XpressTech

Time and Delivery Prologue Insights Preference Engagements

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1273

3.28

24.63

XpressTech took advantage of this exemption and announced that it was diversifying into package delivery using their existing motorcycles and riders In the same month, XpressTech was reported to have partnered with Chicken Republic on food deliveries, while it worked on launching its own platform.

Later in 2020 XpressTech would launch Xshop its own food delivery service by partnering with restaurants to deliver food to its users on their platform.

As a supply chain analyst, I have been contracted to provide insights on food deliveries based on customer



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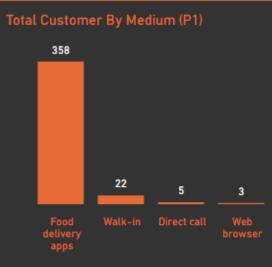
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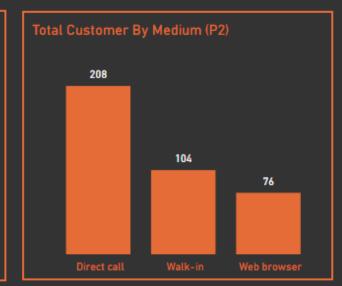
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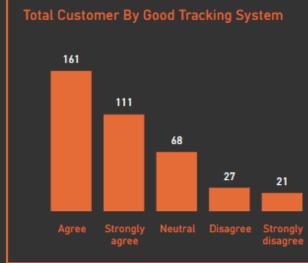
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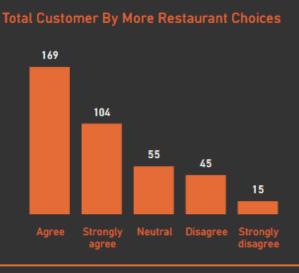
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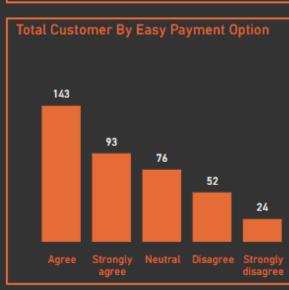
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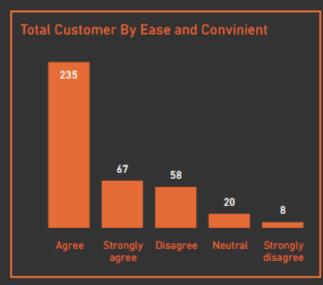
















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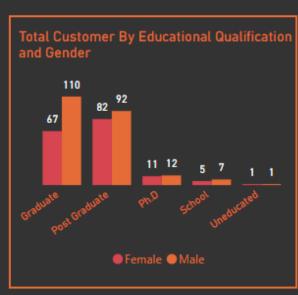
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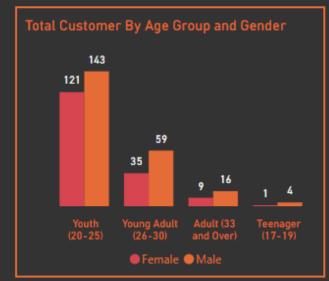
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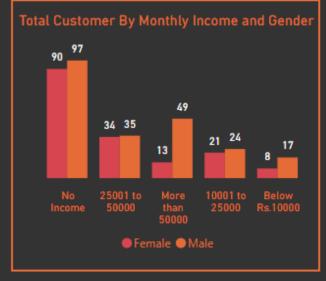
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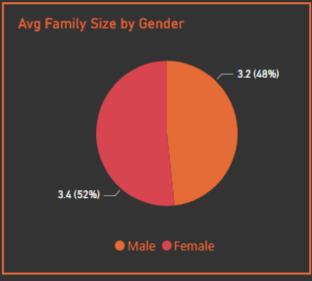
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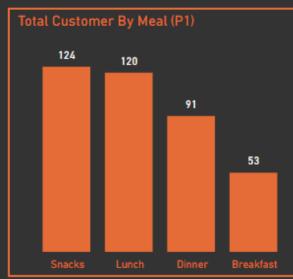
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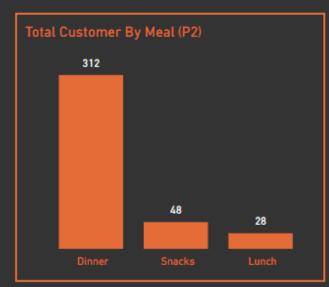


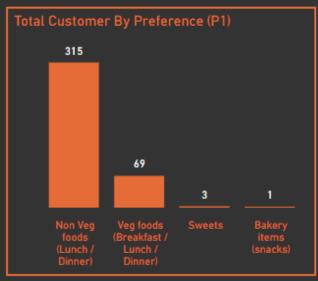


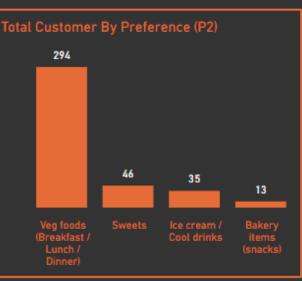












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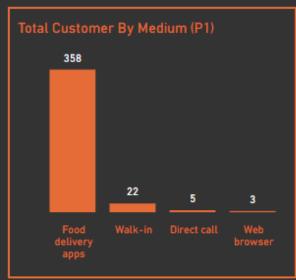
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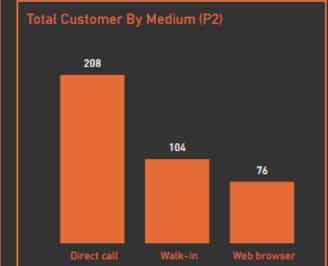
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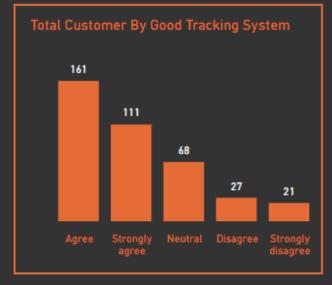
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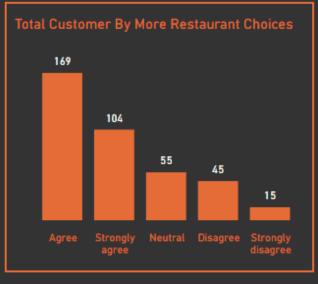
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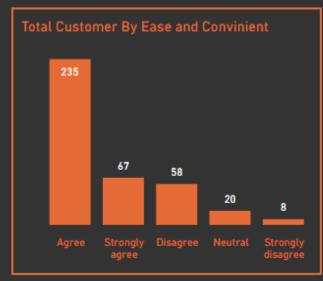


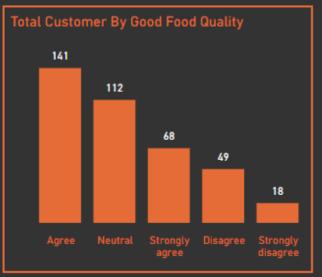


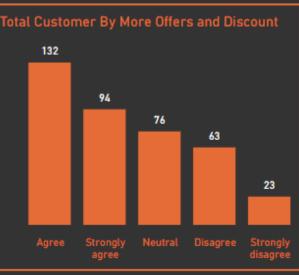












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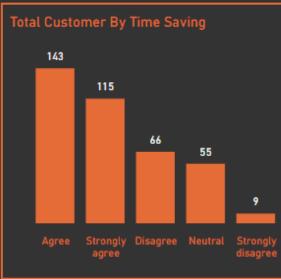
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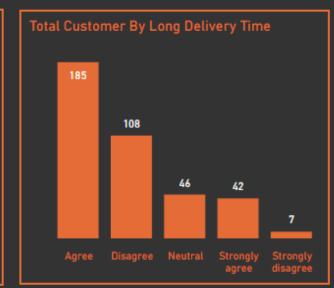
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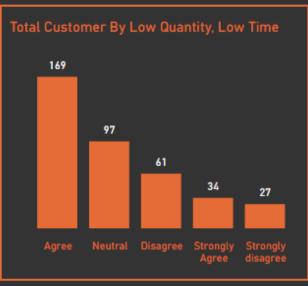
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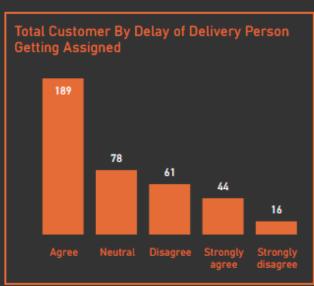
















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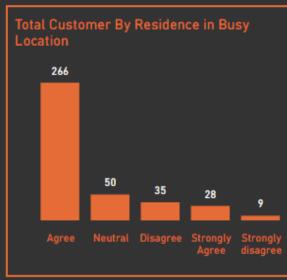
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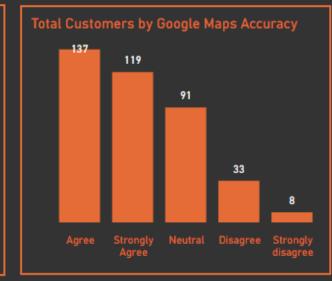
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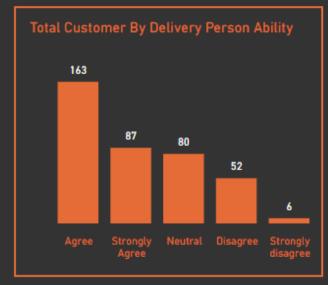
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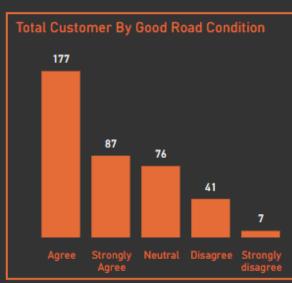
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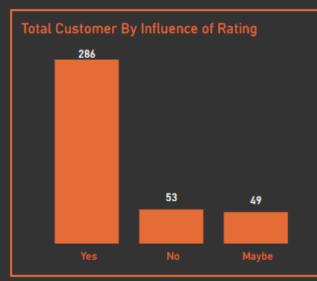


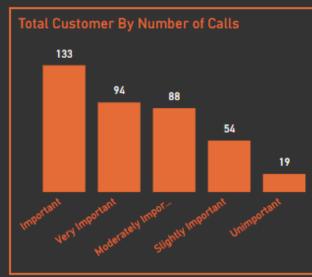


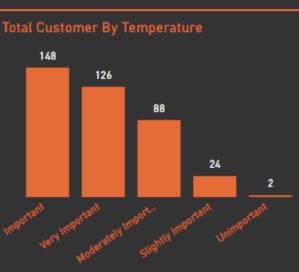












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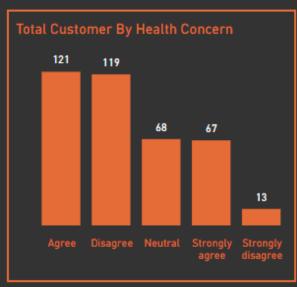
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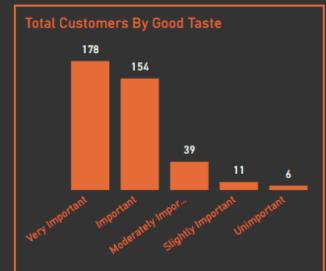
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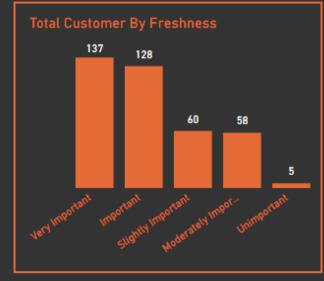
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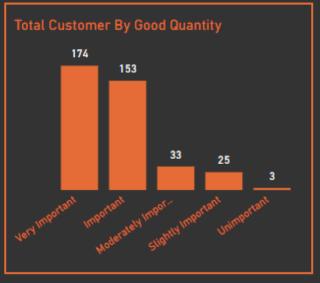
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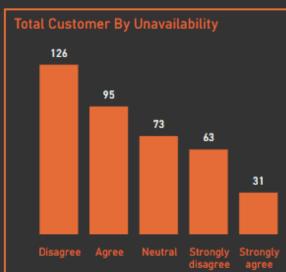
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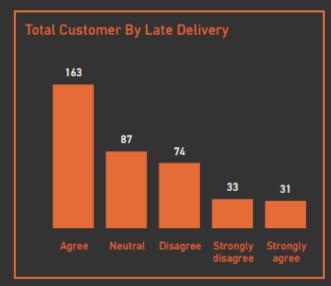


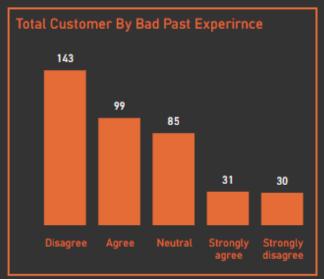


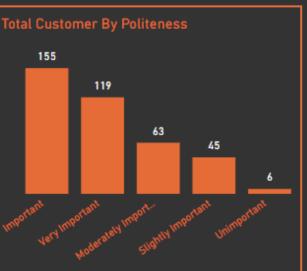












Recommendations

Expand Vegetarian Options: The company should conduct a thorough analysis of customers' preferences and dietary needs. Targeted surveys can be utilized to gather specific feedback and develop a comprehensive understanding of their requirements. There should be a need to collaborate with vegetarian-friendly restaurants, create exclusive offers, and highlight diverse vegetarian dishes to cater to the demography.

Prioritize customer feedback: The company should carefully analyze the feedback to identify common pain points and focus on addressing the concerns shared by the majority, ensuring their satisfaction.

Enhance Food Quality: To enhance food quality, the online food delivery tech startup should focus on partnering with reputable local restaurants known for their quality ingredients and cooking techniques. Additionally, implementing rigorous quality control measures, providing detailed ingredient information, and soliciting customer feedback will help build trust among those who agree, while addressing concerns of those who disagree or remain neutral.

Target Marketing Efforts: The company should focus on marketing efforts by tailoring promotions to cater to the preferences and needs of the target demography. Also to identify their preferred cuisines, offer student-friendly discounts, and emphasize convenience and affordability to maximize engagement and conversions.

More Discount and Offers: Customer's express a desire for more offers and discounts. The company should consider implement a tiered rewards system based on customer preferences, allowing individuals to opt-in or opt-out of specific offers. Additionally, conduct regular surveys to gauge customer satisfaction and adapt the discount strategies accordingly, ensuring a fair and inclusive experience for all.

Optimize Delivery Time: The company should provide incentives for prompt deliveries to motivate drivers. While some customers may disagree or remain neutral, these steps will enhance customer satisfaction and establish a competitive edge in the market.

Improve Order Accuracy: The company should invest in robust quality control systems, including real-time order tracking, double-checking procedures, and clear communication channels with partner restaurants. While some may disagree or remain neutral, enhancing accuracy will ensure customer satisfaction, establish trust, and ultimately drive repeat business.

Improve Payment Experience: While the majority of the customer agrees or strongly agrees to the ease of payment option, there are still a sizeable amount of people who are neutral about it, or disagree. The company should focus on improving the payment process to provide a seamless experience for the customers. Examples are;

- offer a variety of payment options, including popular digital wallets and mobile payment apps.
- implement a seamless and secure checkout process with saved payment information.
- simplify the refund process for any discrepancies or cancellations.
- offer loyalty rewards or discounts for recurring customers.

Enhance Delivery Experience: The company should implement accurate tracking for real-time updates and minimize delivery times. Ensure packaging quality, maintaining freshness and preventing spills. Offer personalized customer support and proactive issue resolution. Leverage customer feedback to constantly improve services and earn trust from all.

Pay Attention To Quantity and Time: The company should focus on delivering accurate portion sizes and timely deliveries will ensure customer satisfaction.