

Multi-channel Insight for Enhancing the NPS by Optimizing Distribution Center

CLIENT

One of the Largest Global Retailers

INDUSTRY

Retail



BUSINESS IMPACT

- Improved delivery process leading to improved overall NPS
- Enhanced customer experience due to robust delivery process
- Increment in revenue due to reduced returns



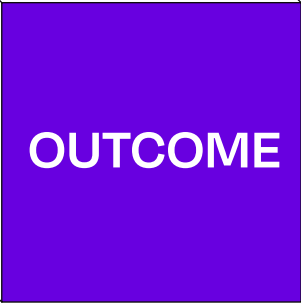
BUSINESS CHALLENGES

The client engaged C5i to solve the problem of high post-delivery returns that led to poor customer experience, low overall Net Promoter Score (NPS), and drop in revenue.

OUR APPROACH



- Deployed a team of data engineering and insight experts to collect and process data from a variety of sources like call center data, customer feedback surveys, and data from different digital platforms
- Initiated cleansing of data and uploaded cleansed data into data lakes to answer the first set of hypotheses which was later analyzed prior to mapping relationship between different nodes
- Converted unstructured data to structured data and defined Ontologies to categorize based on package ID, shipping method, and distributor ID using NLP techniques
- Mapped negative customer reviews to the warehouse that dispatched relevant items
- Identified major controllable (poor packaging, over packaging, size of packaging box) and non-controllable (weather conditions, seasonality) causes of defect in packaging
- Identified the impact of packaging defect on NPS
- Analyzed and reported the Month-on-Month (MoM) impact on NPS of various issues like damaged packaging, poor packaging, over packaging, and multiple packaging, as well as early or late deliveries
- Customer was able to test ship-from-store for the impacted customers, omit the distribution center in question, and rerun a test
- Using the test results, customer identified significant positive impact of omitting the relevant distribution center on NPS



OUTCOME

- Enhanced NPS for the defined set of customer segments
- Identified the major causes of poor NPS; narrowed down the chief reason as packaging
- Mapped negative feedback from customers to the delivery centers from where their packages were delivered;
- Identified the major packaging issues and suggested measures to solve them

ABOUT US

C5i is a pure-play AI & Analytics provider that combines the power of human perspective with AI technology to deliver trustworthy intelligence. The company drives value through a comprehensive solution set, integrating multifunctional teams that have technical and business domain expertise with a robust suite of products, solutions, and accelerators tailored for various horizontal and industry-specific use cases. At the core, C5i's focus is to deliver business impact at speed and scale by driving adoption of AI-assisted decision-making.

C5i caters to some of the world's largest enterprises, including many Fortune 500 companies. The company's clients span Technology, Media, and Telecom (TMT), Pharma & Lifesciences, CPG, Retail, Banking, and other sectors. C5i has been recognized by leading industry analysts like Gartner and Forrester for its Analytics and AI capabilities and proprietary AI-based platforms.



www.c5i.ai

