



Case Study

Increasing the number of customer text reviews in Zomato

Market Analysis : Online Food Delivery

Market Size
43.78 B

Year : 2024



REGULATIONS

SHOP ACT LICENSE

HEALTH TRADE LICENSE

FSSAI LICENSE

TRADEMARK REGISTRATION

GST REGISTRATION



GOV(B2C business)	Adjusted Revenue	Adjusted EBITDA
INR 13,536 crore	INR 3,873 crore	INR 194 crore
▲ 51% YoY growth	▲ 61% YoY growth	INR -175 crore (Q4FY23) ▲ INR 369 crore YoY improvement

Consolidated summary financials						
Adjusted Revenue						
INR crore, unless otherwise mentioned	04FY23	01FY24	02FY24	03FY24	04FY24	FY24
Food delivery	1,530	1,742	1,938	2,062	2,050	7,792
Hyperpure (B2B supplies)	478	617	745	859	951	3,172
Quick commerce	363	384	505	644	769	2,302
Going-out	41	42	49	73	93	257
Others	2	1	3	8	10	22
Adjusted Revenue	2,413	2,786	3,240	3,646	3,873	13,545
YoY % change	57%	54%	54%	54%	61%	56%



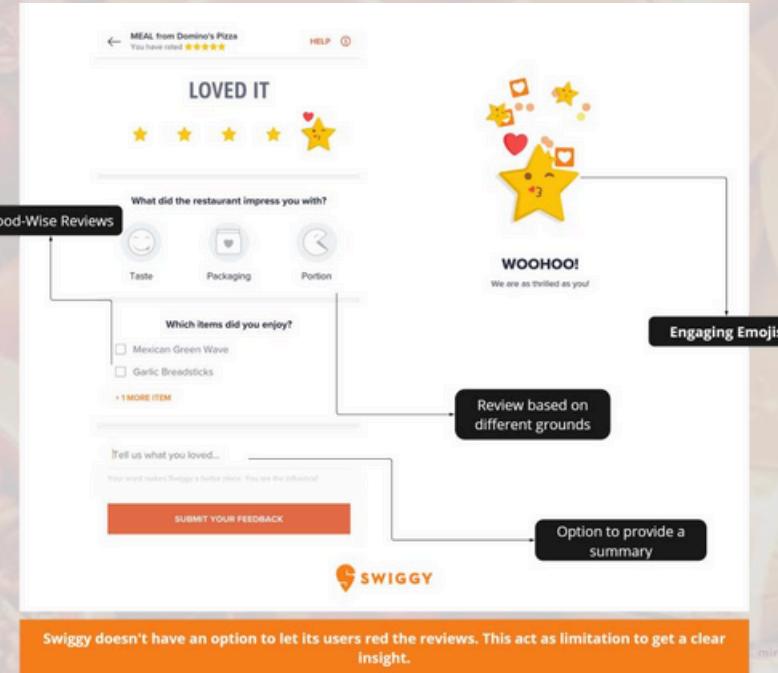
Orders	647.0 million
YoY growth:	21%
Average monthly transacting customers	17.0 million
YoY growth:	16%
Average monthly active delivery partners	326k
YoY growth:	14%
Average monthly active food delivery restaurant partners	210k
YoY growth:	17%

Founding Story: Back in 2008, Zomato started its journey as **FoodieBay**—a humble restaurant-listing-and-recommendation portal. But these founders had bigger dreams simmering. In 2010, they spiced things up by rebranding as **Zomato**. Why the name change? Well, they didn't want to be confined to just food, and they definitely didn't want to tango with eBay over names.





Platform: Food Delivery



Review Process:

Prompt Timing: After order delivery, users receive a prompt to rate and review their experience.

Rating System: Users rate on a scale of 1 to 5 stars.

Review Content: Users can provide written feedback and rate specific aspects like delivery time, packaging, and food quality.

Verification: Reviews are linked to verified orders to ensure authenticity.

Response Option: Restaurants can respond to reviews, allowing for direct interaction and resolution of issues.

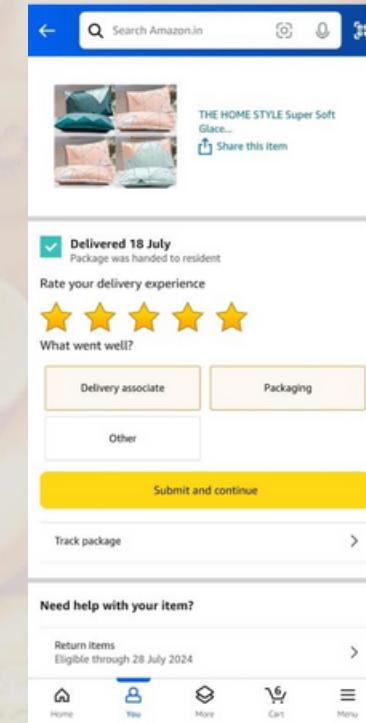
User Experience:

Ease of Use: Simple and quick review process integrated into the app.

Incentives: Occasional incentives like discounts or loyalty points for leaving reviews.



Platform: E-Commerce



Review Process:

Prompt Timing: Users are prompted to leave a review after receiving their product, typically via email or app notification.

Rating System: Users rate on a scale of 1 to 5 stars.

Review Content: Users can provide detailed written feedback and upload photos or videos of the product.

Verification: Verified Purchase badge indicates reviews from users who actually bought the product.

Response Option: Sellers can respond to reviews to address concerns or provide additional information.

User Experience:

Ease of Use: The review interface is user-friendly, with options to filter and sort reviews by helpfulness or rating.

Incentives: No direct incentives, but some sellers may offer follow-up emails requesting reviews.

Review Comparison System (Amazon)

Price	-60% ₹499 ⁰⁰ M.R.P: ₹8,245 ⁰⁰	-46% ₹699 ⁰⁰ M.R.P: ₹8,245 ⁰⁰	-39% ₹754 ⁸² M.R.P: ₹8,245 ⁰⁰	-60% ₹499 ⁰⁰ M.R.P: ₹8,245 ⁰⁰
Delivery	Get it by Saturday, July 27	Get it by Sunday, July 28	Get it by Saturday, July 27	Get it by Monday, July 29
Customer Ratings	3.9 ★★★★☆ 156,742	4.2 ★★★★☆ 516	4.2 ★★★★☆ 618	3.8 ★★★★☆ 40
Easy To Use	4.0 ★★★★☆	4.5 ★★★★☆	4.2 ★★★★☆	4.8 ★★★★☆
Easy To Clean	3.5 ★★★★☆	4.5 ★★★★☆	3.9 ★★★★☆	4.6 ★★★★☆
Cord Length	3.5 ★★★★☆	4.4 ★★★★☆	4.0 ★★★★☆	4.2 ★★★★☆
Value For Money	3.8 ★★★★☆	—	3.5 ★★★★☆	—
Durability	—	—	3.9 ★★★★☆	—

AI Amalgamated Summary

Customers say

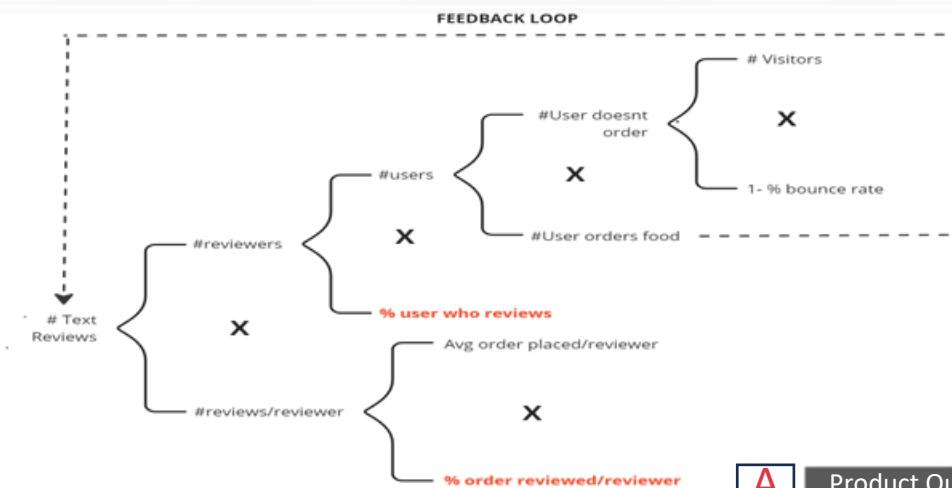
Customers like the ease of use of the electric water boiler. They say it has a user-friendly design and the circuit is not too complex. However, some customers have reported issues with the cord length and performance. They mention that the kettle stopped working after a month and that the lid came out of the pot. Customers also disagree on heating, ease of cleaning, value, and quality.

AI-generated from the text of customer reviews

Select to learn more

- Ease of use | Quality | Performance | Heating | Value | Ease of cleaning | Condition |
- Cord length

What to focus on?



A Product Outcome

Why Reviews Matter?

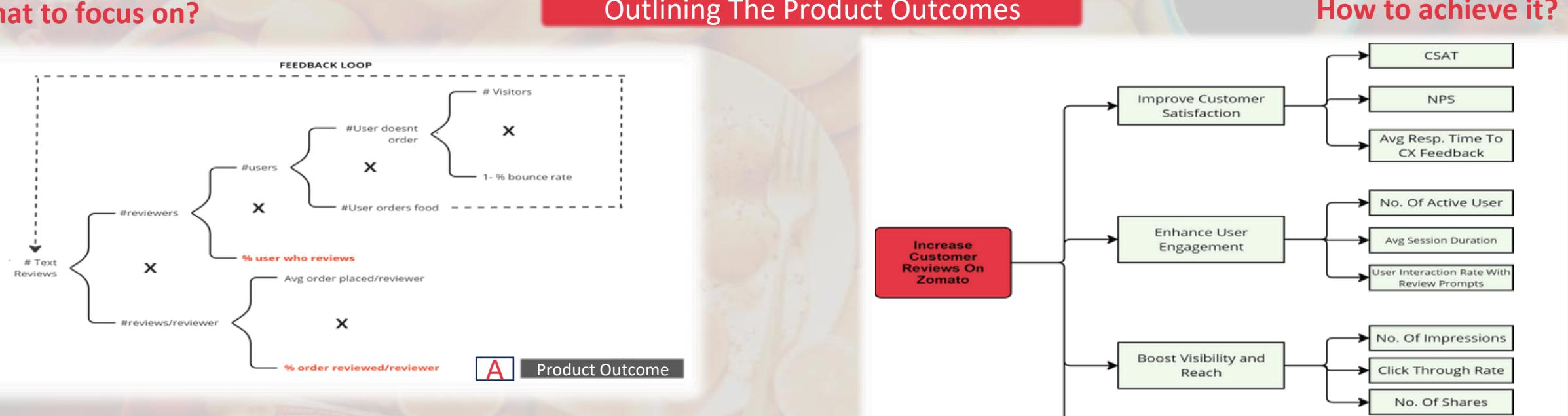
To achieve Zomato's vision which says "*better food for more people*".

Excellent reviews tend to drive greater footfall thereby increasing the revenue

Business Outcomes :

- Enhance User Engagement
- Improve credibility of platform
- Enhance feedback collection

Outlining The Product Outcomes



How Reviews Help?



zomato

- Better Partnership
- Lesser Return Order
- Build Reputation
- Retention and loyalty
- Avoid Bad Experience
- Informed quality check
- Reflects delivery experience
- Recognition and Incentives
- Improves performance
- Increases Conversion rate
- Enhances User engagement
- Increases SEO ratings
- Boost sales

How to achieve it?



Thank You

Presented by **Tanishq Pathania**

