




Product TearDown - Customer Support Accessibility




About Swiggy

Swiggy is India’s pioneering on-demand convenience platform, catering to millions of consumers each month. With an extensive footprint in food delivery, Swiggy Food collaborates with nearly 2 lakh restaurants across 600+ cities.


REVENUE STREAM




Advertisement



Instamart



Swiggy One



Delivery charges

Value Proposition

First delivery

Quick Access

Design

Reliability

Major Competetor







Mission

Our mission is to elevate the quality of life of the urban consumer by offering unparalleled convenience. Convenience is what makes us tick. It’s what makes us get out of bed and say, “Let’s do this.”

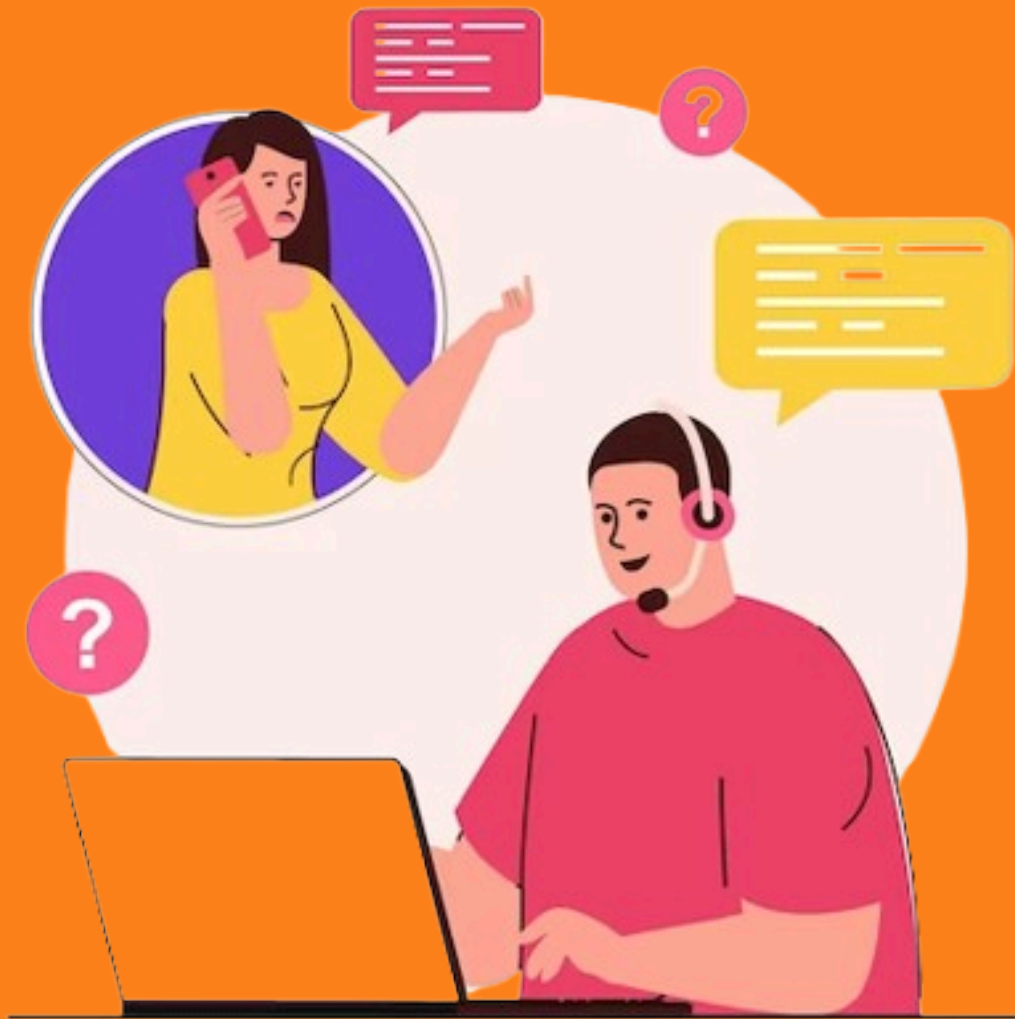
VISION

To redefine convenience for urban consumers in India and become the country's most accessible and user-friendly platform

Market Condition

Orders 3 million +	Restaurant Partners 200k+	Delivery Partners 380K+
Cities in India 650K +	Market share 43%	Annual Turnover 11,247 Crore
Gross order Value ₹ 35,000 CR	Daily Active User 4.4 million	Monthly Active User 14-16 million

Problem Statement



After making order from swiggy when customer face a issue regarding wrong order or delivery partner, customer find difficulty to communicate with customer support effectively.No direct contact given in the application



User Persona



Name - Arjun
Age - 21
Gender - Male
Occupancy - College student
Income Range - Not earning
Tech Savvy - High

Behavioral Traits

Arjun is an engineering college student. He stays in Bangalore alone in a single apartment. Maximum time he cooks for himself for breakfast and dinner. But during exam time when there is a heavy study pressure, that time he order food online to save time for study. Prefer to talk to customer service instead of long and lengthy conversation over chat due to less time during exam

Goal

1. orders comes timely and accurate
2. To find customer care easily after any order issue and seamless and quick resolution
3. Regular and proper update about ongoing issue whether by in-app notification or mail

Pain Point

1. Often during night time delivery person cancel the order or ask to cancel the order.
2. After any delivery issue, when looks for immediate customer care assistance, find difficulty to contact them as no direct contact number is not mentioned in the application.
3. When try to contact customer care, he has to do it via automatic chat bot and sometimes finds it a very long and lengthy process to raise the issue.



Name - Priya
Age - 26
Gender - Female
Occupation - Corporate employee
Income Range - 80K - 1k per month
Tech Savvy - High

Behavioral Traits

Priya is an independent working girl and stays alone in Hyderabad. Maximum time she does WFH due to hybrid processes and almost regularly orders food for her lunch and dinner due to heavy and intense work pressure. She doesn't use any application/service next time if she doesn't find proper support after any delivery related issue.

Goal

1. Seamlessly resolve order issues in app
2. Find customer care number easily
3. Get order issue resolution quickly within shorter period

Pain Point

1. When her order goes wrong or delivery person does not pick phone call, She expects a quick in-app facility but no direct contact and complex Help UI make her frustrated.
2. Due to heavy work load, unable to stay and chat with Chat bot for long time which makes her more anxious.



Name - Ranjan
Age - 36
Gender - male
Occupation - Delivery Person
Tech Savvy - Moderate
Income Range - 60-80K per month

Behavioral Traits

Ranjan is working as a Delivery person in swiggy for around 1 year. He starts his everyday at 9 am and do his job upto 11 pm. He is not that efficient in finding customer location in the Google map.

Goal

1. Deliver order quickly on time and without any damage to get high ratings
2. Found accurate customer order and deliver the food there quickly
3. Find the fastest route to deliver the order

Pain Point

1. Heavy traffic during peak time and heavy rain
2. Wrong/Confused address given by Customer
3. Restaurant give wrong food item to deliver to the customer

Customer Journey Map

Stages	Ordering	Waiting	Delivery Issue			Resolution
			Received damaged Product	Order get delay	Order Item is missing	
Customer Activiity	Found the desired food, add to cart, check the final amount and make an order	<ul style="list-style-type: none"> • Wait for order to come • Continuously check the status of the delivery 	Use the In-app facility to contact Customer care service for the resolution	Contact the Delivery Person in case the order gets delayed	Use the In-app facility to contact Customer care service for the resolution	Customer establish a trust about swiggy service and reorder more
Customer Goal	<ul style="list-style-type: none"> • Find the desired food quickly • Less delivery charge • Desired Payment gateway option 	<ul style="list-style-type: none"> • Get notification for each and every delivery process • Get the order within short period of time 	Receive fresh orders and in good condition. Customer care understand issue correctly and act on that	Receive orders within a shorter period <ul style="list-style-type: none"> • Proper communication with the delivery agent and proper information about the delivery person's location 	<ul style="list-style-type: none"> • Receive all ordered items in good condition • Application provide proper communication option with the customer service regarding the delivery issue 	Get the correct delivery issue resolution quickly and get refund instantly as soon as possible if applicable
Touchpoint	Add to cart page, Payment Page	Delivery Status Page	Help and Support Page	Delivery status screen and Mobile phone	Help and Support Page	Help and Support Page

Customer Journey Map

Emotions	Excited	Worried	Frustrated	Frustrated	Frustrated	Relieved but unsatisfied
Pain point	Higher delivery charge for frequent users	Worried About delayed Order Worried about fresh food	<ul style="list-style-type: none"> The present automated chat bot is lengthy. No human support present. No direct customer support number is available in the app 	<ul style="list-style-type: none"> Delivery time get increases during peak time Delivery agent does not pick phone call Delivery person ask to cancel the order/cancel the order without prior information 	<ul style="list-style-type: none"> The customer support team denied that order item was missing Help page is very complex and difficulty to find customer care number in the app Confused whether reorder the missing item from swiggy or order from different application 	Not satisfied with the resolution
Opportunity	Recommend customer chosen food from nearby restaurant	Show proper Notification about order delivery status	Show customer support number in that way so that customers find it easily	Show shorter root in the Delivery agent map along with traffic information so that delivery person can take shorter root accordingly	Develop a order tracking system for ordered Item Provide both in-app chat bot and customer service option for customer conveyance	Fast track refunds process and proper and fast issue tracking system.

User Pain Point Priotization

Feature	Reach	Impact	Confidence	Impact	Rice Score
High delivery charge	135	80	60%	5 man-hours	1296
Delayed Order	100	45	45%	7 man-hours	289
Issue with Automated chat No direct customer support is available in the app	300	100	90%	10 man-hours	2700
Delivery time increases during peak time	150	95	45%	6 man-hours	1068
Customer support denied missing order item	100	40	67%	7 man-hours	382
Long time to resolve the issue	120	49	48%	5 man-hours	564
Not satisfied with the resolution	80	47	78%	4 man-hours	733

Problem Solution

OK Idea

- Include contact to Human option within chatbot flow allowing user to communicate with human agent without any hassle
- Include Call back option so that customer can request for call at their preferred time for their response
- After every chatbot interaction , ask customers to give feedback regarding the effectiveness of the chatbot by giving feedback and suggestions. So that in future we can improve the chatBot interaction from the given data
- Improve the chatbots natural language processing to handle a wide range of queries effectively, ensuring for simple questions dont need human intervention.
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Good Idea

- Show pop up to customer when they select call us or call back option messaged as “Please select Live chat for simple query, for more difficult query you can proceed with this option”
- Implement a Hybrid chatbot system where after some interaction with chatbot if customer is not satisfied then directly connect them with human customer agent ensuring seamless transition without losing context
- Implement checking customer recent past orders and start conversation accordingly
- Identify the pick time when customer service agent can get more call from customers regarding any order issue and assign more agent on this particular time so that customer doesnt need to wait for long time in the call.

Moonshoot Idea

Implement AI driven predictive support to give support to customer where system proactively look for any issue happened and directly contact with customer before they file complaint such as late delivery,missing order,cancel order

Value Vs Effort Priotization

Effort	Value	
	Low Value	High Value
High Effort		<ul style="list-style-type: none">• Implement AI driven predictive support• Improve the chatbots natural language processing• Implement a Hybrid chatbot system• Identify the pick time when customer service agent can get more call from customers
Low Effort		<ul style="list-style-type: none">• Include contact to Human option within chatbot flow• Implement a Hybrid chatbot system• Include Call Us and Req call option• Show pop up to customer when they select call us or call back option message

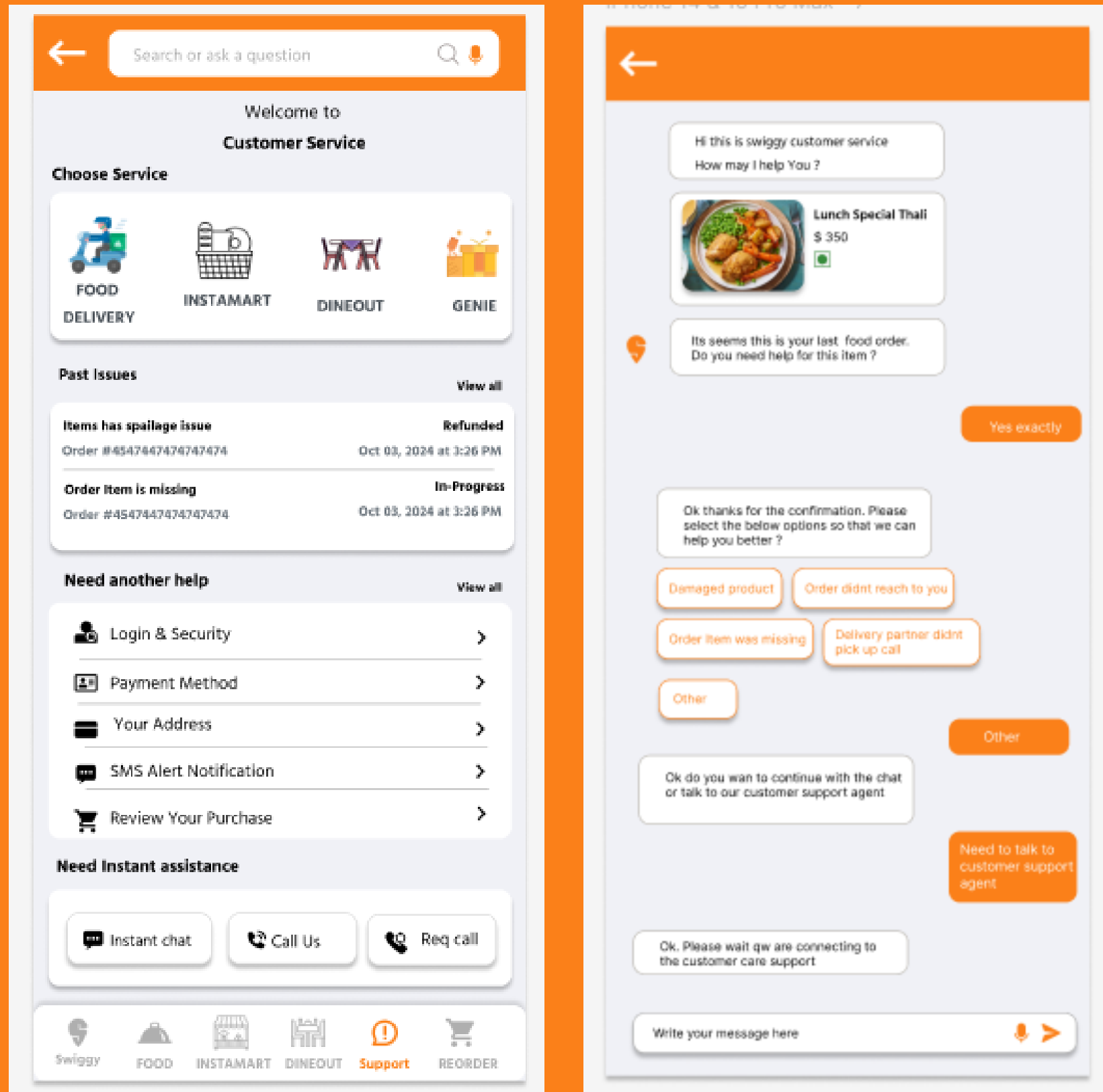
Proposed Solution

Title

Include contact to Human option within chatbot flow

Description

- Show Support menu option in every page so that customer can directly go to support page easily
- In the Support page, Include a section called Need Instant Assis
- Under Need Instant assistance section, give three button option as Instant chat, Call Us and Req call
- When user will click to Instant chat option , it will redirect to the swiggy chat bot page where chatbot can initiate conversation with the latest order and show some issue list to give input from the customer to identify the real problem
- If customer select other option and want to talk to customer agent, from there it will connect the customer with the customer support agent



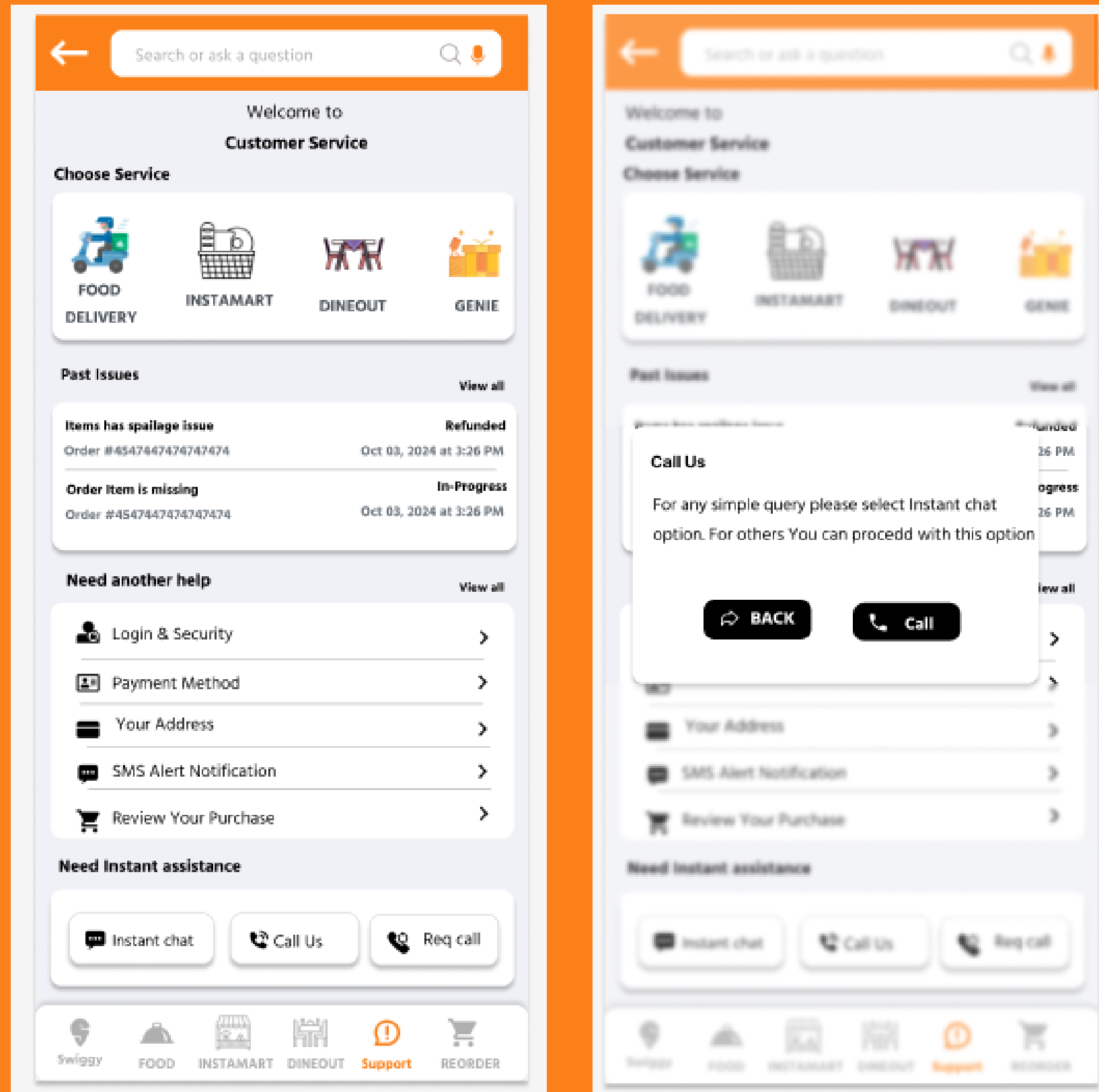
Proposed Solution

Title

Include Call Us button in Customer service page

Description

- When user will click to call us button, it will show a pop up with message as “For any simple query please select Instant chat option. For other/complex query, you can proceed with this option”
- If customer select back option , the pop up window will go away and customer can select after that
- If customer select Call option, it will call the customer service phone number and redirect to the call application



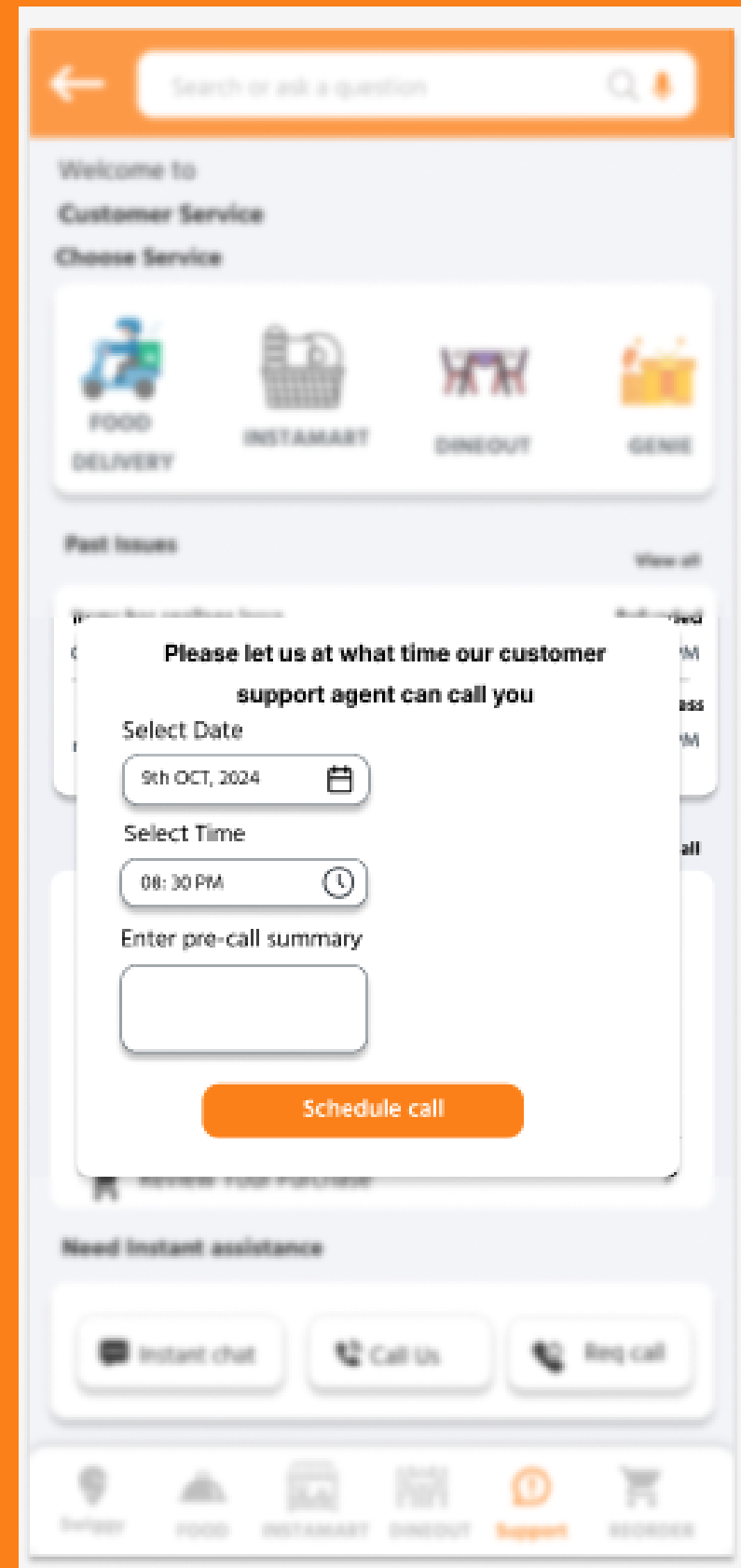
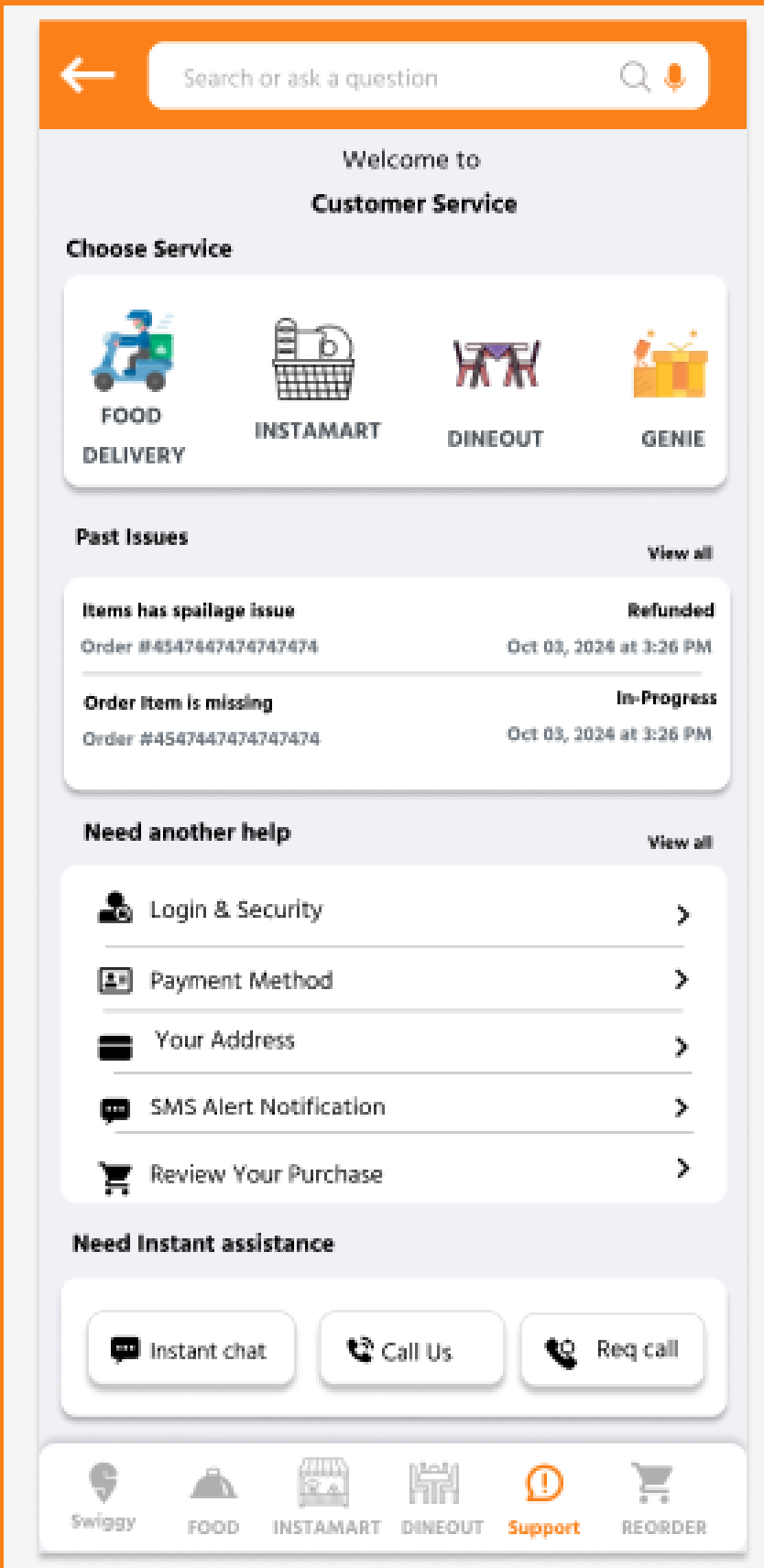
Proposed Solution

Title

Include Request call button in Customer service page

Description

- When user will click to call us button, it will show a pop up with message as “Please let us know at what time our customer support team can call you” and give option to select convenient date and time to the customer
- After selecting the preferred date and time when customer click on Schedule call button, it will automatically save the response into the proper database for customer agent reference and pop-up will go off automatically



Success Metrics

Metric	Description	Measurement
NorthStar Metric	CSAT - This metric will reflect how satisfied customer with their interaction with the human customer support agent	CSAT = (Total Number of satisfied customer / Total number of responses) * 100
L1 Metric	Time to Resolution (TTR) - This metric will reflect average time taken to resolve a customer issue, which also measure efficiency of human agent First Contact Resolution (FCR) - This metric will reflect percentage of issues resolved in the first interaction with human agents.	TTR = (The number of all time spent / Number of cases resolved) * 100 FCR = (Resolved incident on first contact / Total incident) * 100
L2 Metric	Churn Rate Post-Support Interaction - This metric will reflect how many customer stop using swiggy after interaction with human agent	Churn Rate = (Number of churn customers / Total number of customers) * 100

Go-to Market Strategy



Market Research

Identify target audience segments frustrated with the chatbot experience

- Conduct surveys or analyze customer reviews to understand dissatisfaction drivers.
- Segment customers based on interaction history, order volume, and feedback regarding customer support.



Channel Strategy

To ensure customer are aware about new human agent addition option

- **In-app Announcement**- Send Push notification and banner to the existing customer about the human agent support option
- **Email and Sms Message** - Send email and sms message particularly we are unhappy with the chatbot support
- **Social Media Campaign** - Leverage platform like Facebook, Instagram and WhatsApp and create awareness about the new change



Pilot Launch

Test the effectiveness of the human agent before full roll-out

- Start in specific region or with specific customer segment. Get the feedback from them and improve the process before full roll-out
- Analyze the data on resolution times, customer satisfaction and plan for the improvement



Internal Training

To enhance the efficiency of human agent for seamless support

- Train human agent on Swiggy services, soft skills and customer service process
- Make a list of common issues and FAQs and train the human agent based on that to help customers efficiently and quickly

Goal

Actions



Swiggy Karo, Phir Jo Chahe Karo!

Thank You
By - Saikat Sengupta