Contact Rate

Our users can contact us when there is a problem with their orders. This rate is found by dividing the established contact by the total number of orders. Our goal is to reduce this rate as much as possible. Actions are taken such as finding root causes and ensuring their resolution on the UX side, and increasing self-service solutions on the help center. According to the rules we set up, in some flows, they receive self-service help without connecting to the operator at all, with the information we provide in the application or help center or with coupon/refund automations, while in some flows, they connect to the operator and reach a solution. The step they connect to the operator affects the contact rate. The part they solve without connecting to the operator leads us to another metric we call the self-service rate.

Self-Service Rate

The rate of self-service services they receive through the help center. A large percentage of our users can provide solutions without connecting to the operator. We design the flows here with optimum solutions that will reduce the contact rate but also keep the user experience at its best. Of course, Self-Service CSAT also becomes important at this point and one of our goals is to increase the usage of Self-Service instead of Operator Contact. We compare ContactCSAT and Self-Service CSAT at certain points to determine if there are any flows that differ from each other.

Yemeksepeti

CSAT - Customer Satisfaction Score

If a user contacts our operators via the Help Center regarding an issue related to their order, we create a simple survey after this conversation to evaluate the support they received from our operator. It is evaluated on a scale of 1-5 and again we ask the reasons at the end of the score. This is sometimes called ContactCSAT.

Seamless order

If the user has never had a problem with an order and has never contacted us, we call this as a 'seamless order'. Seamless rate is an important metric, the higher it is, the better experience we provide.

NPS - Net promoter score

We ask our users if they would recommend Yemeksepeti to their circle when they think about their experiences and ask them to evaluate it on a scale of 1-10. According to the evaluations given, those who give 1-6 are detractors; those who give 7-8 are passive; and those who give 9-10 are promoters. The formula for calculating NPS is as follows: (Count of promoters - Count of detractors)/Total count of respondents. We can deep dive NPS according to various categories, such as NPS distribution according to the reason for the complaint.

Yemeksepeti

Dataset field explanations

Here are some explanations about the dataset you are given:

order_id: primary key for the table and unique id for each order

order_time: day and time of the order (GMT+3)

order_city: province field of the delivery address

order_area: district field of the delivery address

order_kitchen: pre-defined kitchen group types for the order (i.e. Pizza)

order_restaurant_id: unique id of the restaurant

order_size_TRY: Amount of the order in Turkish Lira

preffered_payment_method: Preferred payment method chosen by user, can be Cash, Online Payment, Credit/Debit Card, Meal Card

isSeamless: If an order is seamless order, this field is 1, else 0. Boolean.

isnotSeamless: If an order is not a seamless order, this field is 1, else 0. Boolean.

contact_reason_CSRLevel3: A list of pre-defined complaints, types and detailes are provided in the Excel in different sheet.

contact_reason_MainGroup: CSR Level 3 complaints are grouped a higher complaint breakdown.

isContact: If a user contacted via live operator is 1, else 0. Boolean.

isSelfService: If a user is not seamless and not contacted via live operator, meaning Self-Service is used and value is 1, else 0. Boolean.

ContactCSAT: 1-5 scale points given by the user after Contact

SelfServiceCSAT: 1-5 scale points given by the user after Self-Service

NPS-Q-Score: 1-10 scale points given by the user about recommending Yemeksepeti to others. Used to calculate NPS.

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