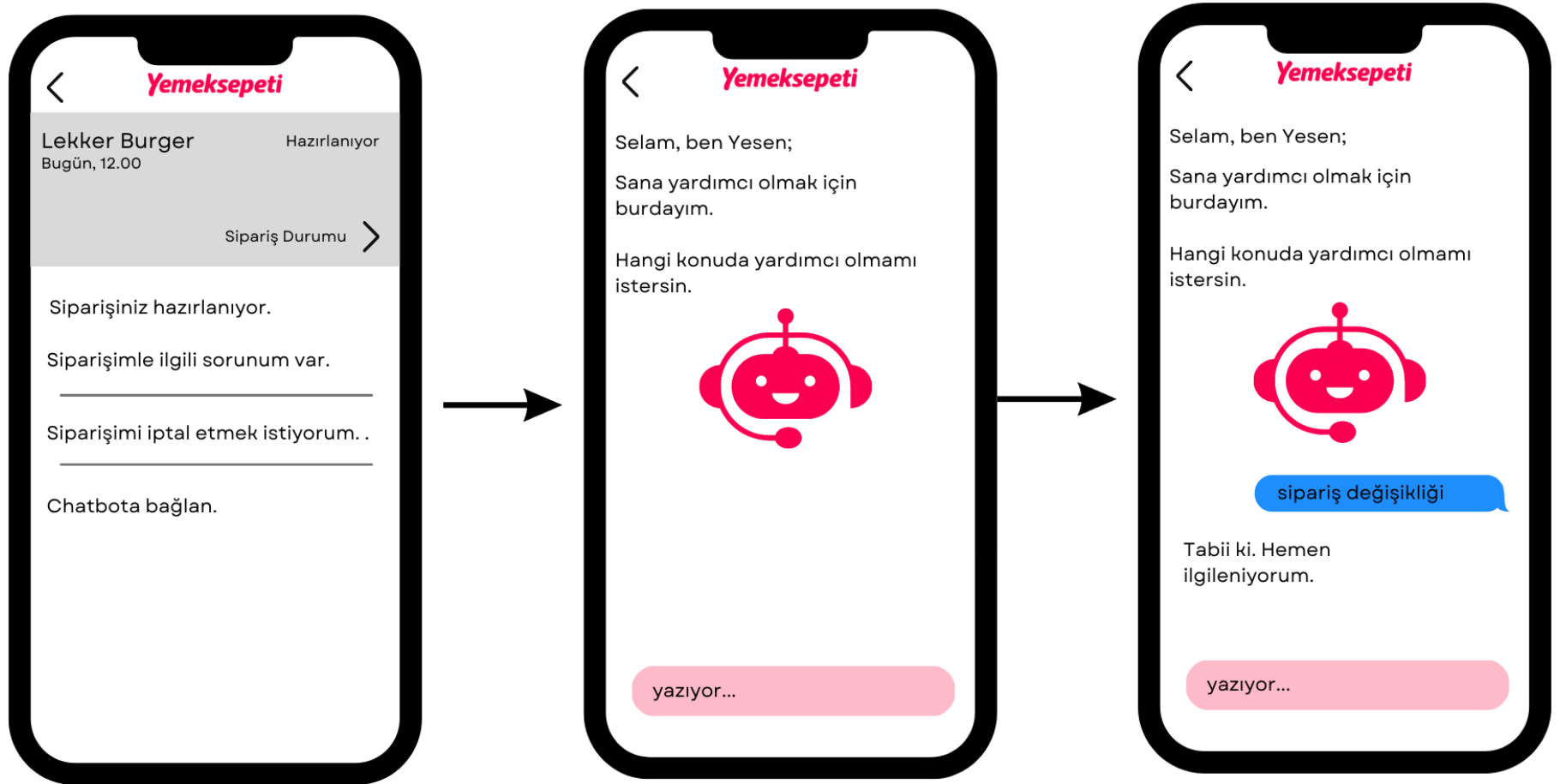
### **2) Suggested Actions for Redesigning the Self-Service Flow**

- Reward System: If the user uses self-service and not live support, give them a coupon for the next order or a discount on their current order.
- AI-powered chatbot: Direct users to a chatbot to solve more complex problems.
- Warning to the restaurant: Send an automatic alert to the restaurant when the order time is exceeded, without the need for the user to use self-service services, allowing them to speed up the process.

1) Reward System:



## 2) AI-powered chatbot:



3) Warning to the restaurant:

