

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 Course5 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.

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 Course5 Intelligence

Course5 Intelligence enables organizations to make the most effective strategic and tactical moves relating to their customers, markets, and competition at the rapid pace that the digital business world demands. We do this by driving digital transformation through analytics, insights, and Artificial Intelligence (AI). Our clients experience higher top line and bottom line results with improved customer satisfaction and business agility. As we solve today's problems for our clients, we also enable them to reshape their businesses to meet and actualize the future.

Rapid advances in Artificial Intelligence and Machine Learning technology have enabled us to create disruptive technologies and accelerators under our Course5 Intelligence suites that combine analytics, digital, and research solutions to provide significant and long-term value to our clients.

Course5 Intelligence creates value for businesses through synthesis of a variety of data and information sources in a 360-degree approach, solution toolkits and frameworks for specific business questions, deep industry and domain expertise, Digital Suite and Research AI to accelerate solutions, application of state-of-the-art AI and next-generation technologies for cognitive automation and enhanced knowledge discovery, and a focus on actionable insight.