

Enabling scale-up for a large app-based food delivery partner

A JindalX Case Study



Customer excellence is the art of winning the customer's heart by thinking ahead and beyond the expectations of your customers . . .

Business

The client approached and trusted JindalX to set-up and manage as the first partner and create a business process management platform which is highly flexible, scalable and industry-aligned in its approach.

Challenges

Addressed

- Food delivery is a complex and sensitive business, maintaining customer satisfaction on uncontrollable issues like rider delays and restaurant errors is difficult
- Volumes majorly fluctuate and reach the peak during lunch and dinner hours; tough to manage intra-day peaks and seasonal volumes like on festivals, sports events etc.
- Compensatory credits reached alarming numbers due to customer behaviour patterns which could not be identified
- Technical glitches in the system leads to a need to coordinate with the restaurant, rider (delivery) and the technical team together
- C-sat levels were less than 60% since the customers downvoted the chat support even for the problems with rider or the restaurants

JindalX Approach

Operations commenced in early 2017 as a co-managed model and scaled up by 900% within a span of two years

JindalX assisted in developing and establishing the outsourced model for further expansion of the client's business

100% Self-managed model effective 2019 and up to 20% improvement in KPIs and 10% reduction in attrition



Intra-day peaks observe high fluctuations of upto 30%, which are swiftly managed by our teams



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We manage almost 50% of all the transactions that happen for our client since 2017

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JindalX Initiatives

- Smart Volume predictions & staffing on the basis of social events, festivals, sports events & lunch/dinner hours
- On-floor technology helpdesk to solve the issues and further managed by ODM team (order device management for instant resolution)
- Dedicated quality team, to work on bottom quartile management and delivering 50% improvement in their quality scores

Other on-floor improvement plans launched

- Daily Critical Function Checklist launched for the Team Leaders to manage daily operations
- Investment in associate grooming and trainings by external consultants
- Customer rating-based queue for preferential service support & resolution
- Special Team to transform skills of associates that need improvement
- Live drills on hourly basis to announce & compare site-wise CSAT & reward
- Special sessions to tackle scenario-based & context-based situations

A Successful Outcome

15-20% improvement in c-sat through segregation of the feedback channels for the customer service team

30% reduction in the credits given to the customers by profiling the customers and standardizing the credit refund policies

15% lost orders, reduced by creating a special team to coordinate and follow-up with multiple teams to resolve the issues real-time and ensure timely delivery even in exceptional cases

To talk more about your organization's needs, please contact:

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About JindalX

JindalX is a leader in helping businesses drive their Customer Xperience by ensuring that we look at the processes in a completely different way. Our transformation levers are more focussed towards making the interactions faster, easier and effective. We at JindalX are equipped with the latest technologies in the business process management space ranging from Digital Tools, Software Development & Cutting Edge however easy to implement analytics. Our strongest pillar is the culture of innovation and Xcellence which is driven through our values and vision.

