ElectricPe

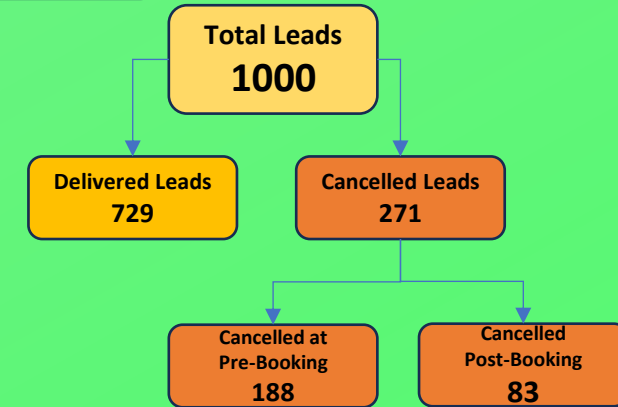# Lead-to-Delivery Funnel Analysis Report

Lead Conversion Analysis

Observation-A total of 1,000 leads were generated, of which 729 were delivered, giving a 72.9% conversion rate. The remaining 271 leads (27.1%) were cancelled — 188 (69%) at the Pre-Booking stage and 83 (31%) after booking but before delivery

Insights-Most drop-offs occur before booking due to weak lead nurturing and engagement in early stages, post-booking cancellations indicate delivery delays or poor communication.

Recommendations-Increase user engagement in early stages with targeted offers and introduce a 3-stage follow-up cadence (T+1, T+3, T+5) for un-booked leads to improve conversions and reduce early drop-offs.

Expected Impacts- Expect +8–10% higher lead-to-booking conversion

Total Leads
1000

Delivered Leads
729

Cancelled Leads
271

Cancelled at Pre-Booking
188

Cancelled Post-Booking
83

Avg Turnaround Time Analysis

Observation-Average Turnaround Time (TAT) across all stores is 3.06 days (Pre-Booking), 3.07 days (Booking), and 4.46 days (Delivery). Among stores, Delhi MBC shows the fastest overall TAT, while Mumbai MBC has the highest delivery TAT (4.63 days).

Insights-Delivery takes the longest time with consistent pre-booking and booking TATs (~3 days),while variation in delivery TAT (4.28–4.63 days) indicates last-mile inefficiencies or coordination gaps.

Recommendations:
- Set delivery TAT targets ≤3 days and track weekly per store.
- Introduce delivery scheduling dashboards to monitor real-time delays.
- Standardize vendor/partner SLAs to reduce delivery variation.
- Automate delivery alerts for pending or delayed bookings.
- Reward high-performing stores (e.g., Delhi MBC) to promote best practices.

Expected Impacts-Improving delivery efficiency can reduce average TAT from 4.46 to 3 days.
Lowering inter-store variation by 15–20% will improve consistency.
Faster deliveries will raise customer satisfaction by around 10%.

Service Follow-up Analysis

Observation-The average service follow-up time post-delivery is 19.8 days, showing minimal variation across stores (19.3–20.3 days). By consumer type, follow-up times are also similar — Detractors (19.6 days), Passives (20.0 days), and Promoters (20.7 days)

Insights-There is no clear relationship between follow-up time and NPS category, indicating that delayed follow-ups do not improve customer ratings. Service outreach occurs too late after delivery, missing the golden window (within 7–10 days) when customer experience is fresh and feedback is more meaningful.

Recommendations-Automate post-delivery follow-ups using CRM reminders with a 3-stage cadence (T+3, T+7, T+14) and escalation triggers for missed responses.

Expected Impacts-
Shorter follow-up time will improve customer engagement and feedback quality.
Early interventions can reduce negative ratings and boost NPS by 10–15%.
Timely follow-ups help strengthen customer trust and retention

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Cancellation Analysis

Observations:
Most cancelled leads are Cold (188 / 271 = 69%).
Top cancellation reasons: Price (61, 22.5%) and Financing (59, 21.8%) — together ~44% of cancellations.
Store totals: Delhi 77, Bangalore 72, Mumbai 63, Chennai 59.
Delhi shows the highest financing cancellations (21). Chennai and Mumbai show higher price cancellations (18, 17).

Insights:
Early-stage quality is the main problem — cold leads drive most cancellations.
Price sensitivity and financing gaps are the largest actionable causes.
Reasons vary by store (finance focus in Delhi; price focus in Chennai/Mumbai), so one-size-fits-all fixes will underperform.

Recommendations:
- Tighten lead qualification (quick verification script + lead score) to reduce low-intent cold leads.
- Offer targeted financing & EMI options (promote at touchpoints) — priority for Delhi.
- Run time-limited price/offers or small discounts for price-sensitive stores (Chennai, Mumbai).
- Improve inventory/model visibility (real-time stock + waitlist alerts) to cut "model unavailable" cancellations.
- Personalized outreach for Warm/Hot leads within 24–48 hours to rescue high-value prospects.

Expected Impact:
Addressing price + financing targets ~44% of cancellations — could materially cut cancellations if implemented. Better qualification should significantly lower cold-lead churn (largest bucket).
Store-specific actions (finance in Delhi; price promos in Chennai/Mumbai) will improve effectiveness and can reduce total cancellations by ~10–20% and improve conversions, if adopted.

Area	Bottlenecks / Operational Gaps
Lead Management	Weak early engagement and follow-up causing high pre-booking drop-offs.
Delivery Process	Delayed deliveries with average TAT of 4.46 days.
Service Follow-up	Late follow-ups (~20 days) missing the ideal customer feedback window.
Cancellations	High rate driven by unqualified cold leads and price/financing issues.
Monitoring & Consistency	No unified system to track customer experience across stores.

Overall Customer Satisfaction Analysis

Observation :
Key gaps include high pre-booking drop-offs (18.8%), long delivery TAT (4.46 days), late service follow-ups (~19.8 days), and high cancellations (69% cold leads) mainly due to price and financing issues.

Insights:
Weak early engagement, inconsistent delivery timelines, and delayed service follow-ups lower overall satisfaction. Price and financing remain major friction points.

Recommendations:
- Boost early engagement with offers and a 3-stage follow-up (T+1, T+3, T+5).
- Cut delivery TAT to ≤4 days through better tracking.
- Move service follow-ups earlier with T+3, T+7, T+14 cadence.
- Offer flexible pricing and financing options.
- Use a feedback dashboard for real-time issue resolution.

Expected Impact:
Expected 15–20% fewer cancellations, faster deliveries, and a 10–15% NPS improvement, leading to smoother and more satisfying customer journeys.

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