

# CASE STUDY

---



## Problem

- Imagine you are a Product Manager at Swiggy
- The Playstore rating has dropped from 4.5 to 3.8 stars in the last 2 weeks
- Find out the root cause of the problem

## Assumption

- Assume that the Swiggy app is only on Android
  - Please list any other premises you have made during your analysis
-

---

As a Product Manager at Swiggy, if the Play Store rating has dropped from 4.5 to 3.8 stars in the last 2 weeks, various factors could contribute to this decline. Here are some potential root causes that could be investigated:

**1. App performance and stability:**

Users expect apps to work smoothly without any glitches. If the Swiggy app is experiencing frequent crashes, slow loading times, or unresponsiveness, it can lead to frustration and negative reviews. Poor app performance can be caused by software bugs, compatibility problems with specific devices or operating systems, or insufficient server capacity to handle user demand. Investigating and addressing these technical problems is crucial to improving the app experience.

**2. Order delivery issues:**

One of the critical aspects of a food delivery app is ensuring timely and accurate deliveries. If there has been a recent increase in delayed deliveries, incorrect orders, or other related issues, it can significantly impact user satisfaction. Factors contributing to delivery problems could include driver availability and reliability, issues with the logistics network, or miscommunication between the app, the restaurant, and the delivery executive. Streamlining and optimizing the delivery process is essential to regain customer trust and improve ratings.

**3. Customer support quality:**

When users encounter problems or have queries, they rely on customer support for assistance. If the support team is slow to respond, provides unhelpful resolutions, or is difficult to reach, it can result in frustration and dissatisfaction. Poor customer support experiences can exacerbate negative

---

feelings and lead to lower ratings. Evaluating the support processes, response times, and training for support agents is crucial to ensuring prompt and effective assistance to users.

#### **4. Feature changes or updates:**

Introducing new features or making significant updates to the app can sometimes lead to a negative response from users. If a new feature is confusing, difficult to use, or causes inconvenience, it can impact user satisfaction. Additionally, changes in the app's interface or navigation can temporarily disrupt user familiarity and result in negative reviews. Conducting user testing and gathering feedback during the development and rollout of new features can help identify potential issues and mitigate negative user experiences.

#### **5. Competitor improvements:**

Users often compare similar apps and choose the one that offers the best experience. If Swiggy's competitors have made notable improvements to their services or launched innovative features, it can shift user preferences. For example, if a competitor offers faster delivery, a wider restaurant selection, or better customer support, users may be inclined to switch and express their preference through lower ratings for Swiggy. Staying updated with the competition and continuously working on enhancing Swiggy's value proposition is important to retain users and mitigate the impact of competitive advancements.

---

## 6. Pricing and affordability:

Customers value competitive pricing and affordability when choosing a food delivery service. If customers perceive that the prices on the app are higher compared to competitors or the overall cost is not justified by the quality of the service, it can lead to dissatisfaction and lower ratings

### Open Network for Digital Commerce (ONDC)

It is a government-backed platform that aims to create a fair and transparent marketplace for e-commerce. ONDC is still in its early stages of development, but it has already attracted a number of major players in the food delivery space, including Paytm and Magicpin.

ONDC food delivery works in a similar way to Swiggy. Customers can browse through a list of restaurants and dishes, and then place an order. The order is then picked up by a delivery partner and delivered to the customer's home or office.

### **Effect of ONDC on Swiggy**

The launch of ONDC is likely to have a significant impact on Swiggy. ONDC is a government-backed open network for digital commerce, which means that it will be open to all businesses, including Swiggy. This could lead to increased competition for Swiggy, as other businesses will be able to offer food delivery services on ONDC without having to pay Swiggy's high commissions.

---

In addition, ONDC is likely to lead to lower prices for consumers. This is because ONDC charges lower commissions than Swiggy, which means that restaurants will be able to pass on the savings to consumers. This could make it more difficult for Swiggy to compete on price.

Overall, the launch of ONDC is likely to be a major challenge for Swiggy. The platform will face increased competition and lower prices, which could lead to a decline in revenue and profits. However, Swiggy is a well-established company with a strong brand, so it is likely to be able to adapt to the new competitive landscape.

### **Here are some of the ways that Swiggy can mitigate the impact of ONDC:**

**Invest in innovation:** Swiggy can invest in new technologies and features that will make it more attractive to consumers and restaurants. For example, Swiggy could invest in self-driving delivery vehicles or in new ways to personalize the food delivery experience.

**Expand into new markets:** Swiggy can expand into new markets, such as tier 2 and 3 cities in India. This will help Swiggy to grow its customer base and to offset any losses from competition on ONDC.

**Partner with other businesses:** Swiggy can partner with other businesses, such as grocery stores and pharmacies. This will help Swiggy to diversify its offerings and to attract new customers.

By taking these steps, Swiggy can position itself to succeed in the face of competition from ONDC.

---

## Conclusion

To accurately determine the root cause for the drop in ratings, a comprehensive analysis of user feedback, app performance data, customer support interactions, and competitor activities is necessary. This investigation will provide valuable insights to prioritize and address the specific issues affecting user satisfaction and ratings. Swiggy will need to adapt to the new competitive landscape in order to remain successful. The company could do this by lowering its commissions, offering new features and services, and improving its customer service.