



Cook Door's Recipe for CX Success

Delivering Excellence in the
Food Industry



Client Overview

Cook Door is a well-known fast-food chain based in Egypt, offering a variety of delicious and affordable meals ranging from sandwiches and burgers to salads and desserts. With a focus on quality ingredients and flavorful recipes, Cook Door has become a popular choice for customers looking for quick and satisfying dining options. The brand has a strong presence across Egypt, with multiple branches in various cities, serving a diverse customer base.

Situation Analysis/ Background

Cook Door places a strong emphasis on delivering exceptional customer experiences alongside its delicious offerings. Operating in a competitive market, Cook Door strives to provide seamless ordering and dining experiences while ensuring customer satisfaction at every touchpoint. Challenges include optimizing order management processes, enhancing service quality, and differentiating the brand in a crowded market to foster lasting customer loyalty.



Key Challenges

Sales Target

Cook Door faces the challenge of meeting and exceeding sales targets amidst evolving market dynamics and competitive pressures. Achieving consistent sales growth while maintaining profitability is a key priority for the company.

Service Quality

Ensuring high-quality service delivery across all touchpoints presents a significant challenge for Cook Door. Meeting customer expectations in terms of food quality, order accuracy, and overall dining experience is crucial for customer satisfaction and retention.

Solution Provided

★ Inbound Support

Our team handles incoming inquiries, orders, and customer service requests efficiently and professionally, ensuring a seamless experience for Cook Door's customers.

★ Outbound Follow-up

We conduct proactive follow-up calls to ensure customer satisfaction, address any concerns, and gather feedback to continuously improve service quality.

★ Outbound Survey

Our team conducts outbound surveys to gather valuable insights into customer preferences, satisfaction levels, and areas for improvement, enabling Cook Door to make data-driven decisions.

★ Online Order Support (Talabat)

We provide dedicated support for online orders placed through Talabat, ensuring timely delivery, order accuracy, and exceptional customer service to enhance the overall customer experience.

Results Achieved

Service Level (SL)

Cook Door aimed for a Service Level target of 90%, and we exceeded expectations by achieving an impressive 92%. This achievement reflects our commitment to providing timely and efficient service to Cook Door's customers.

Quality Assurance (QA)

With a QA target set at 96%, we surpassed expectations by achieving an outstanding QA score of 98%. This result underscores our dedication to maintaining high standards of quality and ensuring exceptional service delivery.

Customer Satisfaction (C-SAT)

Cook Door's target for Customer Satisfaction (C-SAT) was 75%, and we surpassed this goal by achieving an impressive C-SAT score of 88%. This remarkable achievement demonstrates our focus on meeting and exceeding customer expectations, ultimately driving satisfaction and loyalty.



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