

Case Studies

Sector: E-Commerce



Audit Scope, Objective & Details



Objective: To benchmark a leading e-commerce company against customer experience and satisfaction w.r.t the competition.

Audit Areas

• User Experience:

- Website Navigation
- Purchase Process
- Query Handling
- Delivery Process
- Return and Exchange

• Product:

- Quality
- Variety
- Availability

Audit Details

- No of players audited: **4**
- Total Number of Audits: **56**
- Special Scenarios(Return/Exchange): **15**

Shopper Profile

Shopper were selected based on client specifications:

- **Income:** Rs 6 lacs & above
- **Gender:** Mix of men & women
- **Age:** 20-35 year old
- **Frequent online shopper**

Our Approach



1

redquanta studied the parameters and designed the following process for the shoppers to follow:

1. Visit the website
2. Check the product range and place an order
3. Receive the product & track delivery timelines
4. Check Product Quality
5. Raise request for return/exchange



2

redquanta prepared a detailed questionnaire focussing on the key areas to be measured during the audits



3

Shoppers performed the audit and filled the online questionnaire within 24 hrs. of completion of the audits

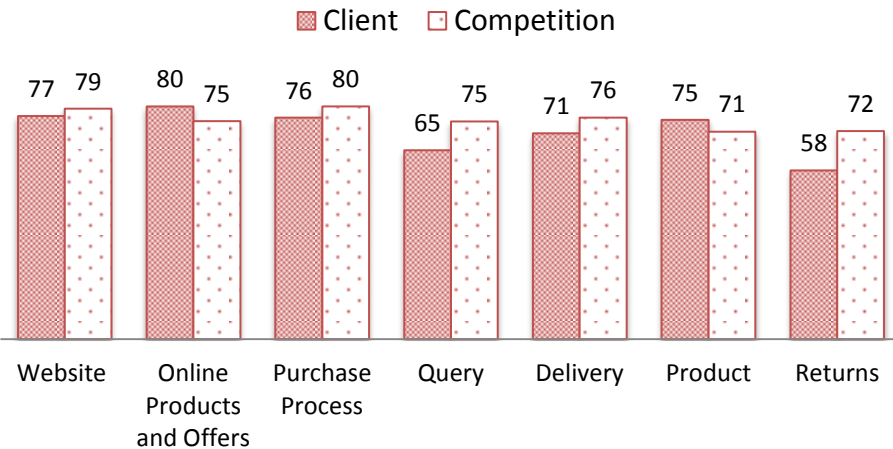


4

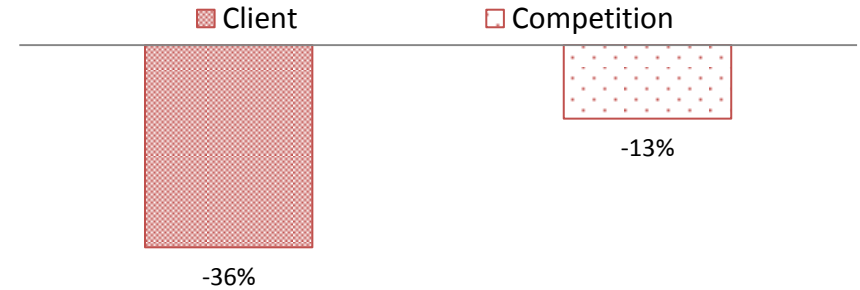
redquanta's team delivered the following:

- Weekly Status Reports
- Cumulative Result
- Macro and Micro insights
- Management Action Plan

Audit Results



Net Promoter Score



Shopper Insights

"I was not able to connect to the call centre even after repeated tries...Were very hard to reach and no action was taken on my requests.."

"Overall experience was not great due to the delay in delivery. It took around 10 days to get my order. My order was lost which was re dispatched, this was never conveyed to me. "

Key Insights

- The quality of responses to queries and TAT was not at par with the competition
- The communication on the order confirmation and delivery was missing in many cases
- Product description and pictures failed to build a curiosity to purchase a product
- The product quality and product range was criticized in many audits
- Customer satisfaction with respect to 'return & exchange' was very low due to complex processes

Management Action & Results



Management Action

- The staff were trained for query resolution; strict SLAs and TAT for query resolution were implemented
- Website navigation and product display was tweaked
- The return and exchange process was re-looked at to make it more seamless for the customer
- The delivery process was re-looked at – SLAs for delivery partner were made more strict

Results

- **Improvements in customer navigation and product display at the website**
- **Improved query resolution processes**
- **15% improvement in NPS and increase in number of repeat customers**

GRACIAS
ARIGATO
SHUKURIA
JUSPAXAR
DANKSCHEEN
TASHAKKUR ATU
YAOHANYELAY
SUKSAMA
EKKHMET
TINGKI
BĪYAN
SHUKRIA
GRAZIE
MEHRBANI
PALDIES
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KOMAPSUNNIDA
MAJKE