

Customer 1st Order Satisfaction Analysis - Aug,2022

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Data is collected from 2022-08-01 to 2022-08-31

Overall summary

There are 64 customers attended to the survey.

```
##   number_of_cust
## 1                64
```

Customers' portrait:

Most of our customers (49 out of 64) are serving Vietnamese Cuisine restaurants.

Veggies seller is stand for “sạp bán rau” which comes from Wet Market channel.

There are 5 customers who have greater than 1 store (Chain), the remaining is unique store.

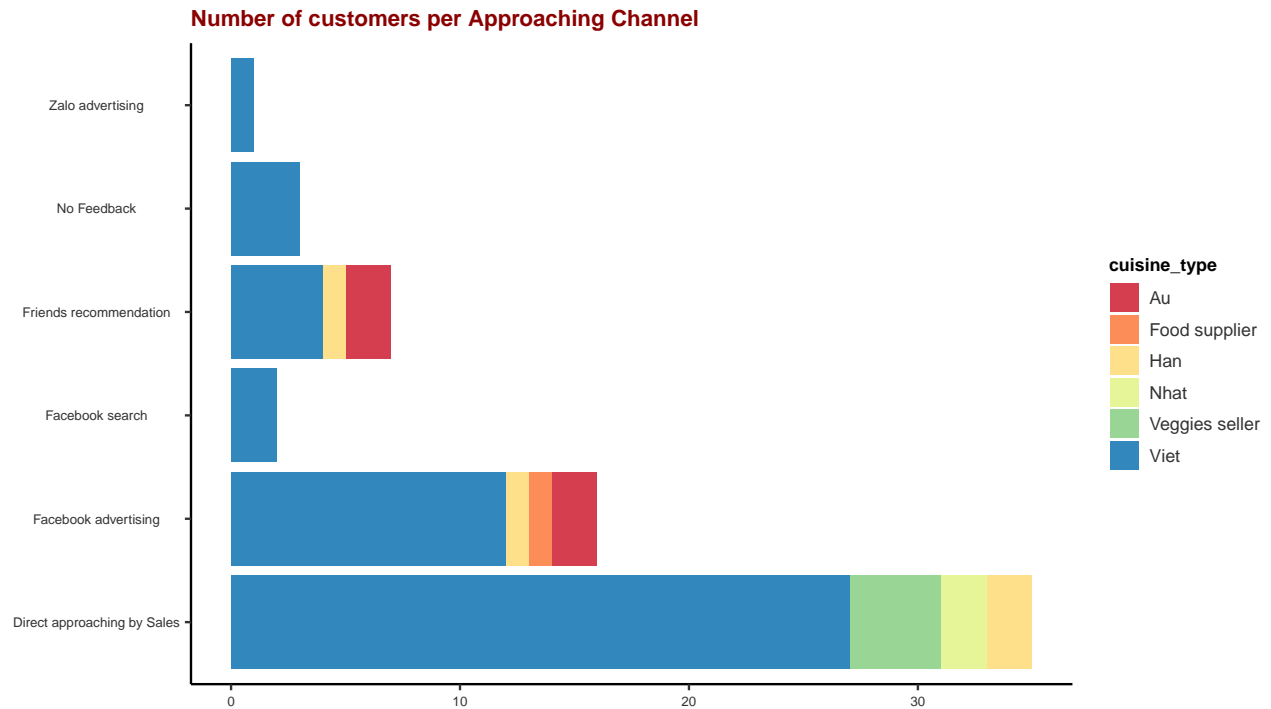
```
## # A tibble: 6 x 2
##   cuisine_type  number_of_cust
##   <chr>          <int>
## 1 Au              4
## 2 Food supplier    1
## 3 Han              4
## 4 Nhat            2
## 5 Veggies seller   4
## 6 Viet           49
```

```
## # A tibble: 2 x 2
##   `Store Type`  number_of_cust
##   <chr>          <int>
## 1 Chain          5
## 2 Unique        59
```

1. Approaching Channel vs Cuisine Type

The most effective channel is direct approaching by Sales.

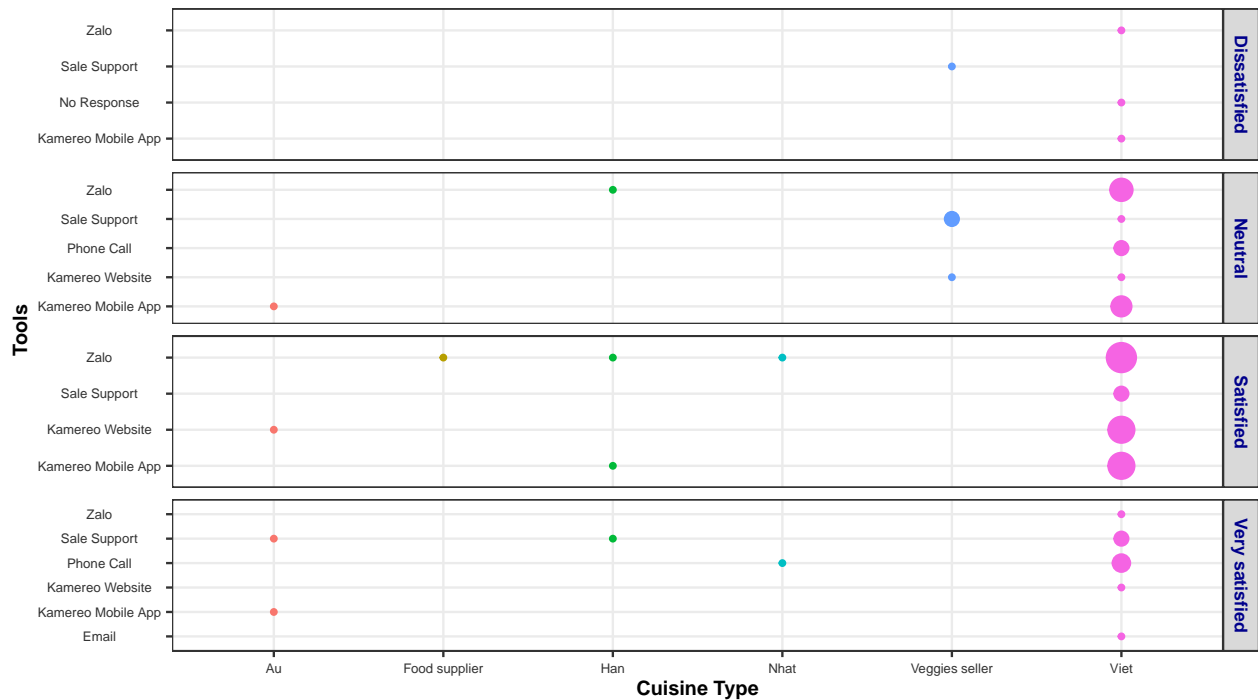
Comparison between SNS (Zalo, Facebook), Customers seem to know our business more through Facebook Ads.



2. Tools & Customer Satisfaction vs Cuisine Type

Most of customers are satisfied with their 1st experience with our business.

However, there are 13 customers who were not really happy (Neutral) or even felt disappointed. (Dissatisfied). And most of them are selling Veggies and Vietnamese cuisine.



Let's take a look on the 6 measurement that CX used to verify customer satisfaction

We will group 64 customers into 4 segments depend on their satisfaction above:

- Dissatisfied
- Neutral
- Satisfied
- Very satisfied

We hope to figure out why they felt unhappy with Kamereo service by going through 6 measurement:

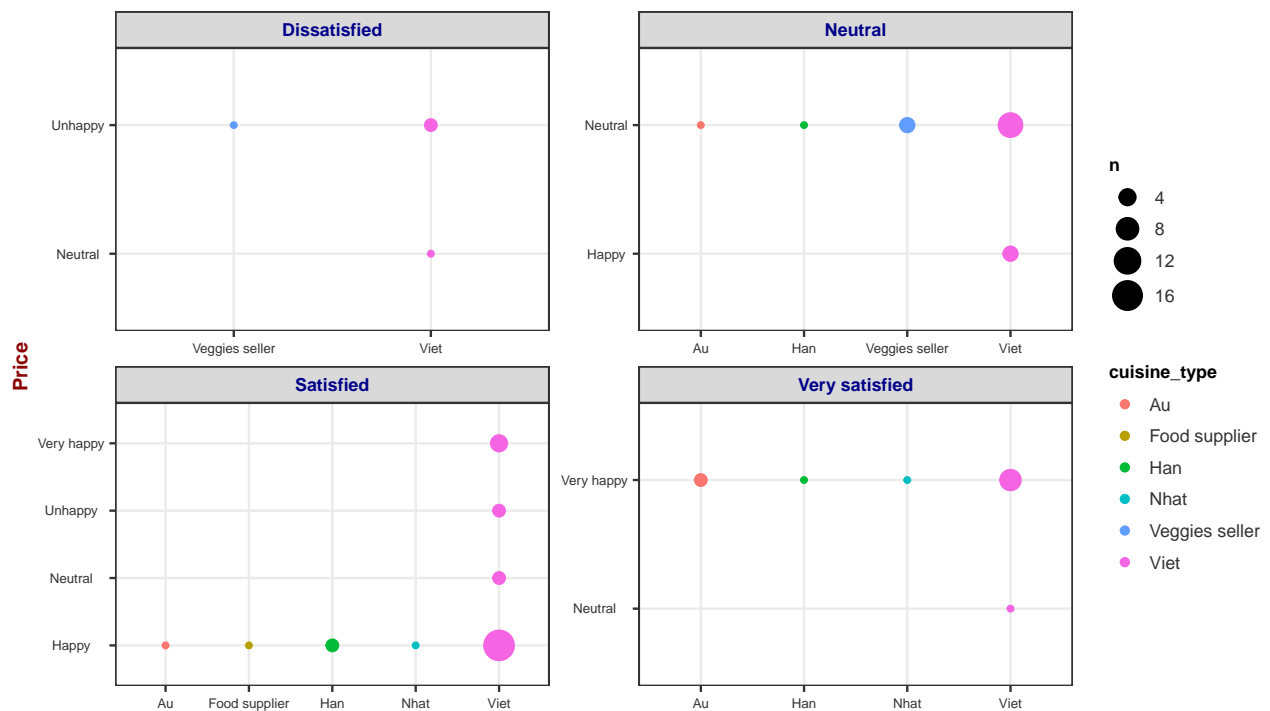
- Price
- Product quality
- Fulfillment rate
- Product variety
- Shipping service
- Customer service

2.1 Price As the graph shown, Price has slight correlation with the customer satisfaction.

Because unhappy customers seem to appear mostly in Dissatisfied group.

Otherwise, Very satisfied customers felt Very happy with our price.

There are some customers in Satisfied group felt unhappy with the price, but maybe price is not their main concern when choosing a supplier.



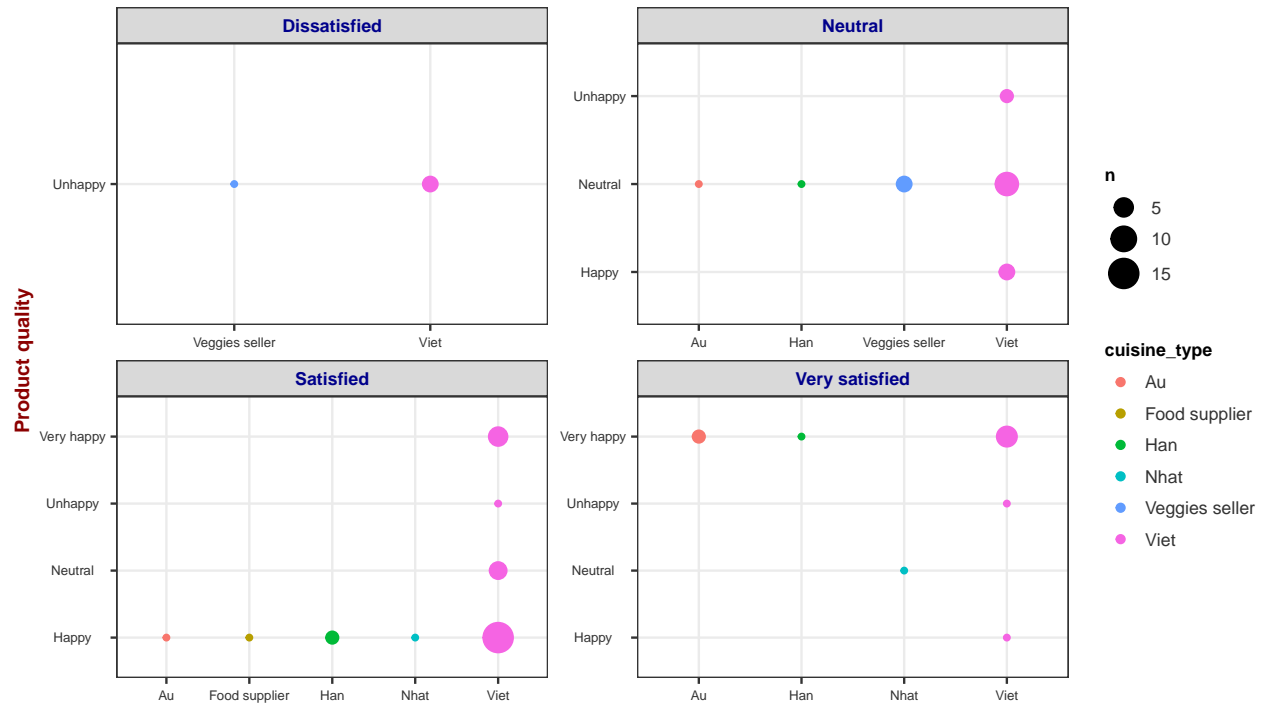
n is the count of customers related to each group

2.2 Product quality Customers obviously felt dissatisfied with our product quality.

Unhappy statement appears in all 4 groups of customer.

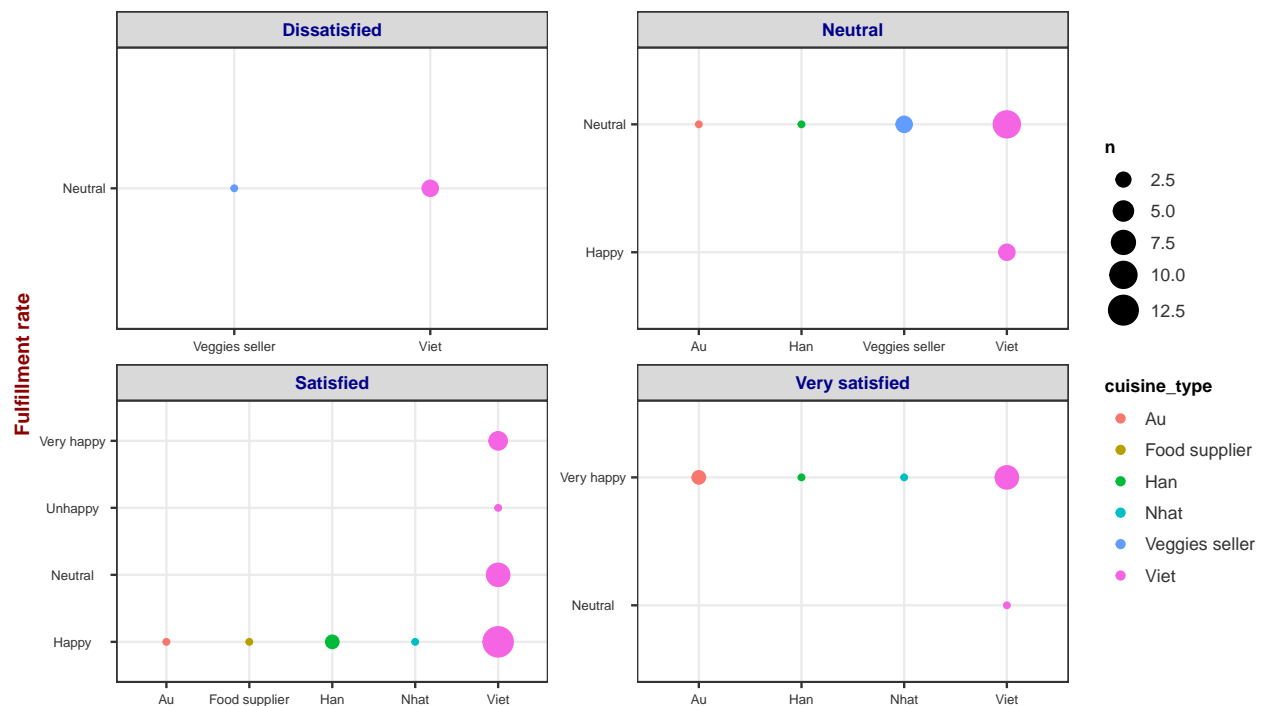
→ It probably our product quality were truly not good in the past month.

→ We need to improve our QC check more strictly to make guarantee to our product quality with customers.



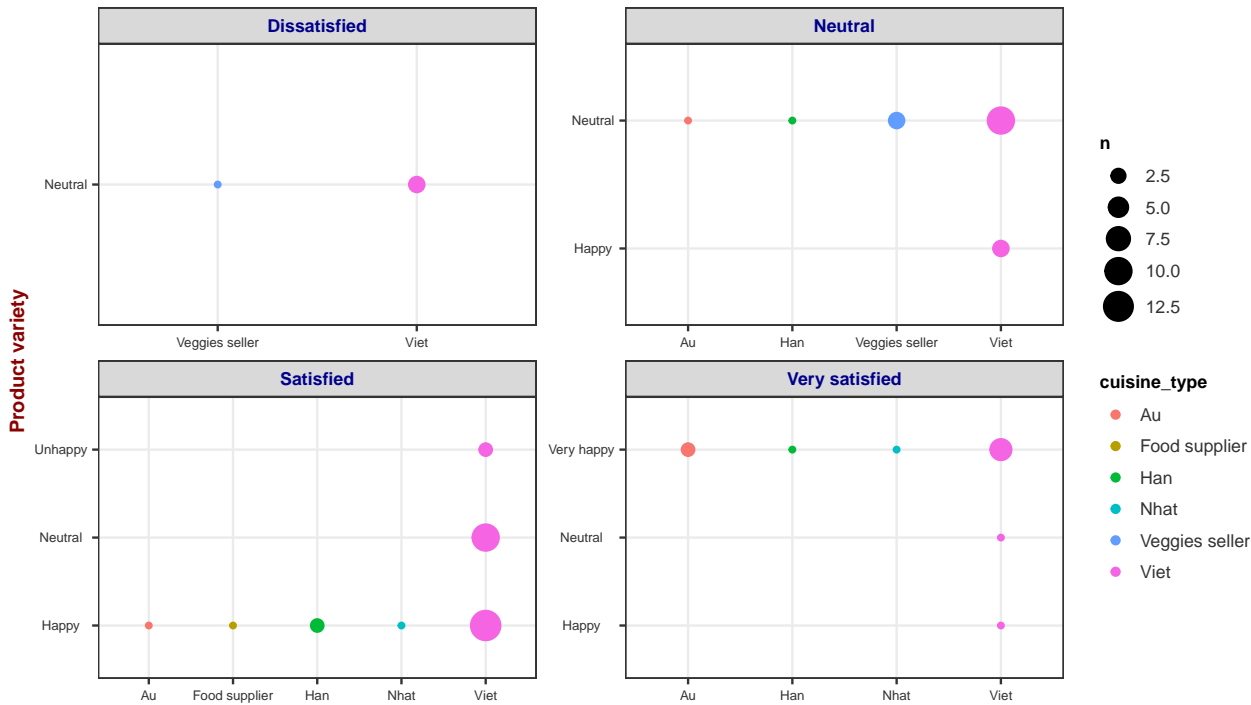
2.3 Fulfillment rate Almost customers felt satisfied with our fulfillment.

There is only one customer in Viet group felt unhappy but overall, they still felt satisfied with our service.



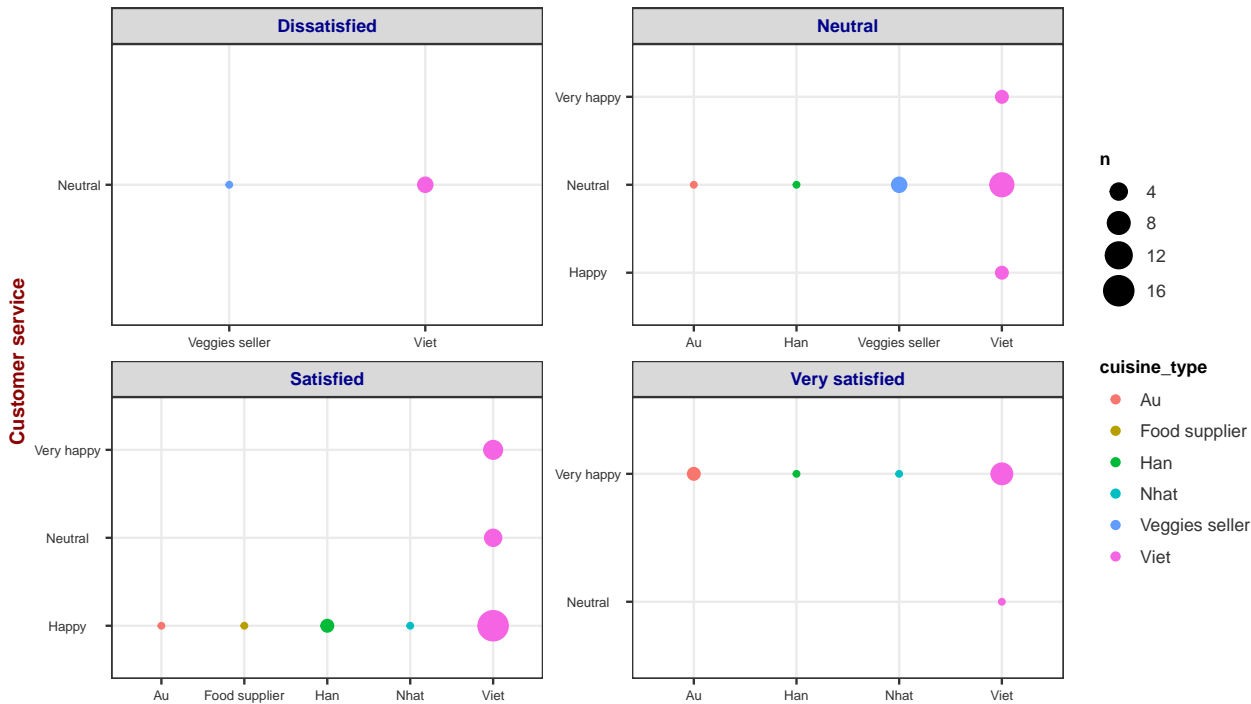
2.4 Product variety Almost customers felt satisfied with our product variety.

There are 2 customers who felt unhappy. Their feedback for that is they need more FMGC products (toilet paper/tissue) and want to buy trứng vịt lộn item.



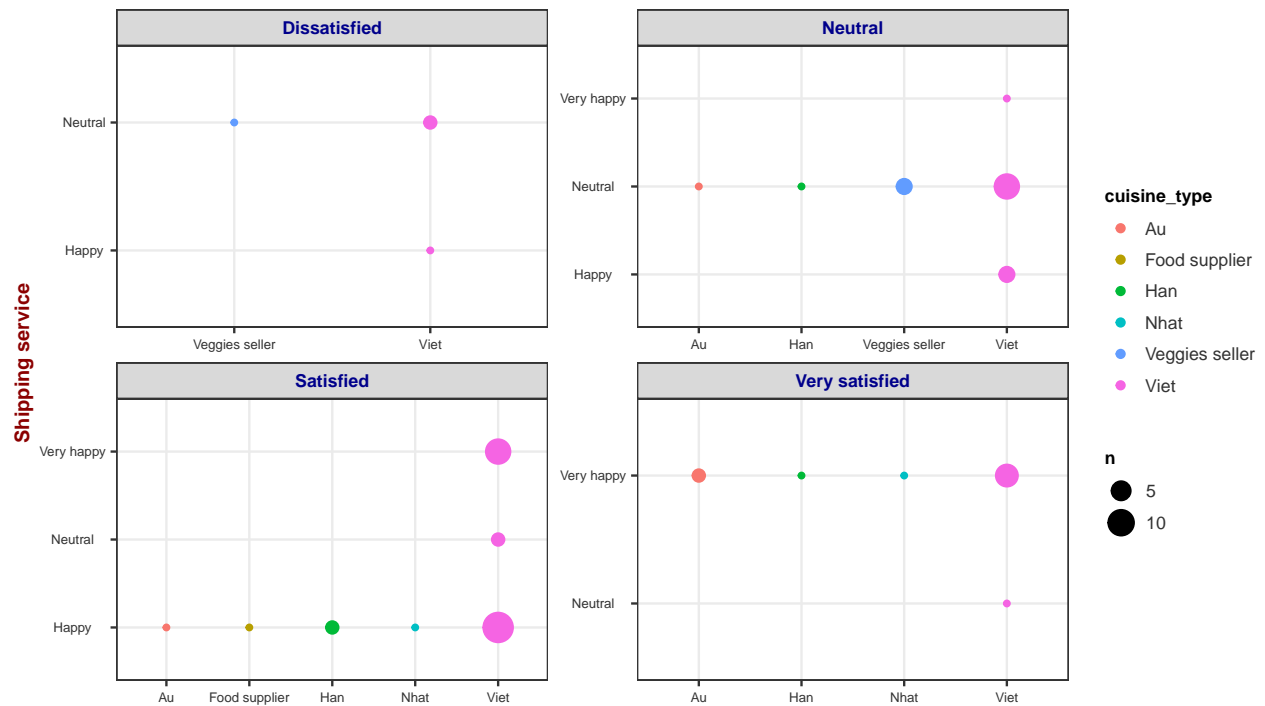
2.5 Customer service So great!

All of our customers are happy with our Customer Service.



2.6 Shipping service Two in a row!

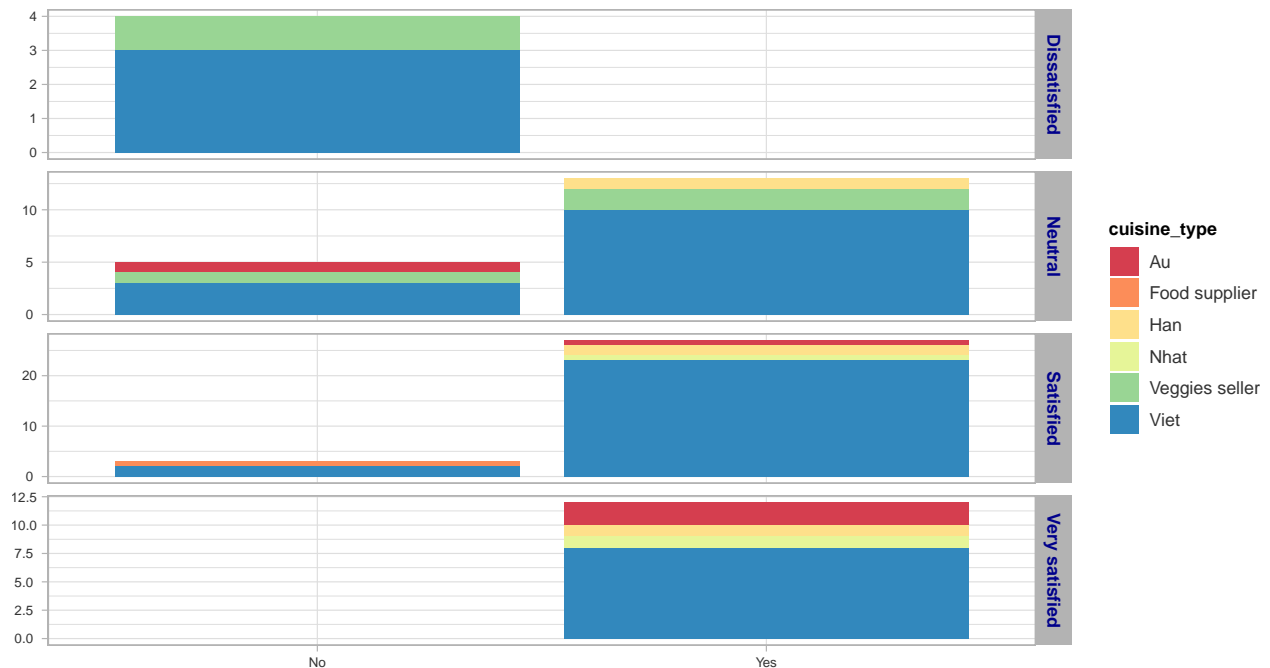
No negative feedback for our Shipping service.



With their positive and negative satisfaction, will they place second order? and even increase their volume?

Second order? As the graph below shown, even customers felt satisfied, they still not place second orders.

Will you order second time?



Let's review their comments to understand their point of view:

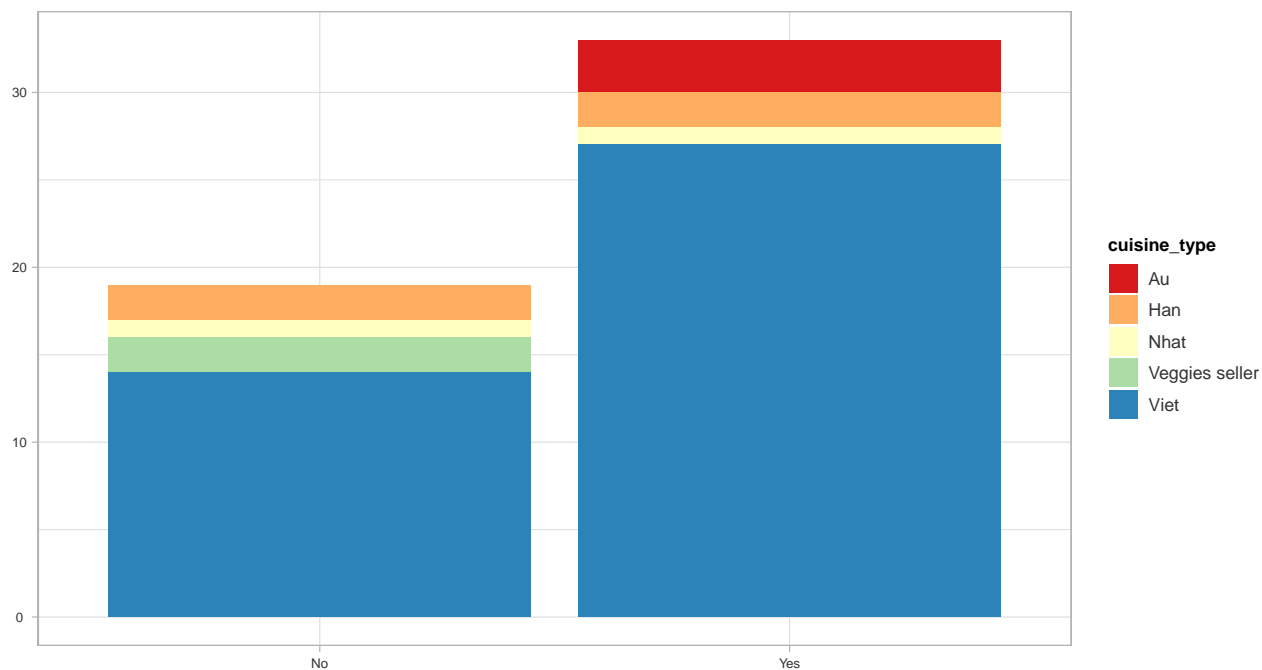
Their concerns are all about price and product quality.

Store ID	Store Name	Customer satisfaction	Will you order second time?	Comments
6777	ALOHA BỐT CHIÊN NGUYỄN OANH	Neutral	No	Không
6748	Hi Friends Bar	Neutral	No	không
6817	sạp rau Mỹ Duyên	Neutral	No	các sản phẩm khác điều tốt nhưng dưa leo xấu, giá cả hơi cao nên KH sẽ xem xét vấn đề cho đơn Hang thứ 2
7104	Lê Path Coffee - Phù Đổng Thiên Vương	Neutral	No	KH nói sản phẩm được nhưng giá hơi cao , KH sẽ suy nghĩ vấn đề đơn thứ 2 nếu có giá hợp lý
7029	Súp Cua Nghiền - Nguyễn Thị Nhỏ	Neutral	No	KH nói trứng quá nhỏ nên ko đặt đơn tiếp theo
6804	Farm Kitchen	Satisfied	No	Không
6692	Cơm Niêu	Satisfied	No	KH hài lòng sản phẩm nhưng giá cao vì vậy chưa có ý định đặt thêm
7108	Karaoke Viva 2	Satisfied	No	KH nói Hang hóa tốt , giao Hang đúng giờ nhưng giá hơi cao nếu giá hợp lý thấp hơn KH sẽ cân nhắc đặt đơn thứ 2

Increasing volume? There are 52 out of 64 customers who will place second order with us.

Let's check if they will increase their volume in the chart below:

Will you increase your volume?



Oh, There are 19 customer who will not increase their volume.

Let's review their comments:

Store ID	Store Name	Customer satisfaction	Will you increase your volume?	Comments
6791	Trang's Store	Neutral	No	ko có ý kiến cần chia sẻ
6792	Đậu hũ thúy Đài Loan KỶ LONG	Satisfied	No	Không có cần chia sẻ
6374	Tous Les Temps	Neutral	No	KHÔNG
6809	banhcanhcuahuongviet	Neutral	No	Không
5822	Doryo Cafe & Tea	Neutral	No	KH nói vì mới mua 1 sản phẩm nên chưa có đánh giá nhiều, nếu KH có nhu cầu KH sẽ liên hệ đến sales
6388	tiger lê thánh tôn	Neutral	No	có trứng bị thối, sản phẩm đông lạnh giá hơi cao
6741	Cơm Nóng Bảo Ngọc	Satisfied	No	KH sẽ đặt Hàng tiếp theo nhưng chỉ có trứng, những sản phẩm khác sẽ tham khảo giá tại chợ
6926	6926	Neutral	No	Không, KH nói vẫn còn Hàng khi nào hết sẽ liên hệ
6962	Sugar & DiDi	Neutral	No	sản phẩm còn, khi nào hết sẽ liên hệ lại sales
7044	Ri Sushi	Very satisfied	No	
7022	Tiệm Bánh Gia Hào	Very satisfied	No	
6735	Melt Tea'n coffee	Very satisfied	No	
6996	Sạp Rau Chị Thảo - Hooomon	Neutral	No	
7025	Canteen Trường tiểu học An Lạc 1	Very satisfied	No	
7134	Camera Roll	Neutral	No	KH nói có trứng bị bể nhưng KH ko đồng kiểm nên ko báo giao bù ,Khi nào dùng hết trứng KH sẽ nói bạn sales lên đơn Hàng tiếp theo , cửa Hàng bánh nên KH chỉ cần trứng thôi.
7030	Súp Cua Nghiễn - XVNT	Very satisfied	No	
7140	Cà Phê và Trà An Yên	Neutral	No	KH báo khi nào có siro Hoa hồng thì nhắn cho KH để mua còn những loại khác KH không cần
7158	Linh Anna Bakery	Satisfied	No	Khi nào hết Hàng hết sẽ chủ động liên hệ với sales, cửa Hàng bánh nên chủ yếu là trứng
7156	Haki Haki	Neutral	No	KH báo là trứng gà quá nhỏ , nếu KH lên đơn tiếp theo sẽ liên hệ cho sales

And again, the most common reasons are price and product quality.

Conclusion

In a nutshell, most of our customers were happy with their first experience at Kamereo.

However, to improve and increase our user retention, we must take more concentration on our price and product quality.

Next Action:

For Category Management team, as our CGO stated in Sales Sep strategy, we will increase personalized offer price via Sales rather than applying mass promotion. For Product Quality issue, we will revamp and enhance the quality control with our suppliers and storage condition.