

Report On  
Impact of the " A study on how a competitive customer management  
system creates an impact on increasing the brand image for online  
food delivery business."

By

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An internship report submitted to the BRAC Business School in partial fulfillment of the  
requirements for the degree of  
Bachelor of Business Administration

BRAC Business School  
Brac University  
October, 2021

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## **Declaration**

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

### **Student's Full Name & Signature:**

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**Md. Maksudur Rahman**  
17104108

### **Supervisor's Full Name & Signature:**

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**Ms. Rahma Akhter**  
Lecturer, BRAC Business School  
BRAC University

## Letter of Transmittal

Ms. Rahma Akhter  
Lecturer  
BRAC Business School  
BRAC University  
66 Mohakhali, Dhaka-1212

Subject: Submission internship report on "A study on how a competitive customer management system creates an impact on increasing the brand image for online food delivery business."

Dear Mam,

It is great pleasure for me that I have completed my internship report on "A study on how a competitive customer management system creates an impact on increasing the brand image for online food delivery business."

I have reflected all the knowledge and learning that I gathered while doing my internship at Foodpanda Bangladesh Limited. It would be not possible to complete the report without your proper guideline and support.

I hope that you would be kind enough to review my internship report.

Sincerely yours,

---

Md. Maksudur Rahman  
17104108  
BRAC Business School  
BRAC University  
Date: October 7<sup>th</sup>,2021

## **Non-Disclosure Agreement**

This agreement is made and entered into by and between Foodpanda Bangladesh limited and Md. Maksudur Rahman as the undersigned student of BRAC University.....

## **Acknowledgement**

At first, I would like to give all credit to my Almighty Allah for this opportunity. Moreover, I would like to express sincere gratitude towards my advisor Ms. Rahma Akhter, Lecturer of BRAC Business School for supervising and guiding me to complete the report.

Moreover, I would also like to thank Ms. Fariha Ahmed, Manager of Foodpanda Bangladesh Limited, for her supervision at the workplace during my internship. I would also like to show my gratitude to my fellow classmates and colleagues for their immense support. .

## **Executive Summary**

The customer management system is one of the major sections for the service provider-based organization. It is also co-related with the other department and also plays a significant role in the organization's success.

Foodpanda Bangladesh Limited is so much concerned about the customer satisfaction level. I have learned that how the customer satisfaction level directly impacts on the brand image of an organization.

This report contains an analysis of how a competitive customer management system impacts increasing the brand image for an online food delivery business, along with a survey. It briefly describes the necessity of customer's thoughts about professional customer service management, which is directly related to the brand image. In the end, some recommendation has been given based on the current scenario of the market.

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## List of Acronyms

SF	Sales Force
CMO	Chief Executive Office
COO	Chief Operating Officer
MD	Managing Director

## **Glossary**

Vendor                                      The owner of the restaurants or shops

# Chapter 1: Overview of Internship

## 1.1 Student Information

Name: Md. Maksudur Rahman

ID: 17104108

Programme: Bachelor of Business Administration

Major/Specialization: Marketing & Human Resource Management

## 1.2 Internship Information:

**Period, Company Name, Department/ Division, Address:**

Beginning Date: June 06, 2021

Ending Date: September 06, 2021

Company Name: Foodpanda Bangladesh Limited,

Department/Division: Social Media, Service Operation

Address: Navana Pristine Pavilion, 8th Floor, Plot-128, Block-CEN, Gulshan Ave, Dhaka 1212

### **Internship Company Supervisors Information-**

Name: Fariha Ahmed

Position: Manager, Service Operation

### **Job Scope – Job Description/Duties/Responsibilities:**

- Maintaining and handling the social media page of Foodpanda Bangladesh.
- Assisting customers with the best possible solution on their queries
- Monitoring critical complaints on social platforms
- Communicating with the Marketing team for promotional activities
- Cooperating with the finance team regarding refund-related issues.
- Forming macro for activation related queries
- Properly communicating with customers regarding any post-order-related issues.
- Providing exact order-related information to the customers
- Design campaigns content as per the situation.

### 1.3 Internship Outcomes

#### **Student's contribution to the company:**

I have played several job responsibilities while doing my internship at Foodpanda Bangladesh Limited. I have contributed in many ways with my knowledge and skills. I was assigned to build the brand image of Foodpanda through social media platforms by providing the necessary solution of order-related issues that come from social media platforms. Moreover, I had to monitor multiple social media communities and groups so that customers did not remain left out without proper resolution regarding order-related issues. One of my significant contributions at Foodpanda was to retain some loyal customers to Foodpanda's platform by giving professional customer service.

Moreover, I have given operational-related pitches to the customer where it is needed. I was also involved in communicating with other departments. I have helped the finance department with the list of pending refunds for the customers. Moreover, I also communicated with any promotional campaign with the sub-departments of Service Operation. Furthermore, I also ensured that all the customer's queries were answered that come through social media platforms. Moreover, I also had to create the weekly report as per the customer's major order-related issues.

#### **Benefits to the Student :**

Foodpanda is a place where an individual can learn and see the process of how to operate professionally department-wise and the collaboration with each department for achieving the organizational goals. After working on Foodpanda, I have learned how to communicate with multi-level of stakeholders professionally. I have learned how to communicate with B2B clients and B2C clients professionally. Moreover, an individual can learn how to work in under pressure environment. Furthermore, the individual will get the chance to communicate with many customers over the phone or message while working at Foodpanda. It would help to build up the communication skills.

On the other hand, I have learned how to work in a team and cooperate with other team member. This also helped me to understand the process of working in a group without creating any conflict. Moreover, I have also learned how to respond in certain situations and how the chain of command works in an organization. Customer retention is one of the significant achievements of an organization. While working at Foodpanda, I have also learned that how to retain a dissatisfied customer.

Moreover, I have also learned how to represent the valued proposition in front of a customer by clearly portraying the actual scenario. One of the essential stakeholders of Foodpanda is vendor restaurants. It is vital to maintain proper communication regarding any order-related issue with the restaurant's concerned person. Moreover, riders are also one of the crucial groups of people for Foodpanda. I have also learned that how to behave and give an instant solution to them regarding any issue. These are the notable skills and benefits I have learned and achieved while working at Foodpanda.

### **Problems & Difficulties:**

It was an excellent experience for me to work at Foodpanda. However, I had to face some difficulties as well. Sometimes I have found some furious customers, and they were not comfortable with the company's policy. As a result, sometimes it wasn't easy to handle those customers. On the other hand, some riders were also not loyal to the company's rules and regulations.

For this reason, sometimes they did some significant incidents where the customers were so dissatisfied with the service of Foodpanda. Moreover, Foodpanda is very strict with its data breach. For this reason, sometimes, I could not access some data which I may include in my report. Since the global team controls the team member's administrative software access, sometimes there was some technical-related issue that took extra time to resolve. Besides, the overall experience was very working friendly at Foodpanda..

**Recommendation:**

Foodpanda is a great place for learning and gathering the experience of how the food delivery industry's entire operation works. Moreover, the future interns will be able to grow their communication skills as the employees have to maintain internal and external communication. On the other hand, future interns will learn how to achieve the goal by working in a team and cooperating with each other. They will also learn how to take challenges and respond immediately as per any situation. Moreover, they will get the opportunity to learn about organizational structure and other department activities. Lastly, I would like to recommend the future interns to join Foodpanda for learning and enhancing skills from multiple aspects

## **Chapter 2: Organization Part:**

### **2.1. Introduction**

The food delivery service industry is essentially a courier service through which a consumer may order anything from a restaurant or grocery store through, mobile app or website. There were no restaurants that existed in Bangladesh before 2000 except only a few Chinese restaurants. Few people took these chances and began their dining in the Motijheel zone over time. And that became an enormous success. Since that day, Bangladesh's food industry has been a stable foundation. World Wide Waiter launched the world's first food supply services in 1995. Now everything is titled and runs on Waiter.com. In the Bangladeshi restaurant scene, online food companies provide great change and comfort. MBR had the chance to discuss this developing trend and its future possibilities in one-to-one discussions with Ahmad AD, Chief Executive Officer, Hungry Naki, and Zubair Siddiky. People who prefer fast food from comfort at home; forgotten concerns like table tags or the giant burger coming apart and ruining their satin shirt. The cooking may now be sent to a customer's doorstep with only a few scrolls and clicks. The food technology industry is gaining pace in Bangladesh, largely due to the nation's growing comfort and willingness to shop online over a short period of time. The activities began in 2013 and continue to be at the forefront of the Bangladeshi cuisine industry.

### **2.2 Overview of the company**

Foodpanda is one of the world's leading providers of food online. It is based in Berlin, Germany, and has around 2,000 employees. In May 2012, it was only created through Rocket Internet, a German investment firm located in Berlin. Ralf W. Wenzel and Benjamin Bauer co-founded a meal delivery business named "Foodpanda." The firm, which is headquartered in 22 nations, serves about 580 cities. Foodpanda is the brand name in Asia and Europe, whereas Hello Food is in Africa, Latin America, and the Middle East. The journey started in December 2013 with five employees of Foodpanda Bangladesh. The aim was to make food supply as convenient and cost-efficient as feasible to facilitate the life of consumers. The Foodpanda app is the perfect approach for users to take the greatest variety of foods near them in three easy steps. Foodpanda presently employs over 200 extremely motivated staff after three years of service, who continually strive to provide its consumers the greatest food supply experience.

Initially, Foodpanda started operating in Dhaka and quickly extended its site to more than seven hundred suppliers in Chittagong and Sylhet.

With even more than 300,000 app downloads and 100 percent annual profitability, Foodpanda Bangladesh continues to develop significantly. At present, Foodpanda provide services all over Bangladesh and covers all the 64 districts of Bangladesh, and it has become very popular food delivery service among Bangladeshi people.

### 2.3 Management Practices

Foodpanda always follows the participative leadership style. Each of the departments sits for the town hall meeting every week to take ideas from the employees. Based on that, the company authority takes the necessary steps further. Moreover, it provides the opportunity to share ideas for the future growth of the Foodpanda to every level of employees. If there are any upcoming project or new business plan would implement near future, then the authorities take suggestion and feedback from the employees to make the projects more establish able. The participative leadership style helps the interns and other employees to share their ideas and advice with the top management. As a result, they get the chance to show their creativity level at the workplace.

Moreover, employees get more engaged in their duties when management considers their feedback and ideas. Foodpanda always provides the opportunity to grow an individual as a leader. For this reason, they want their employees to be a negotiator, decision-maker and so on.

Foodpanda always focuses on developing a competitive workforce. For this reason, they always focus on the skill and competency of a team member. Generally, they recruit two types of employees, for example, contractual and permanent employees. Riders are contractual employees of Foodpanda. A rider has to submit the necessary document along with the one existing rider's reference for joining.

On the other hand, a permanent employee has to go through two faces of the interview process. The initial interview is set with the departmental head. Later the employee has to face the HR head interview session in the final round. Moreover, after joining a particular department, the



employee goes through various types of training sessions for one month. After that, based on the performance employee got an appraisal at the end of the year. Foodpanda provided extra benefits like insurance, two festival bonus, medical allowances, etc. The HR department always remains concerned about the employee's mental health and also ensures a sound working environment for its employees.

## 2.4 Marketing Practices:

The marketing department of Foodpanda always works to warm up their existing customer base. Every month the marketing department runs different categories of campaigns for new customer acquisition. One of the major marketing strategies of Foodpanda is to gain the attention of new customers. Then the authority provides them some vouchers for converting the customer into their platform. Once the customer gets habituated with Foodpanda's platform, then they stop giving the voucher to their matured customer base. The targeted customer of Foodpanda is the young generation and working-class people. The slogan of Foodpanda is "Bringing Good Food into Your Everyday." So basically, the targeted audience of Foodpanda is those people who are busy in their daily life and do not want to bear the hassle of cooking. So the brand position perfectly matches the targeted audience of Foodpanda. Foodpanda uses different marketing channels for promoting its services. They run both online and offline campaigns each month to engage more customers. They make both OVC and TVC for the audience.

Moreover, they provide vouchers to the existing and new customers as well. Currently, they are doing marketing through influences in social media platforms. On the other hand, they also do marketing campaigns by transportation stickering. Currently, Foodpanda is developing its new product named "Pandamart." They run promotional activities by focusing on customers getting the necessary grocery deliveries within 30 minutes after placing the order.

Moreover, they will launch "Panda Go" as a demand delivery platform for online food business owners. The competitive advantage of Foodpanda is it can spend a good amount of money on promotional activities. On the other hand, they have a good number of existing customers. So whenever they launch a new product in the market, the existing customers can be engaged

easily. So these are the competitive advantage for the Foodpanda in marketing and branding sector.

## 2.5 Operation Management

Foodpanda is very concerned about its data. Foodpanda uses various types of software due to data storing purposes. There are both customized software and third-party-based.

Software is used for data security in different departments. Slack, Salesforce, Work chat, Tableau, and some other software are being used department-wise. For evaluating the performance of employees, they used custom-made software. On the other hand, multiple HRMS software is used by the HR department. Due to the data security policy, it is not permitted to reveal the names of that software.

## 2.6 Industry and Competitive Analysis:

### **Swot Analysis:**

The SWOT analysis framework is used to assess a company's competitive position and identify opportunities and threats in strategic planning. In this analysis, a company, project, or sector's strengths and weaknesses are examined objectively using facts and statistics. SWOT analysis evaluates both possible factors and also present and future possibilities. The corporation must maintain the study's accuracy by eliminating preconceived notions instead of concentrating on real-life situations. Organizations can use this as a suggestion, not as a recommendation. SWOT analysis is a strategy for evaluating the performance, competitiveness, risk, and potential of a company and a portion of a company like a product line or division, an industry, or another entity. The method, which makes use of both internal and external data, may direct companies toward tactics with a higher likelihood of success while steering them away from less successful ones. In addition, independent SWOT analysts, investors, or rivals can assist them in determining if a business, line of products, or business is strong or weak.

Hence, the swot analysis of Foodpanda includes the strength, weaknesses, opportunities, and threats of Foodpanda to survive their business in the market, and these are elaborately described below:

#### **Strengths of Foodpanda:**

To serve an improved customer service, the strengths of Foodpanda include contactless deliveries, user-friendly online portals and applications, and quick delivery. Foodpanda develops partnerships and cooperation with a range of food stores in order to keep consumers satisfied. The online application of Foodpanda is consumer-friendly and simple to use and makes finding what consumers desire easy. There are several factors which are counted as the core strengths of Foodpanda:

- **User Friendly Platform:** Foodpanda processes multiple orders from the customers and transmits them to affiliated restaurants directly. The order will be sent to its consumers after the order is ready. The service may be obtained from clients via mobile

applications and websites. The restaurant list provided on the website and app allows consumers to look for meals and other groceries items as well. Customers can easily orders foods and other necessary item easily from the multiple range of items. Moreover customers can also track their order and communicate with the riders as well. Furthermore customers can easily access to the customer service section if they face any order related issues. So the user friendly platforms helps the customers to place the order easily.

- Investments: A risk capital of \$318 million was obtained by Foodpanda. The original financing from Rocket Internet and Investment AB Kinnevik was raised by around \$20 million in 2013. iMENA Holdings has funded around \$8 million in the same year. It also earned an additional \$20 million in financing. Goldman Sachs has investments in Foodpanda for around \$100 million. Each of these results is actually an enormous strength for the firm.
- Various International brands: In the year 2016, Foodpanda was acquired by the company Delivery Hero. There are several worldwide brands in the Delivery Hero brand. This brand is named as Foodpanda in Asia and Eastern Europe; in Canada, Europe, it is called as Foodora, and lastly, Hello food in Australia.
- Global Operation and Fast delivery: Foodpandas is active in the various region all around the world. It operates in multiple countries in Eastern Europe, Middle East, and Asia. Foodpanda manages the meal delivery in much less time since it wants to connect its consumers to the closest restaurants.
- Trained Employees and Professional Customer Service: Foodpanda usually provides efficient training to their employees based on everyone's job responsibilities to meet the customer's satisfaction. For the best of its requirements and food desires, Foodpanda offers excellent client assistance. It continues to change the menus of food and seeks to extend the link to restaurants. It is very dynamic for teams to solve customer issues and answer any of their queries.

### **Weakness of Foodpanda:**

Since Foodpanda is still in a growing position in the market, there are several weaknesses of Foodpanda. High delivery cost, limited range, and uncovered areas can be counted as the weakness of Foodpanda

- Price Discrepancy: One of the major weakness of Foodpanda is price discrepancy on the menu list. Customer often finds that the price that shown in the Foodpanda's platform is higher than the restaurant's actual menu price. Foodpanda needs to focus on this. Customers sometimes get confused about the price which also create a negative impact on the brand image.
- Limited restaurants range: In some specific area, Foodpanda does not cover most of the restaurants due to area coverage related issues. For this reason customers have to order from some selected restaurants only
- Uncovered area: Foodpanda still doesn't cover all the places in cities or in countries where they operate. For example in a particular area, Foodpanda delivers only in some specific areas.

### **Opportunities of Foodpanda:**

Foodpanda has a chance of extending its reach, increasing consumers' desire, and broadening its market. Foodpanda can benefit from the current economic circumstances and growing trends in internet shopping.

- Growing Market: It appears to be in place since the potential of new clients is there in the developing market. Foodpanda should deliver in all areas of a specific zone so that no can gets untouched on that specific zone.
- Customer Expansion: In order to satisfy additional consumer expectations, Foodpanda must extend its horizons. It needs to connect to several cafes and bring more clients to the site. It'll also give the company a greater chance.
- Increase in Customer Loyalty Programs: Foodpanda should establish reward programs for customers to keep them with. Some offers or award-winning initiatives might be initiated to support them. This would offer them a tremendous chance.

### **Threat of Foodpanda:**

- **The increasing number of potential competitors:** There is increasing competition in the food delivery service market. The Foodpanda company is in significant jeopardy. Several numbers of businesses are entering this market day by day and making the market more competitive.
- **Government policies:** The government of Bangladesh often impose some rules and regulation which goes against for some businesses. For this reason, Foodpanda may face some regulatinary difficulties in the future. For example: The government can increase the amount of tax or vat near future.
- **Small customer group:** There appears to be a minimal consumer in the company over its start-up years. The company must find strategies to expand its consumers as a significant danger to the company.
- **Convenient going to the nearby cafes:** Sometimes people are likely to go to the nearby restaurants instead of ordering food by Foodpanda as it allows a short outing and easy going.

### **Porter's Five forces analysis of Foodpanda:**

To analyze Porter's five forces for Foodpanda, one needs to analyze the industry to which it belongs from. A short analysis of the online food delivery industries has been carried out based on Porter's five forces. These dimension's analysis of Foodpanda's market is given below:

- **Rivalry among the existing businesses:** Based on the analysis, rivalry with the existing companies is high for Foodpanda. This market has several competitors. Recently about five prominent services like Foodpanda, Hungry Naki, Shohoj food, and Pathao food have been available in town. The Foodpanda is considerably upfront of any other enterprise in terms of the restaurant coverage in our country. In addition, general competition is considerable in the sector.
- **The threat of new entrants:** The threat of new entrants is moderate in this market based on the analysis. Economies of scale threaten the new entrants to this business. The application costs will raise costs. The new entrant, on the other hand, takes time to establish a reputation across the market. In this situation, entry for new entrants in this business will be challenging.
- **The threat of substitutes:** According to the analysis, there is a high threat of substitutes in the

market for Foodpanda. The firms in this sector are striving to produce several viable replacement goods in their best efforts. Nowadays it is very easy to access restaurants in most of the location. People can easily visit the restaurants and have the meal in a beautiful environment. So in this case the threat of substitutes is high.

- Bargaining power of suppliers: The bargaining power of the suppliers is low in this market. Foodpanda only partner with reputed and quality full restaurants. As a result restaurants are ready to pay extra commission for joining Foodpanda's platform. Since Foodpanda is the market leader, they has a huge customer base in this industry. So the bargaining power of other restaurants and shops is low.
- Bargaining power of buyers: Based on the analysis, the bargaining power of the buyers is high. There are no changing costs for the client in this industry. To change the company, users simply need to install and utilize the app of the preferred firm free of charge. In this situation, the cost of the client is minimal. A number of replacement goods are available on the market like Pathao, Shohoz, Hungry Naki etc. Consumers have a great degree of negotiating leverage from this standpoint.

## 2.7 Summary and Conclusion

Currently, Foodpanda is considered as the market leader in the online food delivery industry in Bangladesh. They are moving forward with the competitive planning. Moreover, the organizational structure and workforce are one of the major competitive advantages for Foodpanda. The regular marketing activities are also helping to engage the new and existing customers throughout the year. On the other hand, Foodpanda is also bringing different types of additional services for its customer, which will also help both the organization and customers in the future..

## 2.8 Recommendations

Foodpanda has a massive opportunity in the future. They need to focus more on their other verticals, for example, Pandamart, Panda Go, and other services. Most of the people of our country are now connected with e-commerce. Moreover, every year the business of Foodpanda is growing in a significant number. So in the future, customers buying behavior will be e-



commerce based, and for this reason, Foodpanda needs to focus more on other verticals and with food delivery services simultaneously.

## **Chapter 3: Project Part:**

### **3.1 Introduction**

Brand image is an asset for an organization. Nowadays customer makes the purchasing decision based on the brand image. The brand image always creates a significant impact for an organization. Moreover, for the service industries, brand image is one of the considerable assets for a company. Since Foodpanda has been providing online food delivery services for an extended period, the brand image is one of the essential factors for the customers. There are several factors related to creating a positive brand image in the customer's mind. A professional customer service system plays a significant factor in building a brand image. If a customer does not get the proper solution to any order-related issue, it will directly hamper the brand image of Foodpanda. In this research study, we have figured out that How a competitive customer management system creates an impact on increasing the brand image for online food delivery business.

#### **3.1.1 Literature Review:**

Branding is the precious immaterial asset of a firm in the competitive market. Branding plays an essential function since good brands allow customers to visualize and comprehend items better, decrease perceived risks for customers in the acquisition of services, and assist firms in achieving sustainable higher performance. In the subject of brand management, brand image is particularly a crucial problem. (Kim et al.,2008) Brand image is so essential for brand management, and to develop the brand image a better service to the customer is essential. If any company wants to establish and maintain its business, it is vital for consumers and potential customers to be familiar with its brand. By offering exceptional client experiences regularly, it is essential to safeguard that brand. To create a brand with one's target market, you'll need capital. Getting in front of consumers costs a lot of money. Developing a brand awareness plan takes time and effort, and now putting a price on one's marketing team's time and work. Once the plan has been established and is ready to be implemented, the company will find that advertising costs a significant amount of money. However, this million-dollar investment in brand awareness can be justified by outstanding customer service. (Goyal & Singh, 2007)

It aids in the comprehension of customers' requirements, tastes, and preferences. It assists the company in giving a certain brand, an identity, and value by making the brand more appealing. The easiest way to describe it is as a process of providing value for consumers, particularly the new generation. It

encompasses everything a customer knows, feels, and experiences about a company. (Chen, J.S, Ching, R.K.H,2007)

Food safety-related hazards have an impact on customer perception which in turn affects consumer purchasing behavior. A framework may be established by connecting quality assurance and risk perception by assessing perceived risk. (Yeung & Morris, 2001). A brand has been established based on the information presented above. Consumers play diverse roles, and the criteria vary based on the product category. There are four distinct customer characteristics to consider. Price-conscious, value-conscious, perceived price fluctuation and consumer innovation are the four categories. Various marketing methods make heavy use of consumer perceived value. It is seen as a competitive advantage and is critical to any organization's success. It is necessary to create an integrative arrangement. (Grunert, Bredahl & Brunso, 2004). Customer value in exchange, customer value accumulation, and customer value dynamics are the three models in the configuration. "Food-panda" was the brand name, and the tagline was "take the first bite." It was a meal delivery business that was available online, and it provides service all over Bangladesh. Food Panda is a new food app that will compete with other food applications on the market. The application was built with the benefits and weaknesses of existing food applications such as Pathao, Food, Hungry Naki, and others in consideration. (Khalifa, 2004).

Food Panda brought the cuisines of many locations around the country together. To meet consumer demand, the app has partnered with several eateries. In the service, customer assistance is provided 24 hours a day, seven days a week. The firm does everything possible to resolve any issues and ensure customer happiness. It is dedicated to customer satisfaction and thinks that the consumer is king. The reputation, advertising, and service of an online meal delivery business are all important factors. It's a user-friendly website, so even those with no prior understanding of technology may use the app. (Chang & Chen, 2009). The firm only recruits delivery drivers and customer care representatives after providing them with adequate training. The customer can contact directly through the app to the customer service executive anytime when they face any issue regarding the order. Their complain and queries process is so convenient. They strive to meet the demands of consumers by providing the most satisfactory possible service in terms of pricing, quality, and delivery. (Park & Kim, 2003)

### 3.1.2 Objectives

#### **General Research Objective:**

To identify and discuss those factors that positively impact the brand image for maintaining a competitive customer management system in the online food delivery industry.

#### **Specific Objective:**

- To find out how a proper customer service system can make a positive impact on the brand image.
- To determine the customer's attitude if the customer does not get professional customer service from the online food delivery service provider.
- Identify the customer attitude towards the food delivery service after receiving a proper solution to a critical issue due to a smooth refund policy.
- To find out customer purchase behavior after repetition of similar negative experiences related to order.

#### **Research Question:**

"How a competitive customer management system impacts increasing the brand image for an online food delivery business?"

#### **Dependent Variable:**

In this study the dependent variable is the Brand Image of Food panda

#### **Independent Variable:**

The following independent variables are given blow:

- Refund policy
- Professionalism
- Resolution time
- Accessibility to customer service.

### 3.1.3 Significance

This research shows the customer service management has a significant effect on creating a brand image. This research is about describing how the management process of customer service in any organization and specially Food panda's impacts on their brand image and also what is lacking and what should improve on Foodpanda's customer service management. It

was never more crucial for one's brand to be perceived by the public. Brand image is one of the essential criteria for the success of a company. It is vital to ensure that customer care personnel transmit the brand image to its consumers. They can assist influence clients and persuade them of their strength against competitors. As many startups are growing, nowadays in both online and physical platforms, these types of new startup companies can get the idea of how to manage the customer service process and why it is so important.

Moreover, Foodpanda will also benefit from knowing about their lacking's and how to improve their customer service management a bit more, which will lead them to the path of creating a better brand image. Furthermore, the brand practitioners can get an idea about the impact of the customer management system on the brand image. Lastly, the employee who is under the duty to increase the brand image or awareness in the market of an organization will be assisted by this paper that what should be helpful to enhance brand image. Hence, this report will provide core knowledge to anyone who wants to know about how the brand image really depends on any organization's customer service management.

### 3.2 Methodology

#### **Process of data collection:**

To collect the data, both the quantitative and qualitative data collection method has been used. An online survey has been conducted, and this survey was completed through a google form shared by social media. The simple random sampling method was used for this research. In this online survey, randomly 30 customers were taken who are using food panda as a sample. The survey was a structured questionnaire based where the customers had to attend to some short questions, some multiple questions to answer. Questionnaires were organized with some nominal and ordinal data. Such as gender and customer's age areas ratio data, "How many times have you taken the help of customer service section of Food panda," "How many times in a week do you use Food panda?" these types of questions included as scale data, "Foodpanda's authority focuses on professional customer management system for its customer," this includes ordinal data, "What was the possible solution that you got after facing these critical issues?" considered as nominal data and also there were some questions included continuum form of data, strongly agree to disagree and lastly some simple yes/no multiple choices.

**Sample size:**

The sample includes 30 people who usually use food panda or used food panda at least once.

**Source of Data:**

For gathering the data only, the primary source has been used. There was a direct survey conducted on some random customers of Foodpanda for this research. There were questioners, questions and based on the customers' responses; the interpretation has been made. Hence, there was no secondary source or media except the direct collection method of data.

**3.3 Findings and Analysis**

Your age?

29 responses

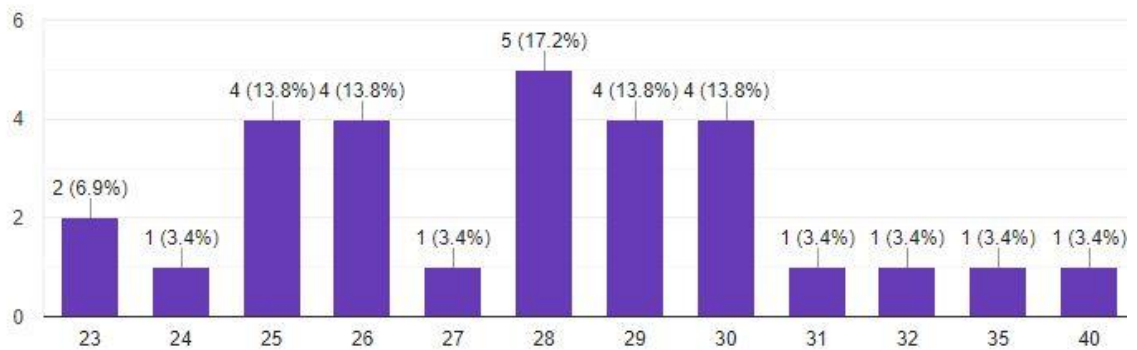


Figure 1: Age

Gender  
30 responses

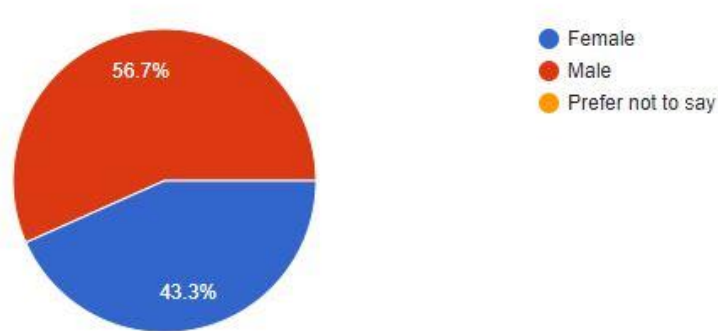


Figure 2: Gender

### **Analysis of Question 1&2:**

According to the survey which is done to analyze the customer satisfaction of Food panda, among the customers who use food panda, most of them are from age 25 to 30. That means most of the customers are in this age range. Among the customers of food panda 6.9% people are 23 years old, 3.4% consumers are 24 years old, 13.8% customers are 25 years old, 13.8% customers are also 26 years old, 3.4% customers are 27 years old, 17.2% people are 28, in the age range of 29, 13.8% customers exist, then again. 13.8% of people are in 30 years age range, 3.4% of customers are 31 years old, 3.4% are 32 years old, 3.4% are 35 years old, and lastly the other 3.4% people are 40. In this survey, we took 30 customers sample, where two people are 23, each person is in the age range of 24, 31, 32, 35, 40, every four persons are 25, 26, 29, 30 years old, and five person's age is 28. So, after analyzing this survey, we can observe that most of Foodpanda's users are from the age range of 28, which is 17.2%, and comparatively 31, 32, 35, 40 age range people use the food panda to a lesser extent. The possible reason behind this scenario can be the fast-food obsession of the young generation. As the young generation is such a restaurant and café food freak, they prefer junk food to homemade food. So, to avoid the hassle of going out, they prefer online delivery. During the pandemic, people prefer to bring food at home instead of going out to any restaurants.

In addition, based on the survey, 43.3% of customers of food panda are female, and the rest of the 56.7% of customers are male. As I did a simple random survey of over 30 people who often take the Foodpanda service, among those 30 people, 12 people are female, and the rest 18 person is male. Hence, after analyzing this survey, we can conclude that males use food panda

more than females. That means 25 to 30 years old males are more likely to take the service of food panda and the reason behind this can be that this age range most of the males are students and job holders and also most of them being unmarried and as they spent most of their daily time outside in office or university, they have a tendency to take their meal through Food panda to avoid rush and hassle.

Your Profession

30 responses



Figure 3: Profession

**Analysis of Question 3:**

People who often use Food panda or used at least one food panda service to have their meal, among those people, the selected 30 customers opinions about food panda’s customer service and some queries. In that survey, their profession-related questions were included. So, based on the responses, among those 30 people, four were businessmen, 2 were housewives, one was manager, five customers were private company’s employees, and five were students. So basically, among the Foodpanda customers, 13,3% is businessman, 6,7% is housewife, 3,3% is manager, 16,7% is students, and again 16,7% is private jobholders. So, it is noticeable that the percentage of students and private employee are higher than others. Hence, among the customers of food panda, most of them are students and private jobholders.



How many times in a week do you use Foodpanda?

30 responses

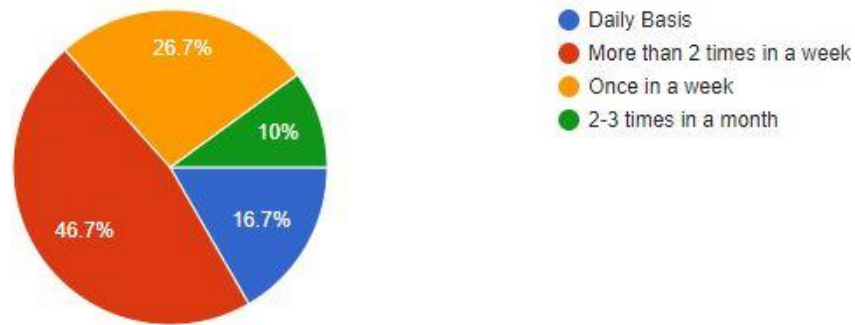


Figure 4: Uses Percentage

#### **Analysis of Question 4:**

In the statistical survey, which was done to analyze Food panda's customer service and satisfaction, there was a random question for the participants: how many times in a week do they use food panda. In response to the questions, among 30 participants, 14 people answered that they use food panda more than twice a week, eight people answered that they use food panda once a week. Moreover, among 30 participants, five people responded that they use food panda on a daily basis, and lastly, three people confessed that they use food panda two or three times in a month. In addition, according to the survey, 46.7% of the customers of Food Panda ordered from food panda more than Twice a week, 26.7% of customers order once a week from food panda. 16.7% of them take the service on a daily basis, and lastly, 10% of the customers use food panda two or three times in a month. Hence, we can say that most of the customers have the tendency to use food panda more than twice in a week, which means on average, using food panda twice in a week is higher in rate and these portions of the customers are mainly the students, bachelors who order in a regular basis from food panda. Customers who use food panda 2-3 times in a month are comparatively less in number, which is 10%. One more thing to mention that 16.7% portions of customers who order in daily basis are might be the job holders who spent their most of the time in office and have their meal by taking service of food panda to avoid time constrain and hassle

How many times have you taken the help of customer service section of Foodpanda?

30 responses

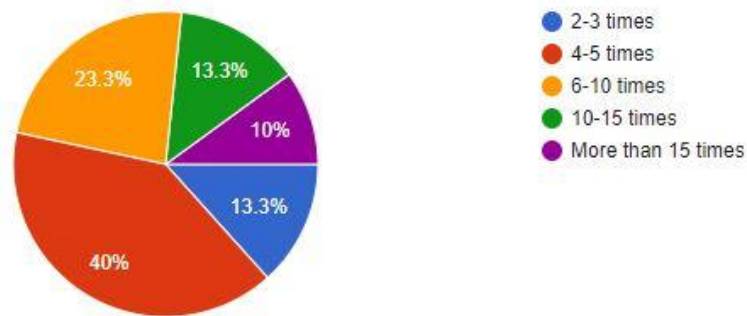


Figure 5: Customer Service Visiting Data

### **Analysis of Question 5:**

When people were asked that "how many times they take the help of the customer service section of Food Panda" through the survey questioners, their response came out as 40% of food panda's customers took the help of their customer's service section four or five times before, 23.3% of their customers took the support from the customer service section six to ten times previously, 13.3% of them took it two to three times before and again 13.3% customers took this help 10 to 15 times before and lastly 10% of them took the help of customer service section more than fifteen times before. Therefore, we can observe from this analysis that most of the people who use food panda for ordering their food took the help of the customer service section on average four to five times which indicates that usually, customers face fewer issues when they order food through food panda and can enjoy their food with less complexity and hassle freely. On the other hand, the portion of the customers who took the customer care section help more than fifteen times is very low, which is only 10% of the customers. This 10% of customers might be ordered food daily or frequently from food panda, which is why they face issues several times and ask for customer service help.

What was the average resolution times of your issue from customer service department?

30 responses

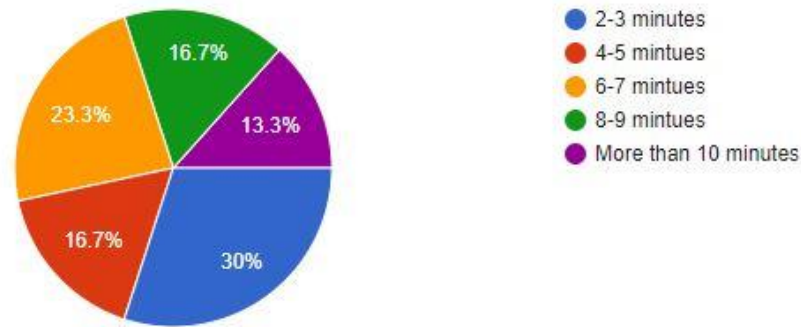


Figure 6: Resolution Time

### **Analysis of Question 6:**

On this statically survey, which is done to analyze the customer satisfaction of food panda, one of the questions asked to the participant is the average resolution times of customer's issues from the customer service department, and in response to this question, 30% of the customer answered that to resolve their order related issue, the customer service department of food panda takes two to three minutes, 23.3% of the customers answered in favor of six to seven minutes, 16.7% of the customers that means among 30 participants 5 participants answered for four to five minutes and again 16.7% customers and five people out of 30 people voted for eight to nine minutes and lastly 13.3% of the customers which four persons among 30 customers said that food panda's customer service department takes more than ten minutes to resolve their order issue. Hence, it is noticeable that most of the customers are saying that the customer service department of food panda takes over all two to three minutes to solve each of the issues they have faced. That is referring, food panda's customer service department is enough active and do their duties efficiently. On the other hand, the customers who are claiming that food panda's customer service department takes more than ten minutes to resolve their issue, that portion of the customers are comparatively less, and this may happen their problems are taking more time to be solved because the problems might be a bit longer, or the information they want to get takes time to be provided by the vendor.

How many times have faced any critical issue with your order (wrong order, smelly food, spilled items etc.)

30 responses

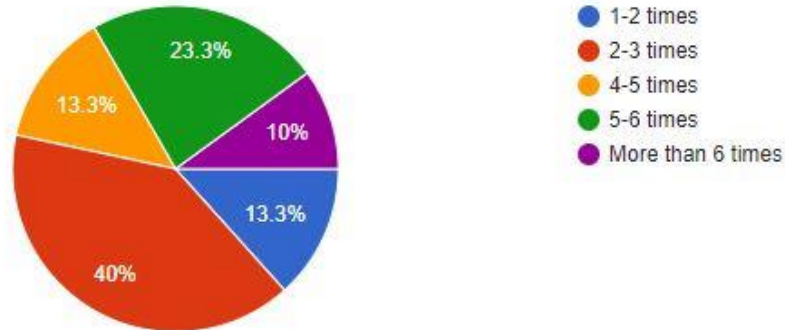


Figure 7: Number of Bad Experiences

### **Analysis of Question 7:**

The statistical survey was done with a simple random 30 participants sample of food panda users to analyze customer satisfaction; we get the data regarding how many times customers have faced any critical issue with their order. Based on these data, 40% of the customers faced the critical issue with their order two to three times. 23.3% of the customers claim that they faced problems in their order five to six times. 13.3% of the customers faced this issue four to five times, and again 13.3% of the customers claim that they faced the critical issue with their order one to two times. Lastly, 10% of customers faced this issue more than six times. One thing should be mentioned that the possible issues faced by the customers are food-related issues such as wrong order, item missing, smelly food and delivery related issue, time issue. So, most customers claim that they face issues with their order on average two to three times which is so minimal in number that means the customers of food panda face comparatively fewer order issues. On the contrary, the number of the customers who said that faced issue with their order more than six times are minimal. And the reason behind this type of experience can happen because those customers ordered so many times and also frequently from food panda.

What was the possible solution that you got after facing these critical issues?

30 responses

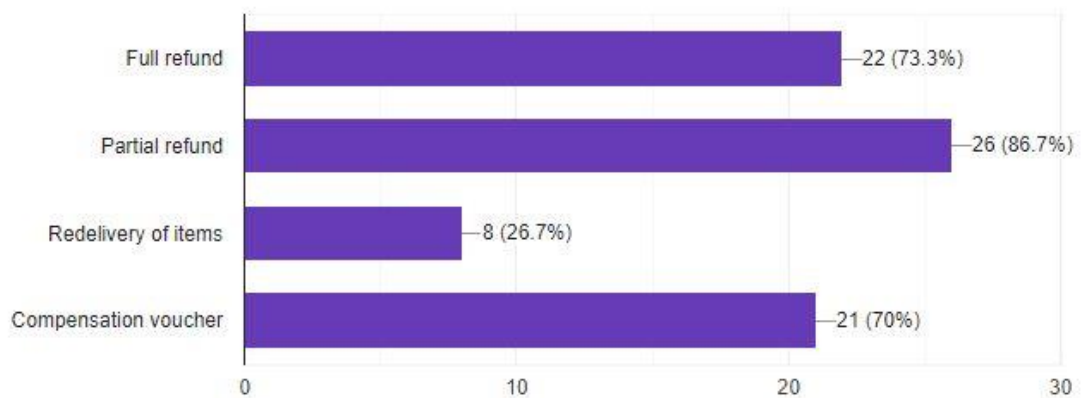


Figure 8: Possible Solution

### **Analysis of Question 8:**

To know the satisfaction level of the customers, a major question was added to the survey: What is the possible solution that a customer got after facing the critical issue regarding the order. In response to this question, the participants chose and claimed that they got several types of solutions at different times. That means it can be possible that a customer receives a full refund for one of his or her order issues, and the same person got redelivery of the item as the solution of another order issue. Based on data of the survey which was responded by the customers, 73.3% customers and among 30 people 22 customers got a full refund as the solution of their one or more than one issue regarding order, 86.7% customers of the food panda got a partial refund for their order issue and among 30 people 26 people responded for this option. In addition, 26.7% of the customers claimed that they also got redelivery of their item, and among 30 people, eight customers claimed it. Still, the items' redelivery can be a solution when a customer receives the wrong item or smelly food. Lastly, 70% of the customers of food panda get the compensation voucher as the possible solution for any issue with the order. Hence, it is noticeable that most of the time, food panda provides a partial refund to their customers as the solution to any issue faced by the customer while ordering any food from food panda.

Are you satisfied with the customer service of Foodpanda?

30 responses

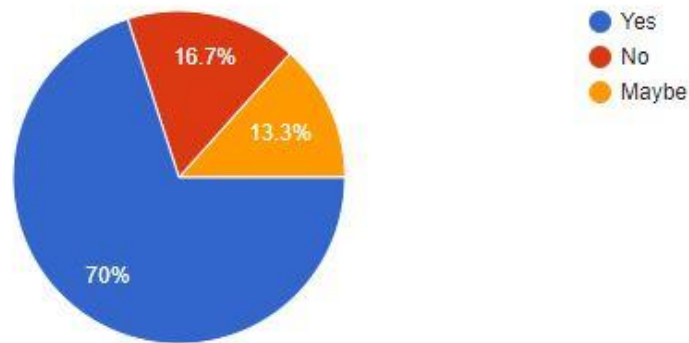


Figure 9: Customer Satisfaction Percentage

**Analysis of Question 9:**

As this survey is about the customer service satisfaction of food panda, the question of “are the customers satisfied with customers service of food panda “ obviously comes along. When the participant customers have been asked if they are satisfied with the customer service of food panda or not, 70% of their responses were positive, which means the 70% of the customers of food panda are happy and satisfied with their service. 16.7% of the customers reacted negatively, which means these people had experienced something terrible with their and issue related to the order. Lastly, 13.3% customers remain neutral, which means experienced some bad with any of their order but still satisfied with the overall food panda service. So, we can assume that Food panda’s customers are satisfied enough with their service as almost 70% of the customers voted positively. On the other hand, the portion of unsatisfied customers is less which is 16.7%.

Are you satisfied with the refund policy of Foodpanda?

30 responses

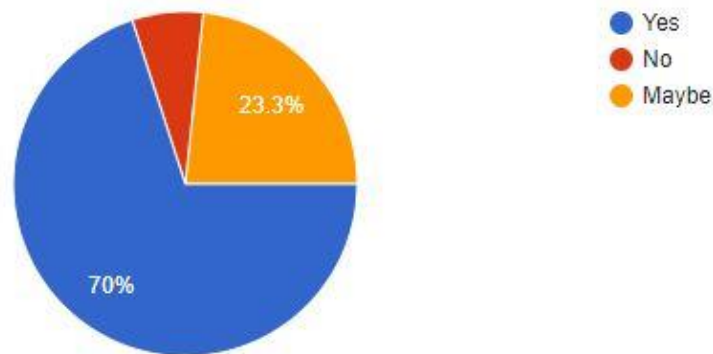


Figure 10: Refund policy Satisfaction Level

**Analysis of Question 10:**

Here the question was ‘Am I satisfied with the refund policy of Food Panda or Not’. So here, in this part, I will be explaining the responses that I have collected from the survey. The survey is about the Satisfaction of the refund policy of food panda, So the responses of the Simple Random Survey are also shown above. In the above picture given above, The responses above show that the percentage of YES is 70%, that is, 70% of the people is satisfied with the refund policy of Food Panda. Secondly, The answer that shows a Maybe is 23.3%, and at the end, the % of the answer that shows a No is %. Here if the response is elaborated in brief, then it shows that the percentage of people that responded positively meant about the survey question was 70%, which means more than half of the people who attended the survey were satisfied with the refund policy of food panda. Secondly, The percentage of people that responded negatively was 6.7% that means 6.7% of the people were not satisfied with the refund policy of Food Panda. At last, the percentage of people that didn’t have any particular answer was 23.3%.

Suppose you have received a smelly food item in your order and after reaching out to customer service, they have given you a full refund. Will you be satisfied with that steps from Foodpanda authority?

30 responses

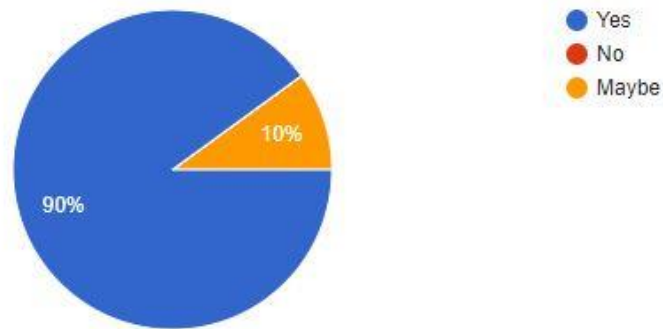


Figure 11: Refund Policy Satisfaction

### **Analysis of Question 11:**

In this statically survey, a question has been included that, if a customer receives any smelly food item in their order and after reaching out to the customer service, they have given a full refund as compensation, will she or he be satisfied with that steps of the authority. According to the participants' responses, 90% of people reacted positively to such steps, 10% of customers voted as neutral, and most importantly, no customer among 30 people voted negative for such steps.

So, after observing the data, we can assume that as 90% voted yes in response to this question, all most every customer will be satisfied with the authority's action if they got smelly food item in their order and got a full refund as compensation. Hence, we can say that the food panda's resolution or compensation process for the issues customers face is efficient.



Suppose you are facing an issue with one of your live order. But you are not getting the option for reaching to the customer care of Foodpanda. In this scenario what will you do in the future?

30 responses

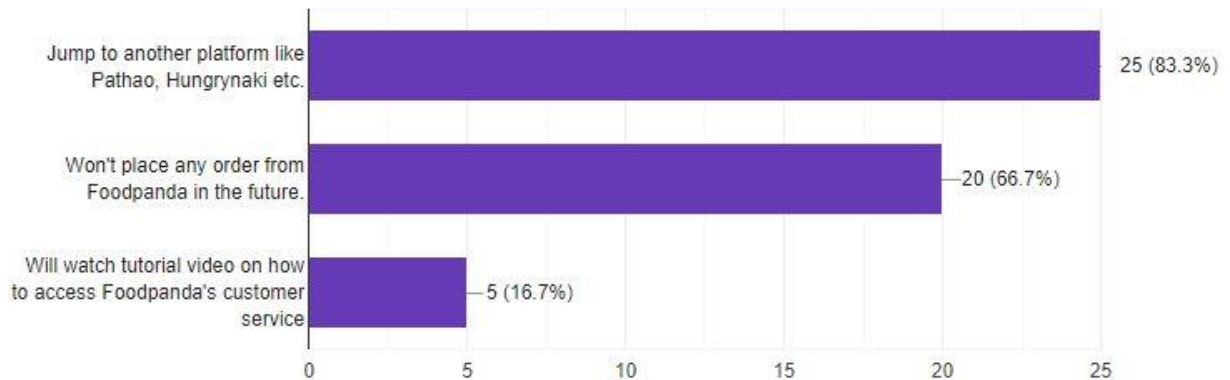


Figure 12: Customer Reaction

### **Analysis of Question 12:**

In this statically survey, a question has been included that, if a customer receives any smelly food item in their order and after reaching out to the customer service, they have given a full refund as compensation, will she or he be satisfied with that steps of the authority. According to the participants' responses, 90% of people reacted positively to such steps, 10% of customers voted as neutral, and most importantly, no customer among 30 people voted negative for such steps.

So, after observing the data, we can assume that as 90% voted yes in response to this question, all most every customer will be satisfied with the authority's action if they got smelly food item in their order and got a full refund as compensation. Hence, we can say that the food panda's resolution or compensation process for customers' issues is efficient. Hence, in this situation according to our survey it is most likely that most of the customer's would jump to another platform.

If you get a professional customer service from Foodpanda regarding any issues then will you suggest your friend and family members for using Foodpanda?

30 responses

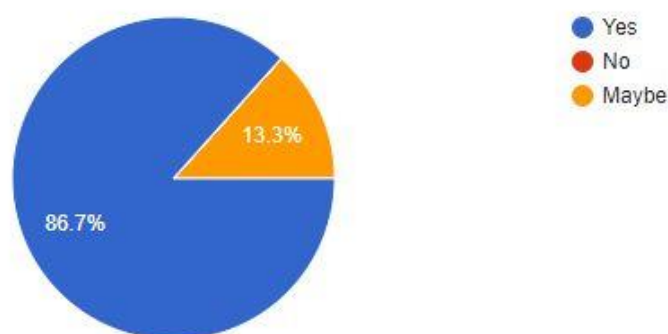


Figure 13: Recommendation to Friends and Family Members

### **Analysis of Question 13:**

Based on the participants' response, if one gets professional customer service from food panda regarding any issues, 86.7% of customers will suggest their friend and family members use food panda, and 13.3% of customers have a neutral opinion about this. That means 86.7% of customers will be counted as the loyal and satisfied customers of food panda because these customers will help food panda to achieve potential customers in the future. This shows the importance of a proper customer management system for creating a positive brand image.

On the other hand, the rest, 13.3% of customers, may not include food panda's loyal customers as they will act neutral after getting satisfactory service from food panda.

Foodpanda authority focuses on professional customer management system for its customer.

30 responses

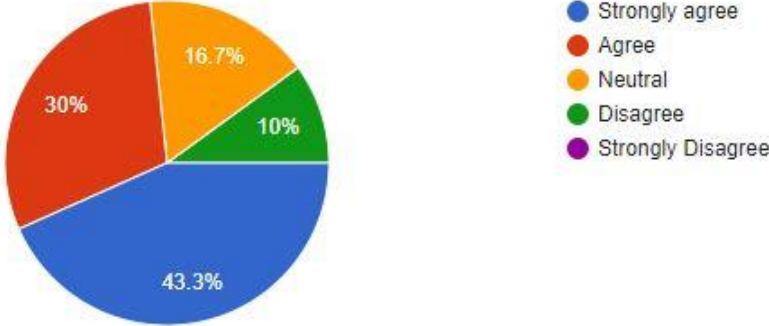


Figure 14: Professional Customer Service Rate

**Analysis of Question 14:**

To know how much the customers of food panda are satisfied by their customer service, a question was included a question in the survey that if a customer agrees or disagrees in the subject of food, panda’s authority focuses on a professional customer management system for its customer. Based on the question, 43.3% of customers strongly agreed in this matter, 30% of customers of food panda agreed, 16.7% of customers were neutral in this matter, and 10% of customers disagreed. As most of the customers agreed that food panda focuses on a professional customer management system, that means the food has a robust professional customer service management system. On the other hand the portion of the customers who disagreed in this matter is so minimal.

### 3.4 Summary and Conclusions

For all restaurant operators, online meal ordering platforms have proven to be a boom. People in today's fast-paced, tech-savvy society rarely have time to prepare meals for themselves since they are always on the move. Now customers may purchase meals online while sitting in the comfort of their own homes or businesses with the help of Food panda. Food panda provides comfort to both restaurant operators and consumers because no more unpleasant phone calls or booklet-based meal ordering is required.

The online food ordering service of Food panda assists the restaurant in making a large sale and establishing and strengthening the business's brand image. This platform not only promotes itself on social media platforms and through other forms of online and offline platforms, but it also promotes all of the vendors, the restaurants registered under it. To sum up the circumstances of the Food panda ordering system as a whole demonstrates a method for restaurant operators to respond quickly and stay ahead of the pack in a cutthroat market.

### 3.5 Recommendations

At present, Foodpanda is the most popular online food delivery service in Bangladesh. Consumers consider this online platform as a very convenient and easy order process. To maintain this brand's popularity, keep their loyal customers, and enhance their brand image, they should upgrade and modify some factors in their operation. They should emphasize their customer service department a bit and improve their resolution time more. The resolution time should be decreased so that they can increase the number of their loyal customers. They should focus more on training the employees who work in their customer service department to face and solve issues and provide better service in a more effective way to the customers. When it comes to food delivery, the delivery time is crucial. This is something Food panda should think about more. More riders are needed to bring meals to consumers. In addition, new types of quicker vehicles must be created to provide speedier delivery service. Restaurants just aren't as efficient as they should be. The directory should be expanded to include more eateries. Furthermore, the number of eateries from outside of Dhaka is insufficient. It should be remembered that those outsides of Dhaka might benefit from the Food panda service even more if there were enough cafes open to them. The users had an unfavorable view of Food panda Bangladesh's delivery price. Extra free delivery deals and vouchers may influence their decision. In this sense, Food panda must take the initiative..

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## Appendix:

1. Your age?

2. Gender \*

Mark only one oval.

Female Male

Prefer not to say

3. Your Profession \*

4. How many times in a week do you use Foodpanda? \*

Mark only one oval.

Daily Basis

More than 2 times in a week Once in a week

2-3 times in a month

5. How many times have you taken the help of customer service section of Foodpanda? \*

Mark only one oval.

2-3 times

4-5 times

6-10 times

10-15 times

More than 15 times

6. What was the average resolution times of your issue from customer service department? \*

Mark only one oval.

2-3 minutes

4-5 minutes

6-7 minutes

8-9 minutes

More than 10 minutes

7.How many times have faced any critical issue with your order (wrong order, smelly food, spilled items etc.) \*  
Mark only one oval.

- 1-2 times
- 2-3 times
- 4-5 times
- 5-6 times
- More than 6 times

8.What was the possible solution that you got after facing these critical issues? \*

Check all that apply.

- Full refund
- Partial refund
- Redelivery of items
- Compensation voucher

9.Are you satisfied with the customer service of Foodpanda? \*  
Mark only one oval.

Yes No Maybe

10.Are you satisfied with the refund policy of Foodpanda? \*  
Mark only one oval.

Yes No Maybe

11.Suppose you have received a smelly food item in your order and after reaching out to customer service, they have given you a full refund. Will you be satisfied with that steps from Foodpanda authority? \*  
Mark only one oval.

Yes No Maybe

12.Can you easily access the customer service option of Foodpanda? \*

Mark only one oval.

Yes No Maybe

13.Suppose you are facing an issue with one of your live order. But you are not getting the option for reaching to the customer care of Foodpanda. In this scenario what will you do in the future? \*

Check all that apply.

- Jump to another platform like Pathao, Hungrynaki etc.
- Won't place any order from Foodpanda in the future.
- Will watch tutorial video on how to access Foodpanda's customer service



14. If you get a professional customer service from Foodpanda regarding any issues then will you suggest your friend and family members for using Foodpanda? \*

Mark only one oval.

Yes No Maybe

15. Foodpanda authority focuses on professional customer management system for its customer. \*

Mark only one oval.

Strongly agree

Agree

Neutral Disagree

Strongly Disagree