Customer Operations & NPS Data Analysis

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

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Content

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?”

Context & Data Scope

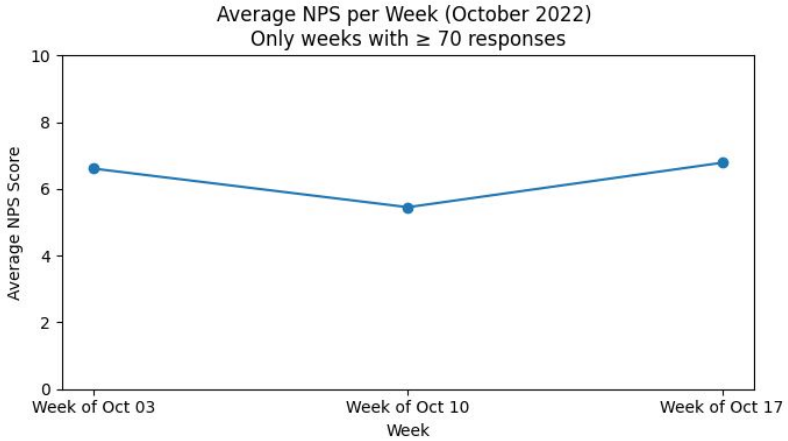
- 18,425 service appointments
- 207 experts
- 3,145 NPS responses (~17% response rate)
- Appointment execution data in October 2022
- NPS analysis based on October 2022

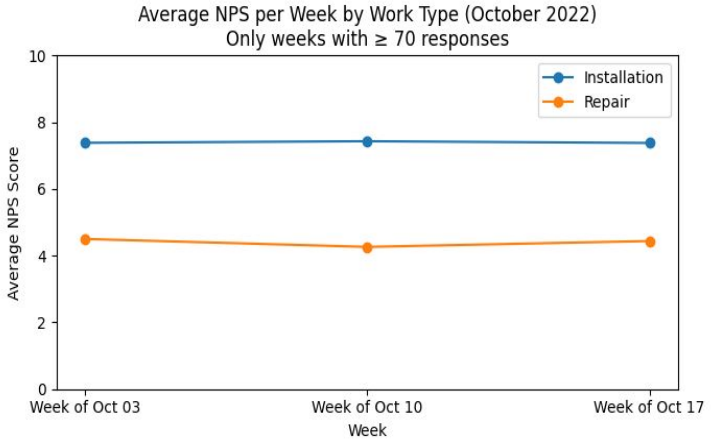
Definition lateness:
An appointment is considered late if the expert arrives after the agreed arrival window has ended.

Business Question 1 – Customer Satisfaction (NPS)

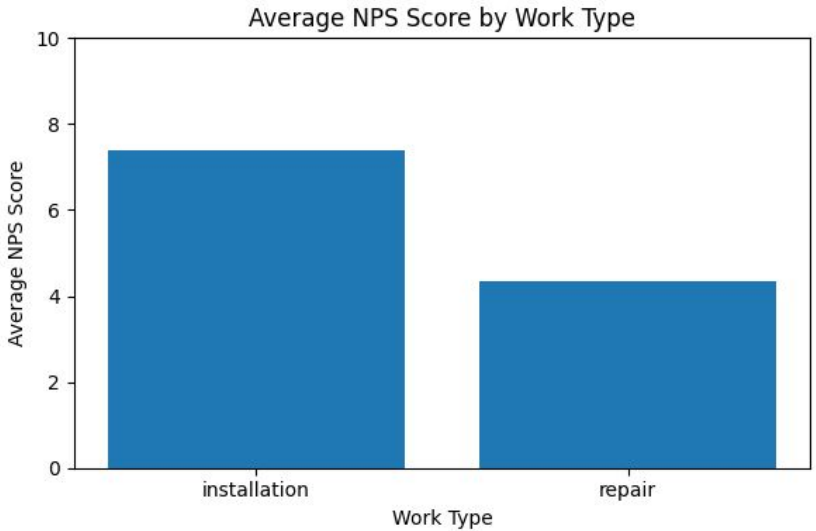
“What was our NPS over the previous weeks? Did something noticeable happen?”

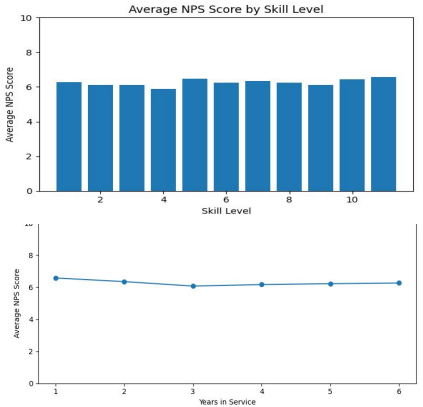
NPS Previous weeks



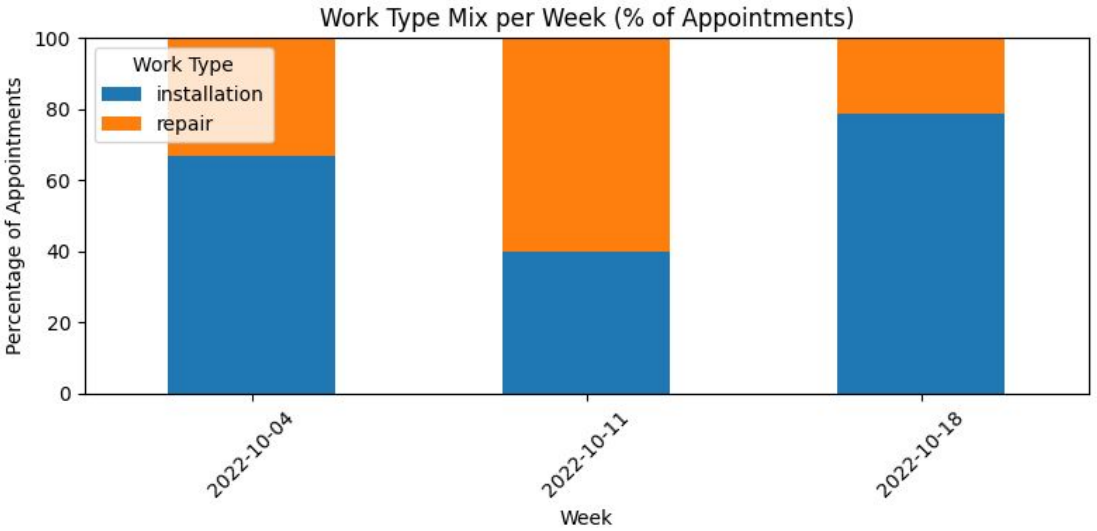


Drivers of NPS





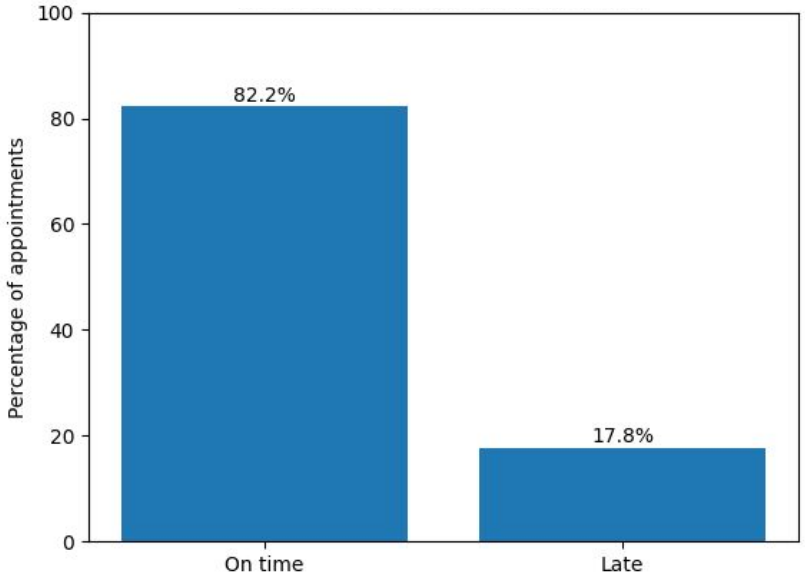
Explaining the Temporary NPS Dip



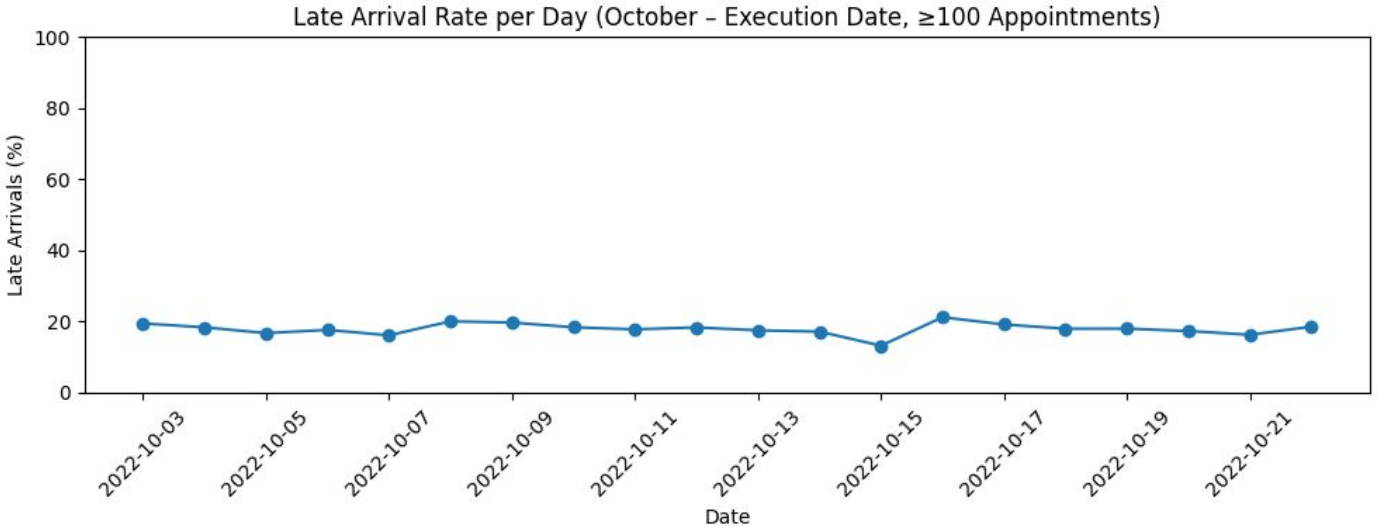
Business Question 2 – Operational Performance (Lateness)

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

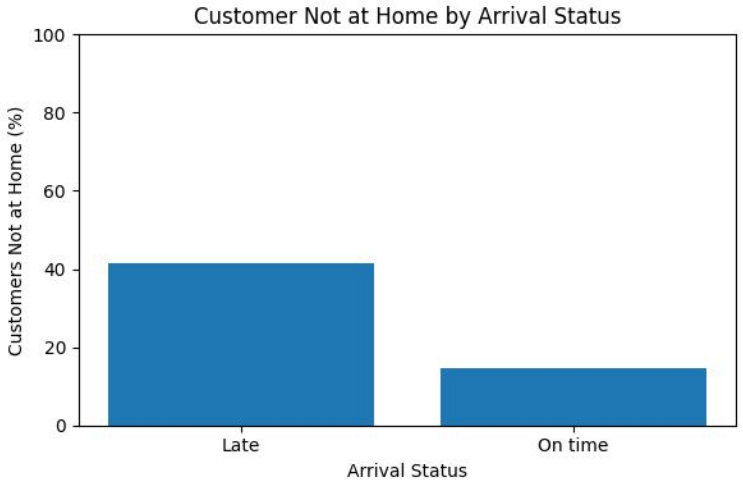
How often are experts late?

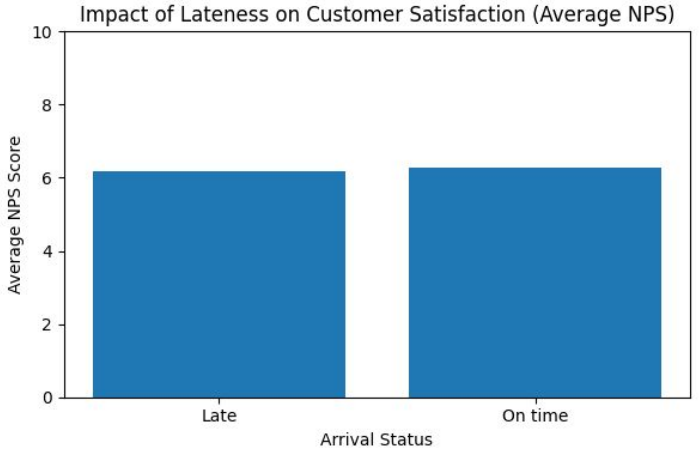


Lateness per day

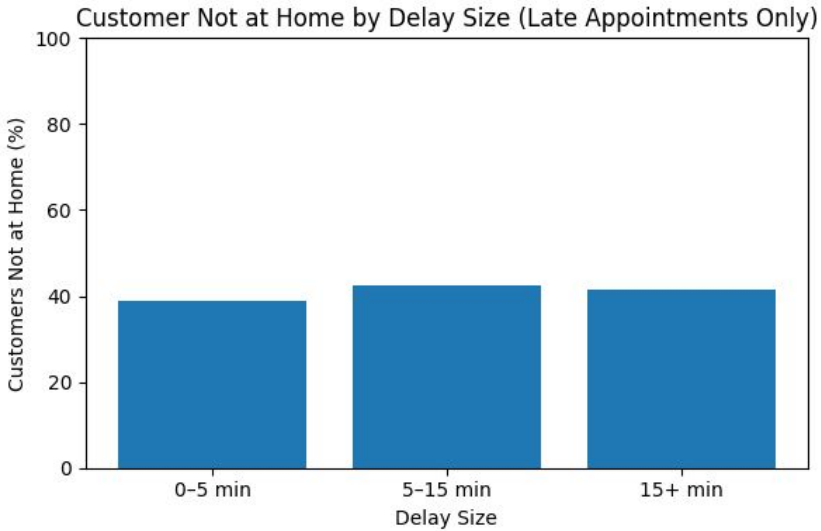


Impact of Lateness

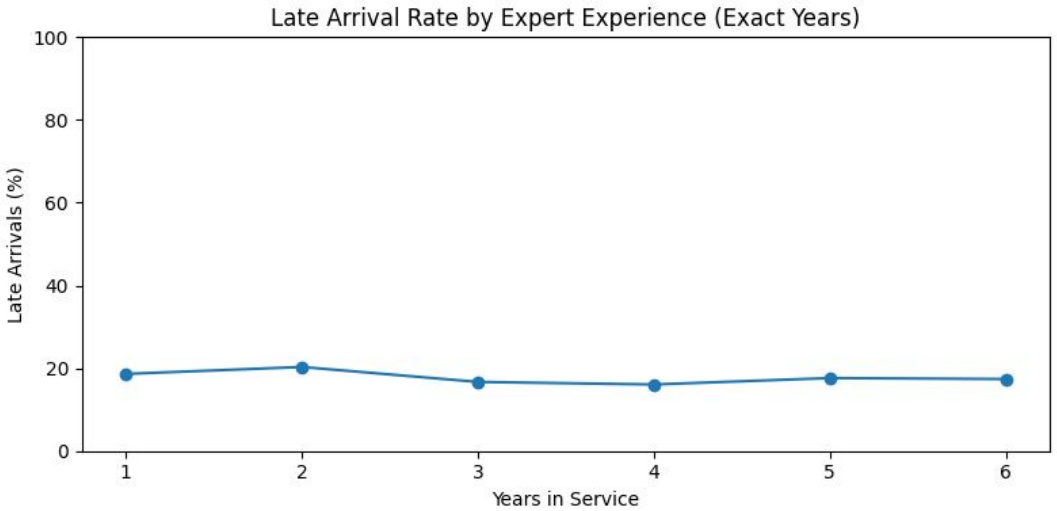


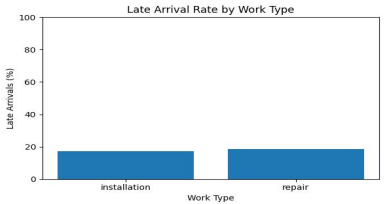


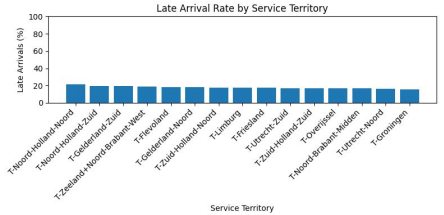
Impact by Delay Size



Drivers of Late Arrivals



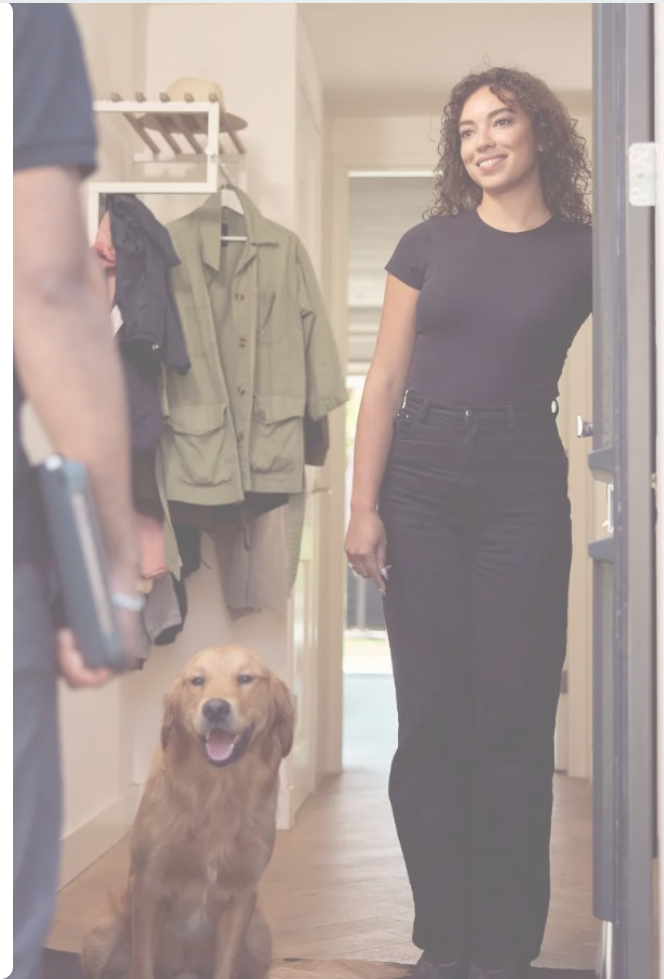




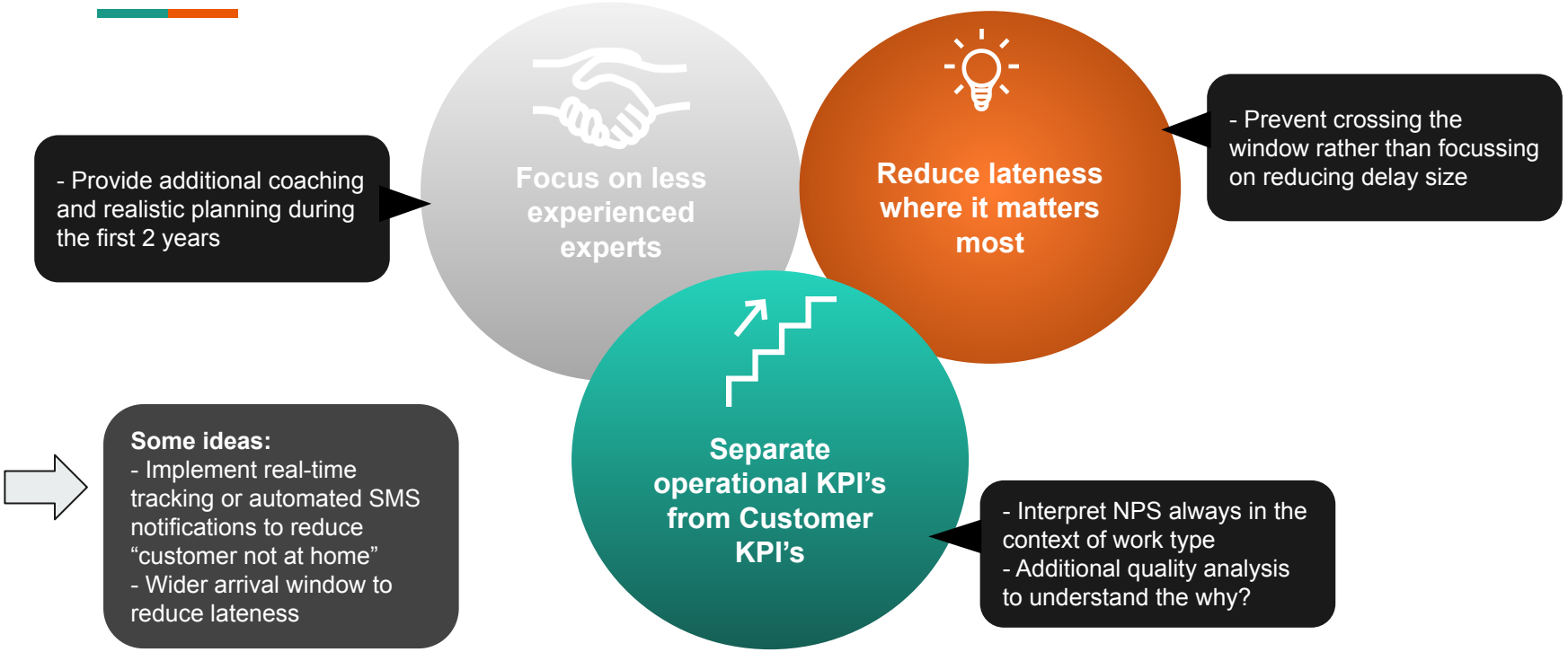
Conclusions

- 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

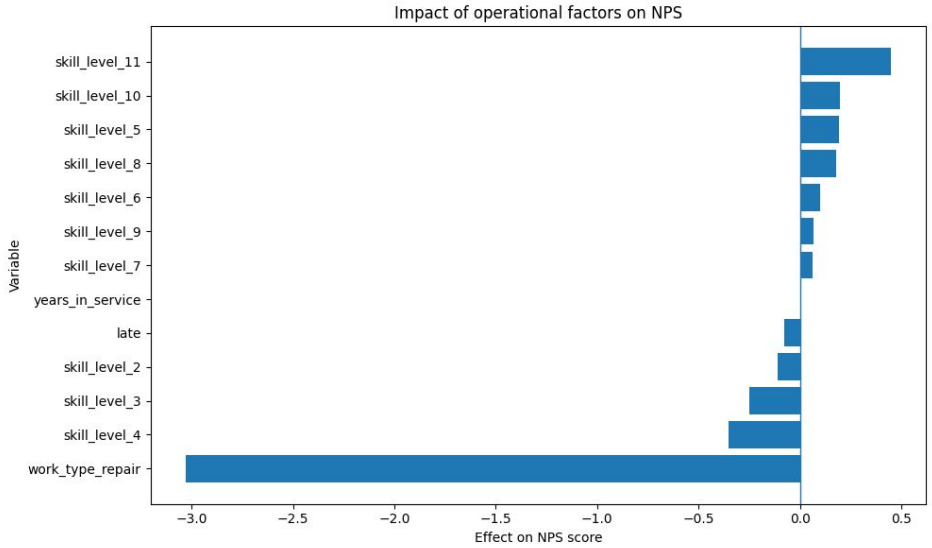


Recommendations



Additional Validation Visuals

Drivers of NPS (regression)



Lateness Impact (regression)