

In-Depth Interview (IDP)

1. Research Objective

Understand the user's pain points and requirements during the building process and to increase customer loyalty and retain customers preventing the users from leaving the platform and migrating to other platforms like Zomato and ONDC.

• Users:

1. Existing Food Customers (Swiggy and Other companies)
2. Potential New Customers

• Incentives for the users:

Food coupons/ Discounted Premium services/ Sign up bonuses

2. Research Questionnaire

• Introduction / Ice-Breaking Questions

1. How is your day going, Sir?
2. What language are you comfortable talking in?
3. Did you have your breakfast / lunch?
4. Do you often order food from outside? If yes, how often?
5. Do you save your time ordering food from outside?

• Understand the users (extension of Ice-Breaking)

1. How often do you dine out or order food for delivery / takeout?
2. Are you familiar with food delivery apps like Swiggy? If yes, which apps have you used before?
3. What are the most important factors for you when choosing a food delivery app or service (e.g., delivery time, variety of restaurants, pricing)?
4. Can you share a memorable experience, positive or negative, that you've had with a food delivery app or service?
5. What kind of cuisine or types of food do you typically order for delivery or takeout?
6. How do you usually decide where to order food from (e.g. recommendations from friends, browsing apps, special offers)?

7. In recent times, have you observed any changes in your food ordering habits? If so, what has changed?
8. How has the Covid-19 pandemic affected your food ordering habits?
9. Are you concerned about sustainability or eco-friendliness in food packaging and delivery services? If so, what changes would you like to see?
10. What role do food delivery apps play in your overall lifestyle, and how do they influence your meal choices or eating habits?

• **Questions based on the hypothesis / probable problems**

Customer Retention has declined:

1. What features or improvements would make you more likely to continue using Swiggy or switch to Swiggy for your food delivery needs? (e.g., delivery times, offers, app interface)
2. Have you encountered any consistent or recurrent issues while using Swiggy that have negatively impacted your experience or caused you to consider using alternative food delivery services?
3. How important are personalized recommendations, tailored promotions, and a seamless app experience in your decision to continue using or trying Swiggy?
4. Can you describe a specific situation where you felt Swiggy failed to meet your expectations, and what could have been done to improve your experience and retain your loyalty?
5. What kind of loyalty or rewards program would encourage you to use Swiggy more frequently and increase your overall satisfaction with the service?

Customer Loyalty has declined:

1. What aspects of Swiggy's service do you find most appealing, and which areas do you believe need improvement to strengthen your loyalty to the brand?
2. Have you experienced any issues with Swiggy that have led to dissatisfaction, and how could they have been resolved to enhance your commitment towards using Swiggy for future deliveries?
3. How would you rate the customer support provided by Swiggy in addressing your concerns or issues, and what improvements do you suggest to foster greater customer loyalty?
4. What kind of loyalty or rewards program would make you more likely to use Swiggy consistently, and are there any particular initiatives or promotions you would appreciate?
5. For non-Swiggy users, based on your experiences with other food delivery apps, what would motivate you to try and remain loyal to Swiggy over its competitors?

3. User Research Transcript:

1. User: New Swiggy Customers

Customer Executive: "How is your day going, sir?"

Customer: "It is going great"

Customer Executive: "Can I have some of your time as we are offering a discount coupon of 50% off on any food order for answering some questions"

Customer: "Sure"

Customer Executive: "Can you share a memorable experience, positive or negative, that you've had with our services?"

Customer: "Once when I placed my food from a restaurant, I was waiting for my food but it showed up very late and the food I ordered which was a soup wasn't hot anymore and I didn't have anything to reheat it up as well! The customer service response wasn't upto the mark as they didn't cooperate with me properly by giving me the guidance or help I had expected."

Customer Executive: "I'm really sorry to know about that, I will definitely look into it. Can I get some incentives based on your experiences with other food delivery apps? What would motivate you to try and remain loyal to Swiggy over its competitors?"

Customer: "I would like to see better food options in multiple cuisines with great discounts and faster delivery which I'm already getting from Zomato and ONDC"

Customer Executive: "Thank you so much for your time and support. We will definitely work on your complaints and suggestions and get you better options by working on our food delivery services . You can find the discount coupons in your app while placing your next food order. Thank You, We will definitely look into it!!"

2. User: Existing Food Customers

Customer Executive: "How is your day going, sir?"

Customer: "It is going great"

Customer Executive: "Can I have some of your time as we are offering discount coupons of 50% off on your any food order for answering some questions"

Customer: "Sure"

Customer Executive: "How often do you dine out or order food for delivery or takeout?"

Customer: "Yes I often order food online as it saves my time in preparing food as they deliver meals immediately at my doorstep. "

Customer Executive: "That's really great sir, Can you describe a specific situation where you felt Swiggy failed to meet your expectations, and what could have been done to improve your experience and retain your loyalty?"

Customer: "Sure, I was expecting the food to be delivered to me properly but when I ordered Starbucks the drink that I received was spilled! Similarly, this happened to me when I ordered a pizza which was upside down. I believe if I'm a Swiggy One member I should get my delivery on time and I shouldn't face such problems. Sometimes, the delivery team doesn't understand the

commands given to them , for instance: when asked not to ring the bell, they still ring it ; for which the delivery service should be improved. Also, one time while using Swiggy dine out, the restaurant denied me a reservation whereas, my friend using Zomato got one at the same restaurant without any hassle.

Customer Executive: "I'm really sorry for this inconvenience caused by us. I will make sure you get your refunds for the food and we will make sure that we resolve these issues and get better options and discounts for restaurants and dine-out. Thank you for your time and I will make sure that you find your discount reward coupons in your next order while making the payments"

3. User: Swiggy Customer

Customer Executive: "Hello, I hope you're having a great day! Can we ask for a moment of your time to share your thoughts on our service and help us serve you better?"

Customer: "Sure, I don't mind."

Customer Executive: "Thank you! How often do you order food delivery from Swiggy, and what do you like about our service?"

Customer: "I order from Swiggy about 4-5 times a week. I really like the wide range of restaurant options and the convenience of ordering."

Customer Executive: "That's wonderful to hear! Could you describe a specific situation where you felt Swiggy failed to meet your expectations, and what could have been done to improve your experience and retain your loyalty?"

Customer: "Yes, there was an order and it took much longer than expected to arrive. The estimated time kept increasing, and I was very hungry. Swiggy could improve by providing more accurate delivery time estimates and perhaps offering compensation in cases of significant delays."

Customer Executive: "We truly apologize for the inconvenience you faced in that instance, and we appreciate your valuable feedback. We constantly work on refining our delivery process and ensuring timely delivery. As a token of our gratitude for your feedback, we would like to offer you a 50% discount on your next order. You can find the discount coupon in your account, which can be applied while making the payment. Thank you for helping us improve our service."

4. User: Swiggy Customer

Customer Executive: "Hello! I hope you're having a fantastic day. Could we borrow a moment of your time to gather your thoughts on our service? By answering a few questions, you will receive a discount coupon for 50% off on your next food order with us."

Customer: "Sure, I'm happy to help!"

Customer Executive: "Thank you! How often do you dine out or order food for delivery or takeout, and what do you like the most about ordering food online?"

Customer: "I frequently order food online because it saves time and provides me with a quick meal at my doorstep when I'm busy with work or other activities."

Customer Executive: "That's great to hear! Can you share a particular instance where you felt that Swiggy didn't meet your expectations, and what could have been improved to enhance your experience and ensure your loyalty to our platform?"

Customer: "Certainly, I used to face issues with the estimated delivery time, which was often inaccurate. I also had problems with the packaging of the food, leading to spills and mess. Additionally, I found it challenging to get through to customer support for assistance or refunds. Swiggy could improve these aspects by providing more accurate delivery times, improving packaging quality, and offering better support to resolve customer complaints swiftly and efficiently."

Customer Executive: "We deeply apologize for the troubles you've experienced and appreciate your valuable feedback. We're consistently working on refining our delivery process, ensuring proper packaging, and enhancing customer support. As a token of our gratitude for your assistance, we will grant you a 50% discount on your next order. The discount code can be found in your Swiggy account and applied at the time of payment. Thank you for helping us improve our service!"

5. User: New Swiggy Customer

Customer Executive: "Hello! I hope you are having a! We would like to offer you a 50% discount on your next food order if you could spare a moment to answer a few questions about our."

Customer: "Sure, I'd be happy to help."

Customer Executive: "Thank you! What are some specific factors that you consider when choosing between different food delivery apps?"

Customer: "I generally look for a wide variety of restaurant options, affordable prices, quick delivery times, and good customer support."

Customer Executive: "Great, we appreciate your response. Based on your preferences and experiences with other food delivery apps, what would encourage you to remain loyal to Swiggy?"

Customer: "I'd like to see competitive pricing, exclusive discounts, and a user-friendly app with a seamless ordering experience. Additionally, ensuring that deliveries are punctual and customer support is responsive would make a difference."

Customer Executive: "Thank you for sharing your valuable feedback. We're working continuously to improve our app experience, pricing, and delivery services. As a token of appreciation for your time, we're offering you a 50% discount on your next Swiggy order. The discount code can be found in your account and applied during payment. We hope to serve you better and ensure a satisfying experience with Swiggy."

These transcripts will help understand the preferences and needs of a new Swiggy customer, aiming to increase customer loyalty and retain customers.

4. Research Insights

1. Ensuring Food Quality and Hygiene in Restaurants

Customers have concerns over food quality and hygiene of outside food, prompting them to prefer homemade meals for safety reasons. To address this, restaurant kitchens should undergo inspections and receive ratings based on proper hygiene standards.

2. Offering Unique and Difficult-to-Make Dishes

Customers often order dishes that they cannot prepare due to a lack of resources or experience. Restaurants should focus on providing an array of hard-to-make dishes to cater to these customers.

3. Catering to Events and Parties

During events or parties, customers prefer ordering food due to the convenience of saving time and providing a variety of options for their guests. Restaurants should cater to such events with customizable options and group deals.

4. The Appeal of Time-Saving Food Delivery

Customers choose delivery services for their convenience in saving time and getting meals delivered to their doorstep. Restaurants must ensure timely and efficient delivery to meet these demands.

5. Addressing Dissatisfaction with Food Options and Delivery Services

Existing customers may have complaints about food options, discounts, and delivery services, resulting in a preference for dining out instead of ordering in. Restaurants should work on improving these aspects while also emphasizing the dining experience and ambiance.

6. Assessing Prices and Options on Food Delivery Apps

Customers often compare prices and options on various food delivery apps, leading to a lack of loyalty. The apps must focus on offering exclusive deals and incentives to retain customers.

7. Enhancing User Interface for New Users

New users may face challenges in navigating the UI/UX of food delivery apps, causing them not to complete orders. The apps should improve user-friendly interfaces and provide easy navigation.

8. Prompt and Efficient Customer Support

Customer support services might not address issues promptly, negatively affecting customer satisfaction and retention. Food delivery platforms should invest in training their customer support teams to provide timely and effective solutions.

9. Safe and Proper Food Handling during Delivery

Customers might express dissatisfaction with delivery services and how their orders are handled. The solution is providing proper tools and guidelines to delivery personnel to ensure food is handled safely. This can include branded items for marketing purposes, such as Swiggy-branded packaging.