Customer Experience Analysis

Subject: Customer Experience Analysis and Improvements

Hi John,

As per your request, I've completed a detailed review of customer feedback, product ratings, and purchasing behavior from the ShopEasy platform. Below is a summary of the major insights along with suggested action points for enhancing the customer experience.

Key Findings

1. Underperforming Products

Several items are consistently receiving lower ratings, indicating potential issues with quality or customer satisfaction:

Basketball: 2.67 average rating (3 reviews)

Dumbbells: 3.00 average rating (5 reviews)

Ice Skates: 3.00 average rating (2 reviews)

Baseball Glove: 3.40 average rating (5 reviews)

Kayak: 3.40 average rating (10 reviews)

2. Recurring Customer Concerns

Feedback trends suggest specific pain points that are affecting user experience:

Quality complaints (e.g., Dumbbells failing after short-term use)

Lack of clear product instructions (e.g., Basketball setup) Delivery delays (e.g., Climbing Rope arriving late)General dissatisfaction with products like the Surfboard and Kayak

3. Customer Loyalty Concerns

The current repeat purchase rate stands at only 40%, suggesting a need for stronger retention efforts.

Notably, six customers have made only one purchase, with no return activity recorded.

Recommendations for Improvement

1. Boost Product Quality & Clarity
   Collaborate with vendors to resolve recurring quality issues

Include clearer user manuals or how-to guides for setup-heavy products ,Reinforce quality checks before shipping

2. Strengthen Retention Tactics

Launch loyalty incentives or exclusive deals for first-time buyers Create tailored campaigns to re-engage one-time purchasers

3. Enhance Customer Service & Delivery

Improve logistics to reduce late deliveries Provide faster, more empathetic support for customers reporting dissatisfaction.

Let me know if you'd like this formatted into a presentation or summary sheet for internal sharing. Happy to assist further!

Best regards ,

JohnAbishek