

BLINKIT CUSTOMER FEEDBACK

Executive Summary: Addressing the Brand Neutrality Risk

Our analysis of recent customer feedback highlights a significant "brand neutrality" risk, with a substantial **34.8% of our user base currently classified as "Neutral."** This segment represents a critical churn risk, as their detailed feedback signals early-stage dissatisfaction.

Our core strategy is structured around two key priorities:

- Defensive Strategy (Churn Prevention):** Proactively re-engaging the "Neutral" segment to stabilize our at-risk user base and prevent them from transitioning to "Negative" sentiment.
- Offensive Strategy (Growth & Conversion):** Surgically fixing the primary operational issues driving negative feedback—specifically **Product Quality** and **Delivery/App friction**. The goal is to improve retention and convert passive users into active brand promoters.

This plan outlines immediate, measurable actions designed to reduce negative feedback within two months by converting user frustration into actionable data.

Core Findings: Sentiment & Operational Metrics

Metric	Finding	Strategic Implication
Overall Avg. Rating	3.34	Stable, but lacking enthusiasm. Prime opportunity for growth.
Key Sentiment Driver	"Neutral" Customers (34.8%)	Highest Churn Risk. This is the immediate battleground.
Lowest Rated Category	Product Quality (3.315)	The main "anchor" dragging down overall perception.
Highest Negative %	Product Quality (34.6%)	Must be the #1 Portfolio Focus for operational fixes.
Highest Positive %	App Experience (33.3%)	A bright spot to leverage, despite also being a source of friction.

Metric	Finding	Strategic Implication
Key Complaint Themes	Delivery & App Issues	These issues drive the longest, most frustrated rants (2-3x longer).

Action Plan: Defensive Strategy (Churn Prevention)

Key Insights & Strategic Recommendations

Insight 1: The "Neutral" Customer is an Imminent Churn Risk

- **What the Data Says:** The largest customer segment is "Neutral" (34.8%). Their feedback is descriptive and long (avg. 5.94 words), suggesting they are trying to explain problems before they give up. This is a critical early warning.
- **Business Impact:** This segment is highly polarized. They are the most likely to be converted (in either direction). If ignored, they will become "Negative" churn statistics. If engaged, they can become "Positive" promoters.
- **Recommendation: Proactive Sentiment Management**
 1. **Monitor:** Implement immediate monitoring to flag all "Neutral" descriptive feedback for review.
 2. **Re-engage:** Launch a targeted, personalized outreach campaign (e.g., "We read your feedback on [Issue]...") to this segment, offering solutions or "wow" moments (like discounts) to positively shift their sentiment

Insight 2: Product Quality is the Biggest "Anchor" on Growth

- **What the Data Says:** Product Quality is the **lowest-rated category (3.315)** and simultaneously has the **highest percentage of negative feedback (34.6%)**. Feedback themes include damaged items, missing items, and poor quality.
- **Business Impact:** This is a direct portfolio and operational failure that acts as an anchor on the entire brand. It doesn't matter how fast the delivery is if the product is wrong or damaged.
- **Recommendation (Portfolio & Ops): Portfolio Quality Assurance**
 1. **Audit:** Conduct an immediate audit of the SKUs and categories that receive the most "Product Quality" complaints.
 2. **Fix:** Prioritize fixes in last-mile handling, warehouse picking, and potentially cold-chain logistics to reduce damage.
 3. **Review:** Re-evaluate suppliers for high-complaint items

Insight 3: Delivery & App Friction Drives Frustration

- **What the Data Says:** While Delivery has the lowest *percentage* of negative reviews, it "dominates complaints" alongside App Experience. Critically, **negative reviews are 2-3x longer** than positive ones, as frustrated customers are forced to write detailed explanations for delivery or app failures.
- **Business Impact:** We are forcing customers to do high-effort work (writing a long complaint) to explain operational failures. This converts a simple problem into intense brand frustration.
- **Recommendation (Systemic): Convert Frustration into Data**
 1. **Structured Tags:** Immediately implement **structured reason tags** for all 1-3 star ratings (e.g., "Late Delivery," "Wrong Item," "App Crash").
 2. **In-App Tracking:** Add streamlined in-app issue reporting. This deflects long, emotional rants and converts them into clean, controllable data points for the operations team, reducing customer effort and frustration.

A TWO MONTH ACTION PLAN

Strategic Memo: The "Tug-of-War" for Our Customer and the 2-Month Fix

To: Blinkit Leadership Team **From:** Strategy & Insights **Subject:** Our "Neutral" Customer Problem and the Path to Growth

The Bottom Line Up Front:

Our customer feedback reveals we are in a strategic tug-of-war, and we are at a stalemate. Our overall rating (3.34) isn't a sign of stability; it's a sign of a deep split in our customer base. We aren't creating fans, and we aren't creating haters. We are creating a massive, high-risk group of **"Neutral" (3-4 star) customers (35% of all users)**.

This "neutral" group is the biggest threat and biggest opportunity we have.

The Real Story in the Data

1. The "Neutral" Customer is a Ticking Time Bomb: The biggest risk isn't our vocal "Negative" customers; we know who they are. The risk is the 35% in the middle. Their feedback is longer and more descriptive than anyone else's—they are *explaining* the problems they face, which means they are frustrated but haven't given up yet. This is a critical warning shot. If we ignore them, they will become our new "Negative" segment, and we will lose them.

2. We are in a Tug-of-War: The data shows a clear conflict:

- **The Anchor: Product Quality** is the heavy anchor dragging our entire average down. It has the lowest rating (3.315) and the highest percentage of negative feedback (34.6%). We are sending damaged, wrong, or missing items, and it's killing our reputation.
- **The Stabilizers: Customer Service and App Experience** are trying to hold the line (highest average ratings and positive sentiment, respectively), but they can't overcome the core portfolio problem. No-one cares about a good app if the product that arrives is wrong.

3. We Are Making Our Customers Work Too Hard to Complain: Negative reviews are 2-3x longer than positive ones. This is a critical insight. It means that when a customer has a problem (like a late delivery or a broken item), we force them to write a detailed, frustrated essay to explain it. We are actively converting a simple operational failure into a high-effort, emotionally-draining *brand* failure.

The 2-Month Strategic Action Plan

This is not a "boil the ocean" problem. It's a targeted one. We must stop the "Neutral" segment from churning and cut the "Product Quality" anchor.

Strategy 1: The Defensive Play — "Rescue the Neutrals" Our immediate, #1 priority is a rescue mission for this 35% "Neutral" segment.

- **Action:** We must launch a proactive, data-driven re-engagement campaign. This isn't a generic "we miss you" email. It's a targeted, "We saw your feedback about [the damaged milk]" outreach. We need to find them, acknowledge their specific problem, and use "wow" moments (like discounts or refunds) to prove we've listened. This immediately stops the churn.

Strategy 2: The Offensive Play — "Cut the Anchor" Simultaneously, we must declare war on our single biggest operational failure: **Product Quality**.

Action: This is an all-hands "fix-it" sprint for Operations and Portfolio teams. We must immediately audit the SKUs and categories driving the most "damaged" or "missing item" complaints. This isn't a long-term review; it's a 2-month sprint to fix warehouse-to-door handling, cold-chain, and picking accuracy.

SUMMARY:

The customer feedback analysis highlights a critical "brand neutrality" risk, with **34.8% of users classified as "Neutral."** This segment is identified as the highest churn risk and the immediate battleground for retention.

The core strategy is two-fold, designed for a two-month action plan:

1. **Defensive Strategy (Churn Prevention): "Rescue the Neutrals"**
 - **Goal:** Stabilize the at-risk "Neutral" user base.
 - **Action:** Launch a proactive, data-driven re-engagement campaign with personalized outreach (e.g., "We saw your feedback about [Issue]...") and "wow" moments like discounts or refunds to convert their sentiment positively.
2. **Offensive Strategy (Growth & Conversion): "Cut the Anchor"**
 - **Goal:** Surgically fix the primary operational issues driving negative feedback.
 - **The Anchor Problem: Product Quality** is the "heavy anchor" with the lowest rating (3.315) and the highest percentage of negative feedback (34.6%) due to damaged, missing, or poor-quality items.
 - **Action:** Conduct an immediate all-hands sprint to audit and fix SKUs/categories with the most complaints, focusing on last-mile handling, warehouse picking accuracy, and cold-chain logistics.
 - **Other Key Issue (Delivery & App Friction):** Negative reviews are 2-3x longer, indicating customers are forced to write detailed, frustrated essays. The recommendation is to convert this frustration into clean data by implementing **structured reason tags** (e.g., "Late Delivery," "Wrong Item") for all 1-3 star ratings and adding streamlined in-app issue reporting.

The overall average rating is **3.34**, which is stable but lacks enthusiasm, signaling the tug-of-war between the negative forces (Product Quality) and the stabilizers (Customer Service and App Experience). The primary focus is to prevent the "Neutral" segment from becoming the new "Negative" segment and to eliminate the Product Quality failures.