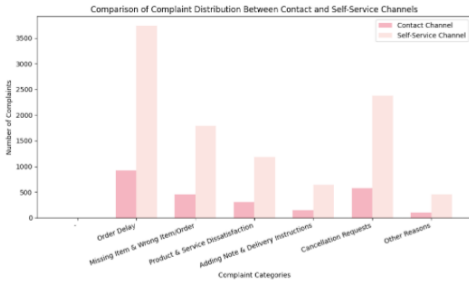


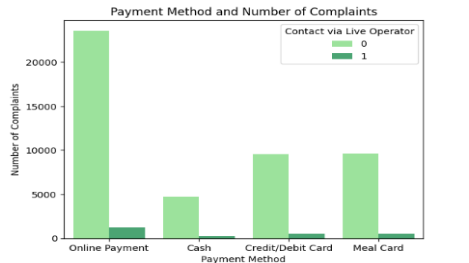
The analysis reveals that the Self-Service channel is more heavily utilized for customer complaints. **Order Delay** is the most frequent issue reported in both channels, but it is significantly more common in the Self-Service channel, indicating that customers prefer using self-service to report order delays.

**Missing/Wrong Item** complaints are also prominent in both channels but are more frequently reported through the Self-Service channel.

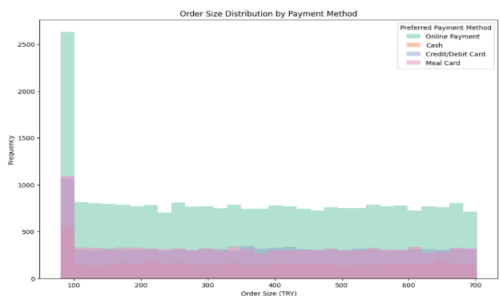
In summary, the high volume of complaints in the Self-Service channel highlights opportunities to improve the user experience in this area. Enhancing the channel's performance in handling order delays, cancellation requests, and product-related issues could lead to higher customer satisfaction.



- **Live Operator Involvement:** Across all payment methods, the number of complaints requiring live operator intervention is minimal compared to those handled through.

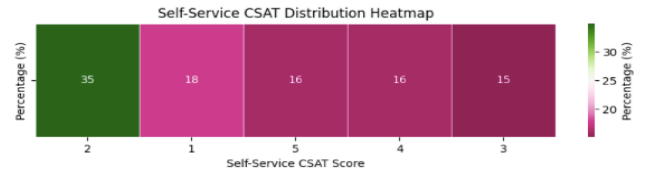


**Uniform Distribution:** The choice of payment method does not significantly vary with order size, indicating consistent customer preferences.



This visual highlight that the most frequent complaints in the Self-Service channel are Order Delays, accounting for 36.7% of the total complaints, and Cancellation Requests at 23.3%. These two issues represent the most pressing concerns, indicating a significant need for improvement in order processing and delivery logistics. Missing and Wrong Item issues, comprising 17.6% of the complaints, also represent a major challenge, negatively impacting the customer experience. Product and Service Dissatisfaction represents 11.6% of the complaints, while Adding Note & Delivery Instructions and Other Reasons account for smaller portions at 6.3% and 4.4%, respectively. Addressing these issues comprehensively could significantly enhance customer satisfaction within the Self-Service channel.

The heatmap titled "Self-Service CSAT Distribution Heatmap" visually represents the distribution of Customer Satisfaction (CSAT) scores for the self-service channel. The highest concentration of scores is at 2, which accounts for 35% of responses, suggesting that many customers are not fully satisfied with the self-service experience. The remaining scores (1, 3, 4, 5) are more evenly spread out, with percentages ranging from 13% to 16%. This indicates that while there is some satisfaction, a significant portion of customers find the self-service channel lacking, highlighting areas for potential improvement to maintain or increase satisfaction.



**Kitchen-Specific Improvements:** Take special measures to enhance customer experience in the "Home-Cooked Meals" and "Çiğköfte" categories.

Seamless Order Rate by Area and Kitchen Type											
Order Area	Adalar	0.75	0.80	0.64	0.75	0.74	0.74	0.68	0.74	0.78	
	Arnavutköy	0.74	0.73	0.67	0.75	0.76	0.76	0.73	0.73	0.73	
	Ataşehir	0.77	0.79	0.65	0.69	0.76	0.73	0.75	0.73	0.79	
	Bağcılar	0.74	0.73	0.67	0.75	0.74	0.74	0.73	0.73	0.73	
	Bahçeşehir	0.74	0.72	0.71	0.75	0.69	0.78	0.78	0.72	0.73	-0.85
	Bakırköy	0.74	0.71	0.66	0.72	0.74	0.73	0.65	0.68	0.61	
	Barınca	0.71	0.61	0.66	0.68	0.75	0.71	0.72	0.70	0.70	
	Başakşehir	0.75	0.75	0.86	0.75	0.74	0.76	0.62	0.77	0.79	
	Beykoz	0.76	0.70	0.71	0.73	0.74	0.76	0.79	0.68	0.80	
	Beylikdüzü	0.76	0.76	0.76	0.72	0.76	0.76	0.72	0.76	0.76	-0.80
Beyoğlu	0.71	0.75	0.65	0.65	0.74	0.74	0.77	0.74	0.72	0.79	
Beykent	0.73	0.73	0.73	0.65	0.72	0.73	0.73	0.73	0.73	0.73	
Büyükdere	0.77	0.78	0.77	0.79	0.76	0.76	0.68	0.73	0.71		
Ceniltepe	0.74	0.72	0.69	0.72	0.76	0.76	0.72	0.74	0.73		
Esenyurt	0.74	0.70	0.75	0.71	0.75	0.75	0.67	0.80	0.71		
Eyüp	0.73	0.73	0.61	0.64	0.69	0.72	0.71	0.71	0.65		
Fatih	0.70	0.70	0.70	0.74	0.75	0.75	0.75	0.75	0.75		
Gaziosmanpaşa	0.75	0.63	0.67	0.60	0.75	0.72	0.80	0.80	0.64	-0.75	
Gençlik	0.71	0.61	0.72	0.61	0.75	0.77	0.79	0.79	0.79		
Kadıköy	0.75	0.77	0.74	0.71	0.78	0.71	0.76	0.71	0.78		
Karşıyaka	0.76	0.76	0.69	0.70	0.76	0.76	0.76	0.76	0.76		
Kaşın	0.73	0.76	0.72	0.65	0.73	0.70	0.84	0.74	0.65		
Kirazlıca	0.76	0.75	0.73	0.73	0.74	0.73	0.74	0.73	0.74		
Maltepe	0.77	0.80	0.88	0.75	0.80	0.75	0.75	0.74	0.78		
Merdiven	0.73	0.75	0.78	0.71	0.79	0.79	0.77	0.80	0.77	-0.70	
Sancaktepe	0.74	0.77	0.76	0.79	0.75	0.72	0.84	0.80	0.69		
Sarıyer	0.74	0.73	0.73	0.75	0.76	0.76	0.76	0.76	0.76		
Selimiye	0.71	0.73	0.73	0.68	0.76	0.77	0.76	0.72	0.70		
Sultanbeyli	0.75	0.76	0.71	0.67	0.73	0.77	0.76	0.79	0.77		
Sultangazi	0.75	0.72	0.72	0.72	0.72	0.72	0.72	0.76	0.76		
Tatlıca	0.71	0.67	0.77	0.72	0.77	0.74	0.78	0.74	0.78		
Zeytinliköyü	0.73	0.74	0.70	0.71	0.74	0.74	0.74	0.74	0.74	-0.65	
Curial	0.76	0.67	0.77	0.72	0.78	0.74	0.77	0.75	0.78		
Çarşı	0.71	0.68	0.74	0.71	0.74	0.74	0.73	0.76	0.76		
Ünvanı	0.68	0.68	0.73	0.72	0.76	0.73	0.83	0.74	0.74		
Üsküdar	0.77	0.77	0.77	0.77	0.77	0.77	0.77	0.77	0.77		
Sile	0.72	0.65	0.68	0.71	0.73	0.75	0.75	0.82	0.78		
Siphi	0.71	0.71	0.71	0.71	0.71	0.71	0.71	0.71	0.71		
	Burger	Döner	Ev Yemekleri	Kahvaltı	Pide	Rizla	Soğuk Meze	İtali	Çikolata		

The heatmap titled "Average NPS Score by Complaint Type" shows the average Net Promoter Score (NPS) across different complaint categories. Common complaint types such as "Order Delay" have the lowest NPS at 6.5, indicating dissatisfaction. Other categories, like "Cancellation Requests," "Missing Item & Wrong Item/Order," and "Product & Service Dissatisfaction," hover around a similar NPS range of 7.1 to 7.2. This analysis suggests that certain complaint types, particularly delays, significantly impact customer willingness to recommend the service. Improving these areas could help raise overall NPS.

