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# Customer Operations & NPS Data Analysis

Data: Service appointments, experts, and NPS  
Scope: Operational data and NPS (October 2022)

# Content

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1. Goal of the Analysis
2. Context & Datascope
3. Business Question 1
4. Business Question 2
5. Conclusions & Recommendations



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# Goal of the Analysis



The goal of this project is to use operational and customer data to support data-driven decision making at Guidion by answering two key business questions.

## **Business Question 1 – Customer Satisfaction (NPS)**

“What was our NPS over the previous weeks? Did something noticeable happen?”

## **Business Question 2 – Operational Performance (Lateness)**

“How often are our experts late, and what are the side effects?”

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# Context & Data Scope



- 18,425 service appointments
- 207 experts
- 3,145 NPS responses (~17% response rate)
- Appointment execution data in October 2022
- NPS analysis based on October 2022

## **Definition lateness:**

An appointment is considered late if the expert arrives after the agreed arrival window has ended.

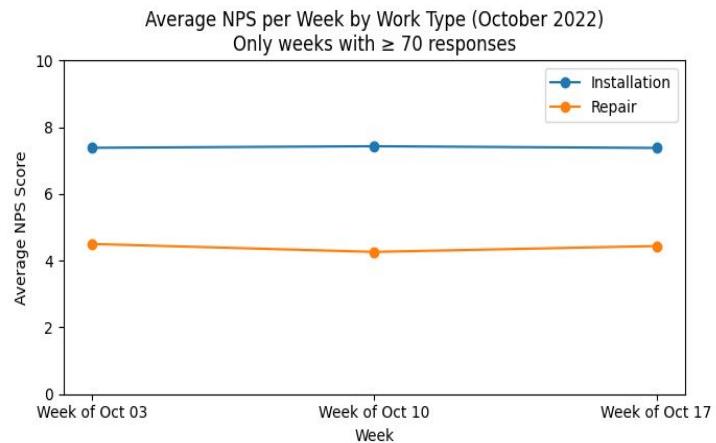
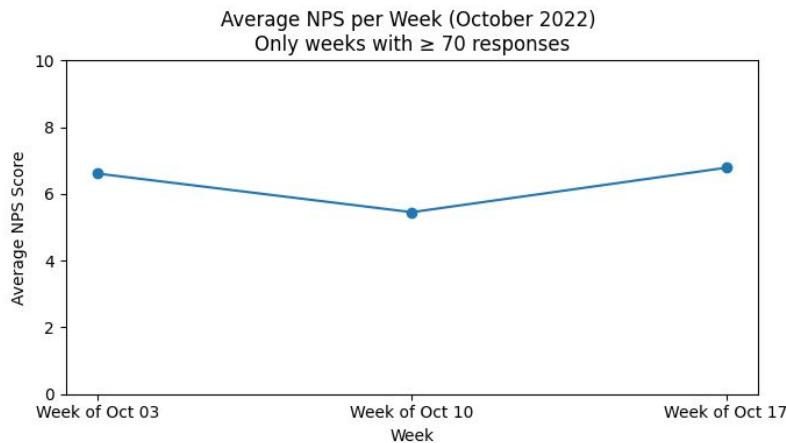


### Business Question 1 – Customer Satisfaction (NPS)

**“What was our NPS over the previous weeks? Did something noticeable happen?”**

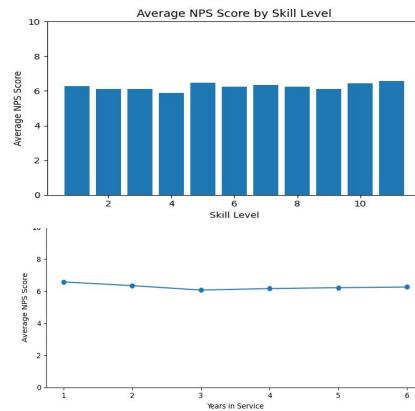
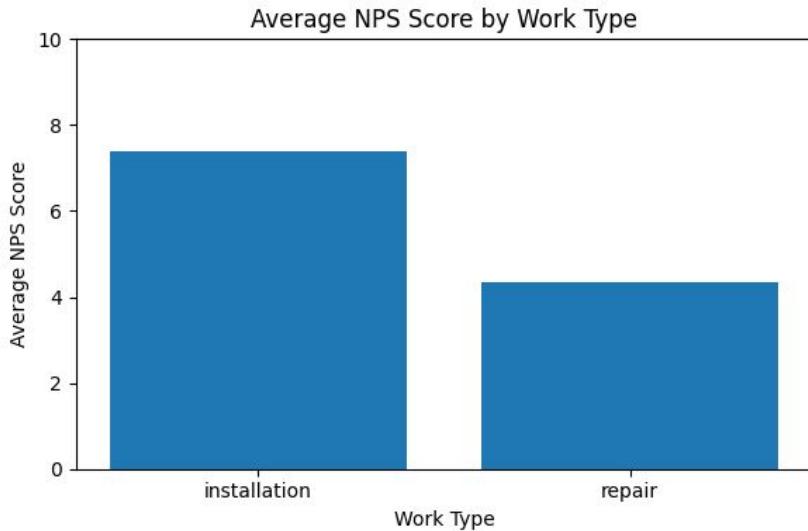


## NPS Previous weeks



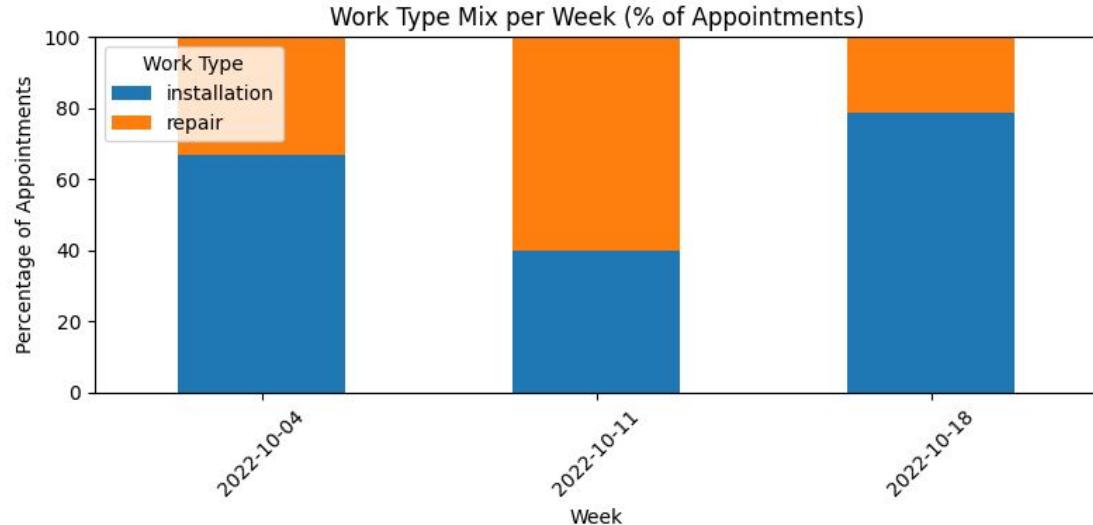


# Drivers of NPS



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# Explaining the Temporary NPS Dip



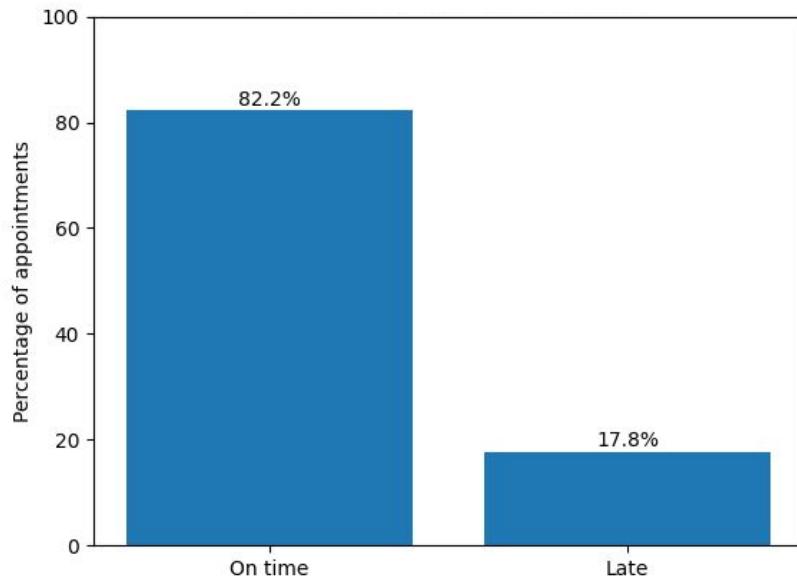


## Business Question 2 – Operational Performance (Lateness)

**“How often are our experts late, and what are the side effects?”**

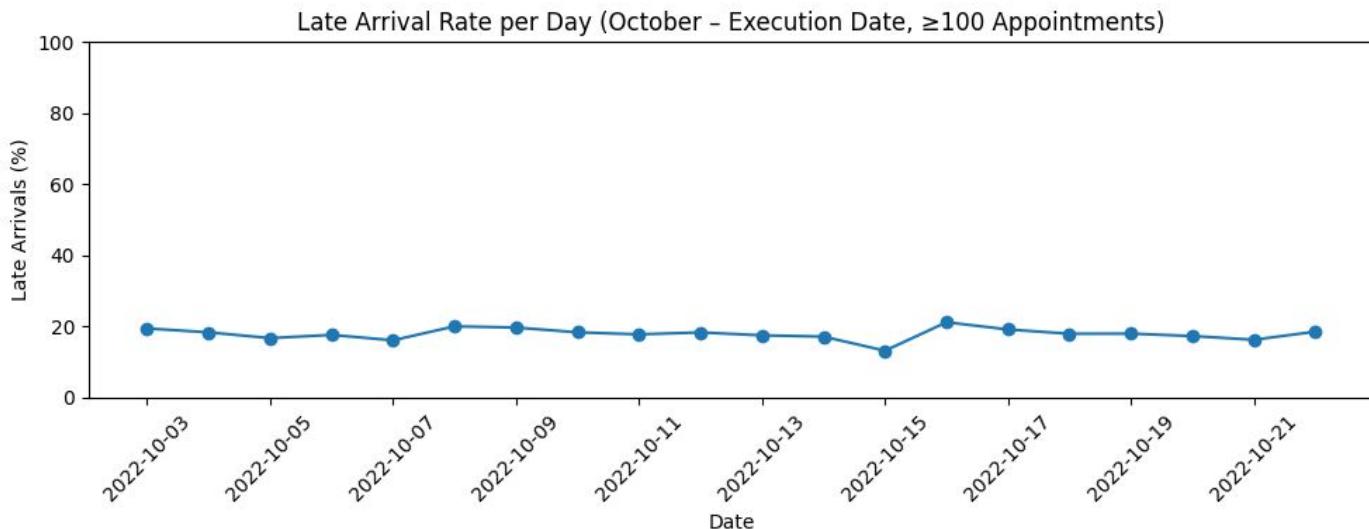


## How often are experts late?



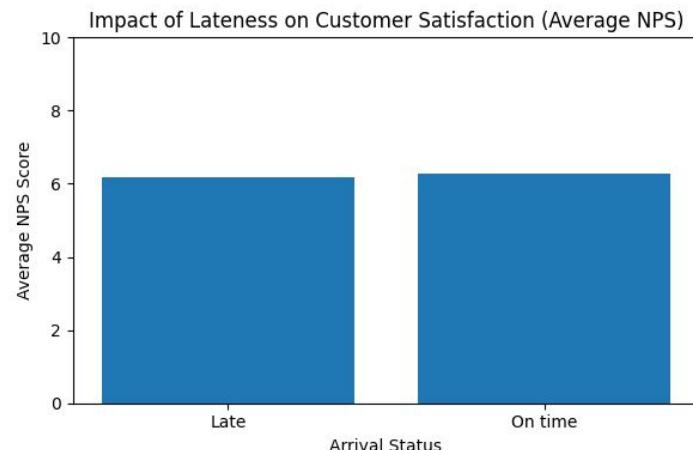
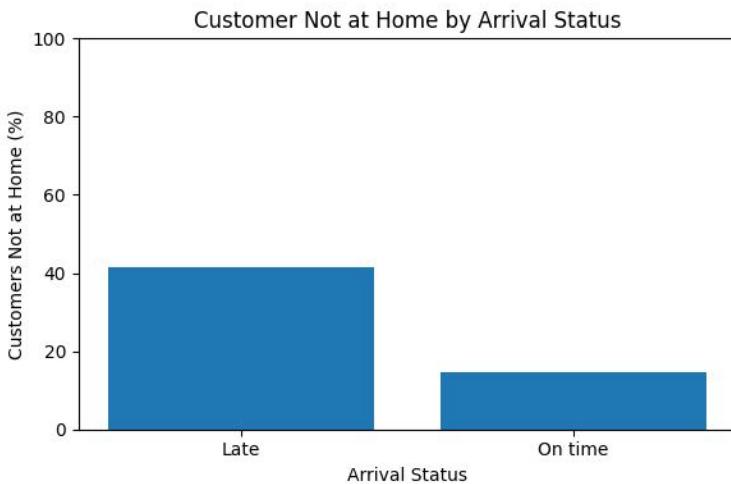


## Lateness per day



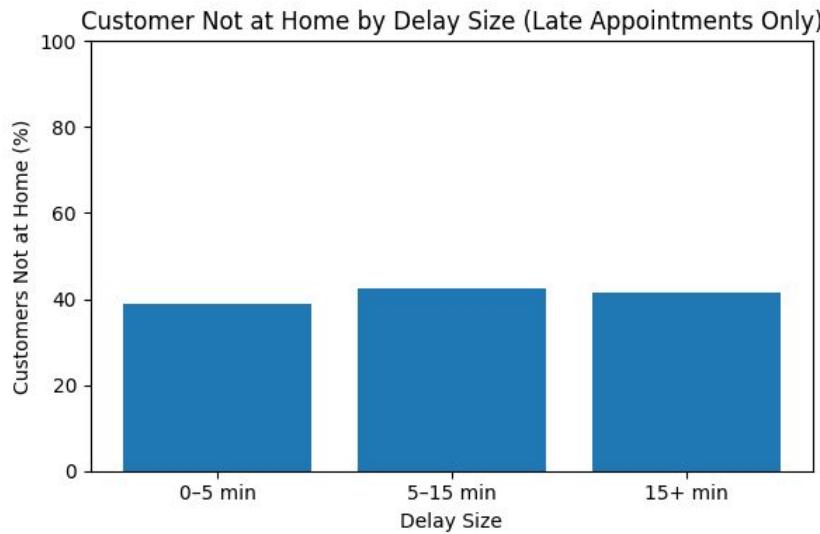


# Impact of Lateness



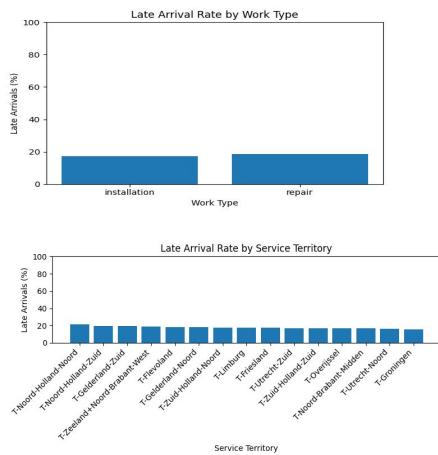
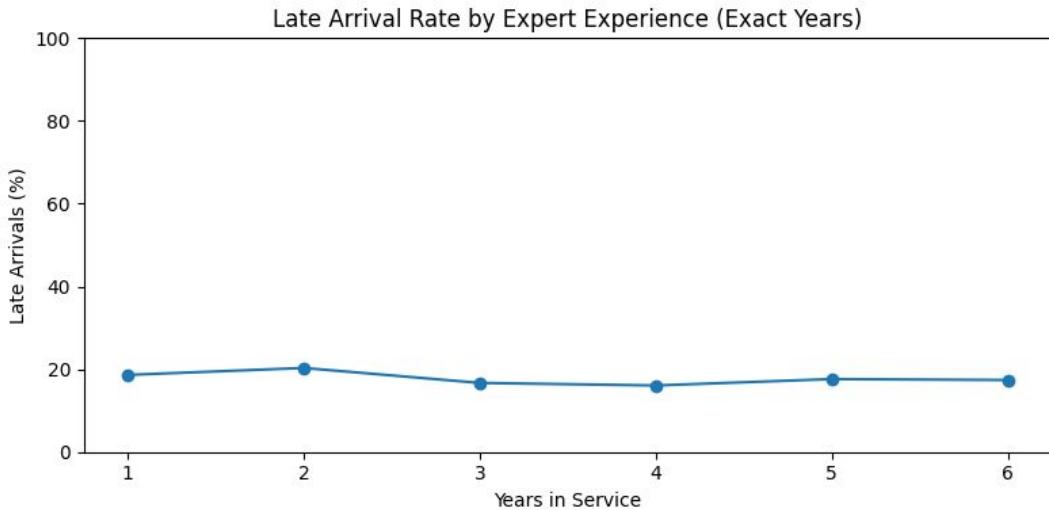


## Impact by Delay Size





# Drivers of Late Arrivals



# Conclusions

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- After controlling for work type, lateness does not show a statistically significant direct effect on NPS.
  - The lower NPS in the second week is explained by a higher share of repair appointments
- Lateness is affecting ~18% of all appointments
  - The main operational impact of lateness is customers not being at home
  - Once the arrival window is exceeded, the size of the delay has limited additional impact



# Recommendations

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- Provide additional coaching and realistic planning during the first 2 years



**Focus on less experienced experts**



**Reduce lateness where it matters most**

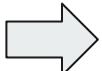
- Prevent crossing the window rather than focussing on reducing delay size



**Separate operational KPI's from Customer KPI's**

**Some ideas:**

- Implement real-time tracking or automated SMS notifications to reduce "customer not at home"
- Wider arrival window to reduce lateness



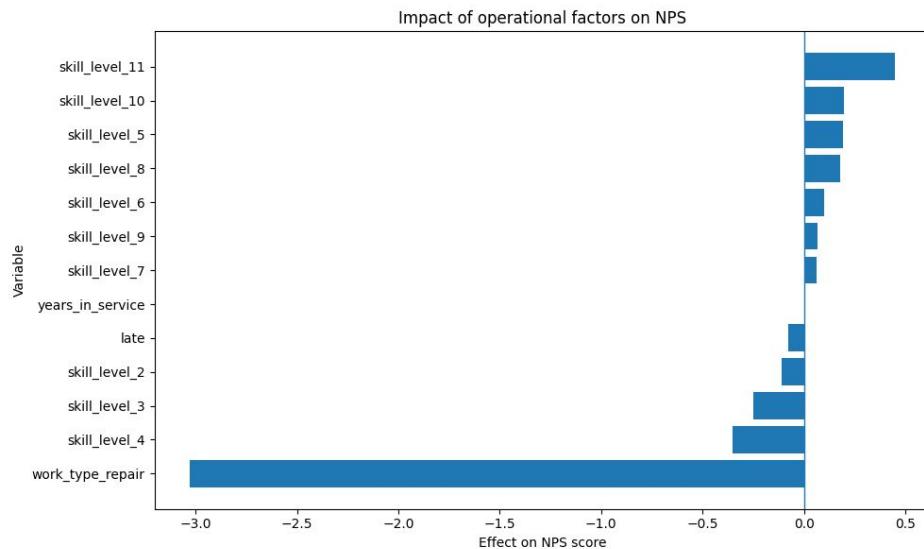
- Interpret NPS always in the context of work type
- Additional quality analysis to understand the why?



## Additional Validation Visuals



# Drivers of NPS (regression)





## Lateness Impact (regression)

