

CX Improvement - Chat support for leading online Food Delivery App



Business Case

Provided RPM-based and Email service support solutions to improve the CX of a leading online food delivery app. The new system supported customers, riders & merchants in their queries, requests, and complaints via chat & email to deliver a seamless customer experience.

Client Pain Points

- Unsatisfied customers
- Less efficiency due to higher response time
- Less chat acceptance during the peak intervals, leading to high dissatisfaction in customers

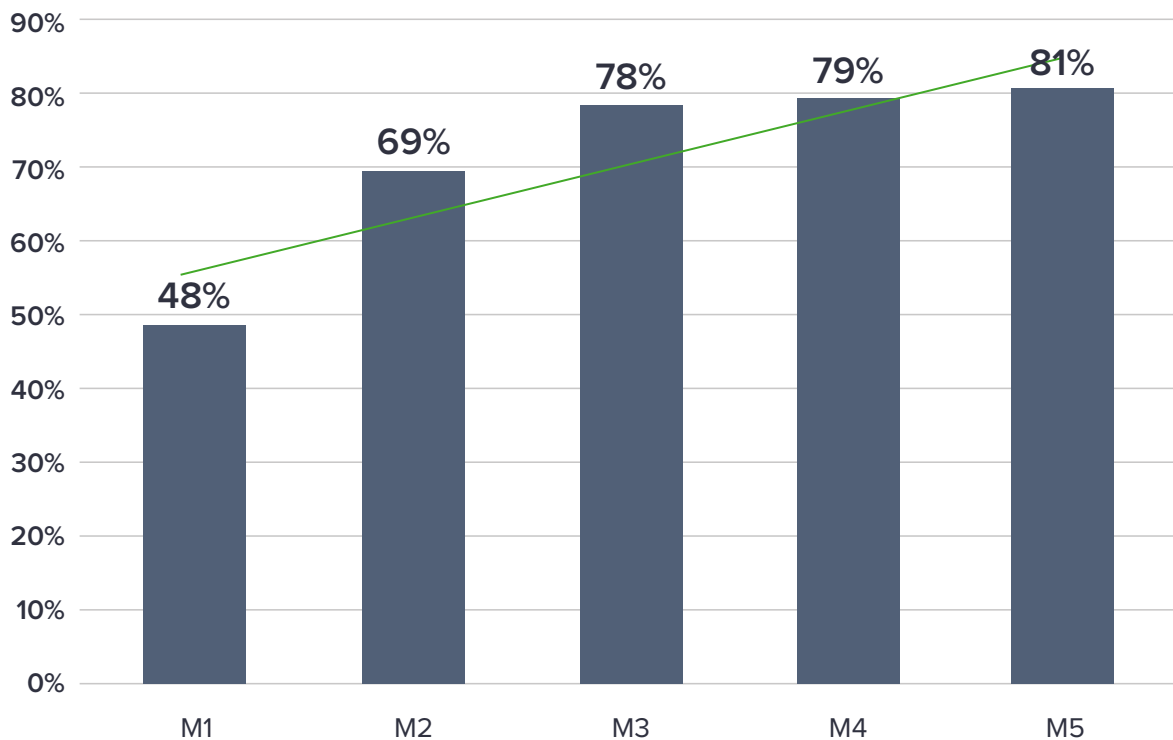
Our Approach

- RPM Based Solutions- Bot Solutions w.r.t. top chat drivers were recommended with impact analysis.
- Email service support solution for notorious customers with repeat reduction analysis.

What We Did

- Daily Detailed scrubbing on CSAT & Rebuttals on Process challenges given to the business.
- Process Level Interventions with an impact analysis.
- Intervals wise performance tracking
- 360° analysis & intensive market research for regular insights

C-SAT TRENDS

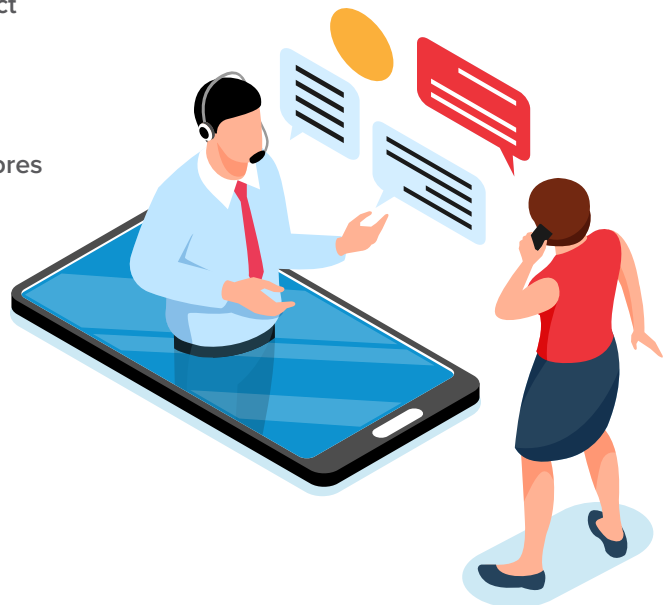


Milestones & Achievements

- 33% improvement in overall CSAT over the project tenure of 5 months
- Won Best Partner Award for JJA'Yr 1
- 22% improvement delivered in overall Quality scores
- Best efficiency for Email & Chat support.

Win For Business

- Chat support FTE reduction by 15% & 30% repeat reduction for Notorious customers.



Contact us to discover how we can achieve similar results for your organisation: Sourin.Buragohain@isonxperiences.com