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To: Handan Bilgin

Subject: CX metrics analysis

Body:

Hello, first of all, thank you very much for your welcome. I analyzed the data based on the criteria you specified. Results:

1. Metrics

- **Seamless Order Rate:** 74.62%
- **Not Seamless Order Rate:** $100\% - 74.62\% = 25.38\%$
- **Self-Service Rate:** 20.37%
- **Contact Rate:** 5.01%

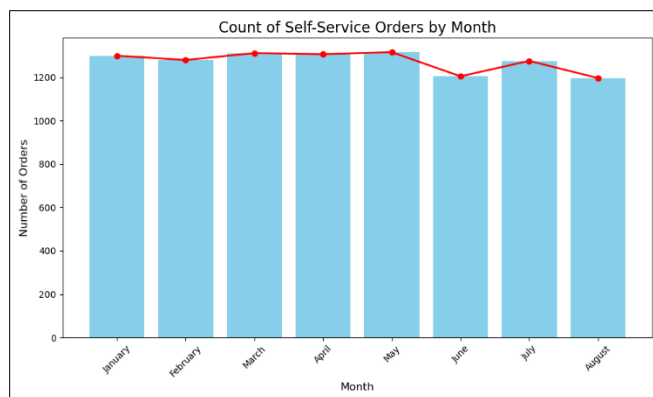
When I analyze the orders in the first eight months, I see that almost three out of every four orders are seamless. The Self-Service rate is almost four times the Contact rate. In other words, four out of every five of our customers who have problems are looking for solutions without reaching the operators.

2. CSAT - Customer Satisfaction Score

- **Self-Service CSAT:** 55.55%
- **Average Self-Service CSAT:** 2.78 / 5.00
- **Contact CSAT:** 54.53%
- **Average Contact CSAT:** 2.73 / 5.00

These rates are not very good. Customers do not seem to be very satisfied with the service they receive.

3. Date and Time-based Review



Average of the first five months: 1282.0

Average of the last three months: 1238.33



The density is highest between 18.00 - 20.59.

4. Order Area Breakdown

Five districts with the highest number of Self-Service:

- Çekmeköy: 301
- Besiktaş: 297
- Fatih: 285
- Bakirköy: 285
- Gaziosmanpaşa: 284
- Since the remaining four districts, except Çekmeköy, are close to each other, more care should be taken when

5. Review by Kitchen Group Types

- Burger: 21.01%
- Pizza: 19.72%
- Pide: 19.57%

6. Review of the Order Amount Value

With a rate of 7.73%, orders of \$80 have the most self-service communication by a large margin. When we re-examine these \$80 meals, we see that the most common ones are Burgers, Pizza and Pide. This confirms our previous finding.

7. Is the Payment Method Really Effective?

When we analyze the data in terms of self-service, we see that 49.76% of the data was realized through online payment.

8. What is the Biggest Problem?

When we examine the reasons for communication, the first 3 main headings we come across are:

- Order Delay: 36.71%
- Cancellation Requests: 23.32%
- Missing Item & Wrong Item/Order: 17.58%

When we break them down into sub-headings, the first 10 headings are:

Order Delay	Complaint about severe delay	8.95
Missing Item & Wrong Item/Order	Missing item	8.42
	Wrong item	8.37
Order Delay	Order marked as delivered but didn't receive	7.38
	Complaint about moderate delay	7.28
	Restaurant hasn't started preparing the food	7.02
	Complaint about extreme delay	6.08
Cancellation Requests	Request: accidental order	6.00
	Request: order is late-does not want to wait	5.58
	Request: order will take longer than expected	4.60

9. NPS -Score

	Total	Self-Service	Contact	Seamless
Promoters	22565	2101	599	19865
Passives	15243	4110	1024	10109
Detractors	12192	3974	882	7336
Total Respondents	50000	10185	2505	37310
NPS Score	20.75%	-18.39%	-11.3%	33.58%

The overall NPS score is 20.75. This indicates that a majority of customers are satisfied and likely to recommend the product or service.

10. Final Evaluation

Key Findings:

- Seamless Dominance: The majority of orders (74.62%) are seamless, indicating a high level of customer satisfaction and minimal need for support.
- Self-Service Preference: Customers who do encounter issues overwhelmingly prefer self-service over contacting operators (20.37% vs. 5.01%).
- CSAT Challenges: Despite the preference for self-service, CSAT scores are relatively low for both self-service and contact channels, suggesting areas for improvement in overall customer experience.
- Seasonal Trends: Order volume and self-service usage have shown seasonal variations, with higher rates during peak periods.
- Payment Method Effectiveness: Online payment is the most popular method for self-service orders, indicating its effectiveness in facilitating the process.
- Order Delay and Cancellation Issues: Order delays and cancellation requests are the most common reasons for customer contact, highlighting the need for improvements in order fulfillment and communication.

Evolution and Recommendations:

- Enhance Self-Service Capabilities: Expand self-service options to address a wider range of issues and offer more comprehensive solutions.
- Prioritize Order Fulfillment: Implement strategies such as improving communication with restaurants and optimizing delivery processes to reduce order delays and cancellations.
- Leverage Technology: Increase the use of technology such as chatbots or virtual assistants to provide additional self-service support and facilitate customer interactions.