

CUSTOMER RETENTION

PROJECT REPORT

Observations from Multiple Options based Questions

Maximum people have shopped from these 5 companies - Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com.

Most people find Easy to use website or application are - Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com Also, Amazon.com and Flipkart.com are the major choices.

In terms of Visual appealing web-page layout also, Amazon.com and Flipkart.com seem to take the lead.

Talking about Wide variety of product on offer: Amazon.com and Flipkart.com are the major choices.

Complete, relevant description information of products: Once again, maximum people have chosen to go with mazon.com and Flipkart.com

Fast loading website speed of website and application: Amazon seems to take the lead in this category, although paytm and Flipkart are not far behind.

Reliability of the website or application: Amazon seems to take the lead in this category too, although Flipkart and paytm are not far behind.

Quickness to complete purchase: Amazon seems to take the lead in this category too, although Flipkart and paytm are not far behind.

Availability of several payment options: Here, Amazon and Flipkart, both are the favourites. Although a lot of people also tend to go towards Myntra

Speedy order delivery: Amazon seems to take the lead in this category too, followed by Flipkart.

Privacy of customers' information: Amazon has a good reputation for maintaining privacy, followed by Flipkart

Security of customer financial information: Here other than Amazon and Flipkart, Paytm.com, Myntra.com, Snapdeal.com are also trusted by a lot of people. This shows that all companies pay special attention to security.

Perceived Trustworthiness: Amazon and Flipkart are winners here as well. Although Myntra.com and Snapdeal.com are also not far behind.

Presence of online assistance through multi-channel: Amazon.in, Flipkart.com, Myntra.com, Snapdeal

Longer time to get logged in (promotion, sales period): Amazon, paytm

Longer time in displaying graphics and photos (promotion, sales period): Amazon.in, Flipkart.com

Late declaration of price: Myntra, Paytm, Snapdeal. These companies should work on this area to improve.

Longer page loading time (promotion, sales period): Myntra and Paytm have bad feedback in this. Flipkart should also have a look into it, as it is at the 3rd place.

Limited mode of payment on most products (promotion, sales period): Snapdeal is the most voted answer for this.

Longer delivery period: Paytm and Snapdeal need to shorten their delivery time.

Change in website/Application design: Amazon.in

Frequent disruption when moving from one page to another: Amazon.in

Website is as efficient as before: Amazon.in

Which of the Indian online retailer would you recommend to a friend?: Amazon/Flipkart

Conclusion

Comparing the Customer's Perceptions and the Company's performance we can conclude that the Companies likely to have

High Customer Satisfaction and Retention:

Amazon.com Flipkart.com High Risk of Customer Churn:

Myntra.com Snapdeal.com