

Improving ApnaMart through User-Driven Benchmarking: A Post-Order Support Comparison with Blinkit and Instamart

“Using real customer reviews to identify gaps and implement proven solutions”

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Date: 02-05-25

1. Introduction

This report aims to improve ApnaMart's post-order support by benchmarking it against Blinkit and Instamart. Instead of traditional feature comparison, we use actual customer reviews from ApnaMart users as the foundation for our analysis. These real-life complaints highlight the most urgent problems and guide us in identifying improvements that can be adapted from competitors.

2. User Review Analysis

The following are real user reviews collected from the ApnaMart mobile app. These reviews highlight recurring issues such as missing items, refund delays, staff misbehavior, and lack of accountability. They formed the core evidence for our benchmarking with Blinkit and Instamart, and guided the improvement strategies proposed in this report.

Review 1 – Staff Misconduct & Refund Delay

 Sikha Bhattacharjee

 3/20/25

fraudulent service. delivery rider asked for payment twice, including on his personal number. apparently the payment failed on their end. when i asked to speak to the store manager(from where order dispatched), he said can't happen. app nor website has any customer service contact numbers. chat support is useless. you have nowhere to go in case of disputes. why should i pay to someone's personal number? avoid their service. better order from Flipkart kilos or bigbasket

11 people found this helpful


Was this review helpful?


Yes

No

User reports rude offline staff behavior and unresolved ₹1200 refund.

Review 2 – Fraudulent UPI Payment Request by Agent

 shalini k

 4/14/25

this app is really simple and very useful. the issue I have is with the workers in the offline store who refuse to deliver the order. they won't call you on arriving your location and cancel the order without informing. or cancel order on different false pretexts. I haven't yet received my refund of 1200. very shady behaviour of offline workers

2 people found this helpful


Was this review helpful?

Yes

No

Delivery person asked for direct payment to personal number.

Review 3 – Unprofessional Billing Staff at Store

Saksham Mishra⋮

★☆☆☆☆ 4/12/25


the apna mart is a good whole supplies mart. But the major issues is with during billing time the staff is not at all responsive and some of the staff gives a stare and direct look showing their weird attitude. You would have to wait for 30minutes for just few items. it deserves one star due to quick and proper online service rather than it's zero.

5 people found this helpful

Was this review helpful?YesNo

User reports 30-minute delay at store and staff misbehavior.

Review 4 – Wishlist Feature Suggestion

RAJ Kumar⋮

★★★★☆ 4/22/25

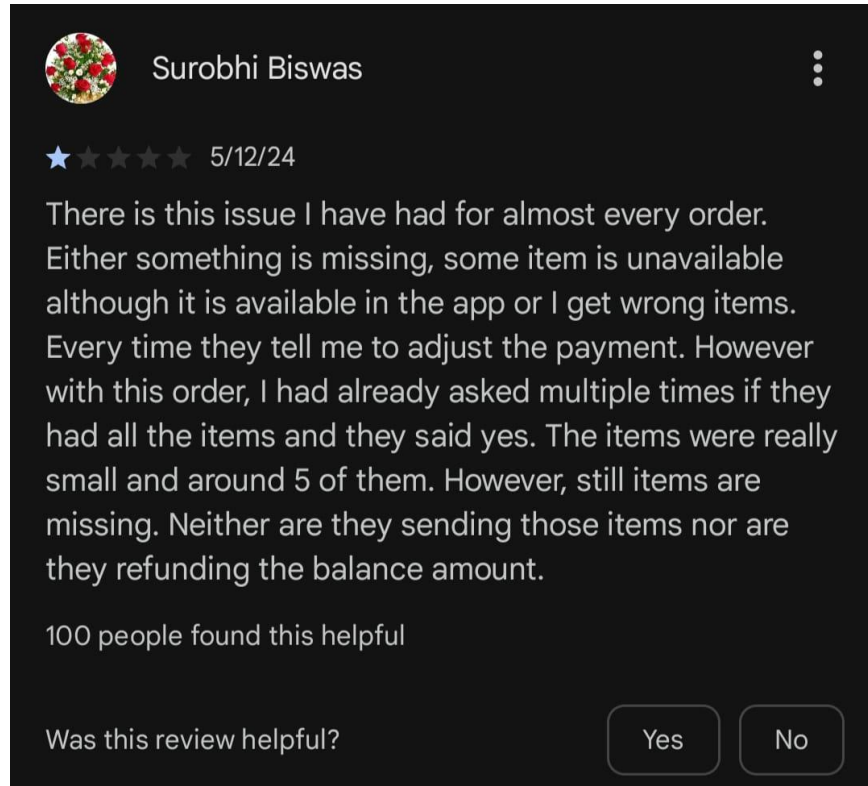
It's good going so far..., however I think you people need to work much harder on providing grocery items at "REAL Wholesale Price" to make it "APNA MART" of every household... Also, please add a feature to add items under different categories in "Wishlisted Item's" or to move items from Cart to Wishlist to and from... It's much needed right now 🤔...

6 people found this helpful

Was this review helpful?YesNo

User requests UI improvement for moving items between wishlist and cart.

Review 5 – Repeated Missing Items & No Refunds



Multiple orders with missing items, no follow-up or refund process provided.

Summary:

These reviews clearly indicate that the most urgent priorities for ApnaMart are improving refund workflows, building an agent accountability system, and enabling fast complaint resolution — before launching advanced features.

3. Benchmarking with Blinkit & Instamart

The table below compares ApnaMart's current features with competitors Blinkit and Instamart, specifically focusing on post-order support functionalities.

Benchmark Table – ApnaMart vs Blinkit vs Instamart

Customer Problem in ApnaMart	Blinkit & Instamart	What ApnaMart Should Implement
Rude or dishonest delivery agents	GPS tracked, performance rated, chat feedback	Agent tracking + user ratings + penalty system
Agent asking for personal payment	Only app-based digital payment, QR verification	Ban personal UPI + in-app payment only
Missing items, no refund	Auto refund within 2 mins (Blinkit), or 30 mins (Instamart)	Auto refund with photo proof + refund tracker
No proper escalation system	In-app complaint with live agent or bot escalation	Escalation button in app + SLA-based resolution
No delivery tracking	Real-time map and ETA	Add live order tracker
Poor UI for cart/wishlist	Seamless transitions + category filters	Improve UX for moving items and show clear options
No credit card payment support	Multiple options including credit card payments	Add credit card support to offer flexibility, rewards, and fraud protection

4. Key Improvement Areas

Based on the comparison and user feedback, the following features should be implemented in ApnaMart:

- Automated refund system for missing items.
- In-app support and issue escalation.
- Real-time order tracking and delivery ETA.
- Delivery agent rating and internal monitoring.
- Secure app-based payment enforcement.

5. Conclusion

By using user reviews as the starting point, this report highlights the gaps in ApnaMart's post-order experience. Benchmarking these gaps with Blinkit and Instamart provides actionable insights. By solving current issues and adopting proven solutions, ApnaMart can enhance user trust, reduce complaints, and deliver a competitive post-order experience.