

Impact of Customer Service on Customer Retention – Flipkart

Data Analysis using Excel

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Business Context & Problem Statement

Background

- Flipkart is a leading Indian e-commerce platform.
- Customer service is critical for customer satisfaction and retention.

Problem

- Flipkart has observed a **decline in customer retention**.
- Poor customer service experience may be a contributing factor.

Objective

- Analyze customer call data to understand how service factors impact CSAT and retention.

Metrics & Metric Tree

Key Metrics Used

- Average CSAT Score
- Response Time (SLA)
- Call Duration
- Customer Sentiment
- Call Volume
- Channel & Call Center Performance

Metric Tree

- Customer Retention → Customer Satisfaction (CSAT) → Influenced by:
 - Response Time
 - Sentiment
 - Call Duration
 - Channel
 - Call Center

Hypotheses & Data Preparation

Hypotheses Tested

1. Higher response time leads to lower CSAT.
2. Negative customer sentiment results in lower CSAT.
3. Longer call duration reduces customer satisfaction.
4. CSAT varies across channels, regions, and call centers.

Data Preparation

- Cleaned missing **City** and **State** values and replaced ^{#N/A} with "Unknown".
- Standardized **Gender** values to maintain consistency across records.
- Converted **call_timestamp** into proper date format for time-based analysis.
- Handled missing **CSAT scores** by keeping blanks and excluding them from average calculations.
- Categorized **customer sentiment** into ordered levels: Very Negative, Negative, Neutral, Positive, Very Positive.
- Created a **numeric sentiment score** to enable comparative and correlation analysis.
- Standardized **response time** into SLA categories (Good, Average, Poor).
- Created **call duration buckets** (Short, Medium, Long) for easier analysis.
- Removed duplicate and inconsistent records to ensure data accuracy.
- Created derived columns to support **pivot tables, charts, and dashboard analysis**

Customer Experience Insights

Key Insights

- CSAT is similar across genders, indicating no strong gender bias.
- Medium call duration shows slightly better CSAT than very short or long calls.
- Calls handled outside SLA (Poor response time) show lower satisfaction.

Sentiment, Region & Volume Analysis

- Total Number of CSAT Scores by Sentiment
- Avg CSAT by Top 10 States
- India Map – Customer Distribution

Key Insights

- Majority of customers fall under **Negative or Neutral sentiment**, impacting overall CSAT.
- Some states consistently perform **better than others** in customer satisfaction.
- High customer concentration regions need **focused service improvements**.

Operational Load & Reasons for Calls

- Count of Calls by Response Time
- Reason-wise Call Distribution (Pie Chart)
- Daily Call Volume Trend (Line Chart)

Key Insights

- Most calls are handled within Good or Average SLA, but Poor SLA still impacts CSAT.
- Billing-related issues dominate customer calls ($\approx 70\%$).
- Call volume remains stable but spikes can affect service quality.

Dashboard Summary, Recommendations & Conclusion

Key Recommendations

- Reduce SLA breaches to improve CSAT.
- Improve handling of **negative sentiment customers**.
- Focus on resolving **billing issues proactively**.
- Strengthen support in **high-volume states**.
- Optimize channels like chatbot for better satisfaction.

Conclusion

- Customer service performance has a **direct impact** on CSAT and retention.
- Data-driven improvements can significantly enhance customer experience and loyalty.