

Report on The Service Operation of foodpanda Bangladesh

Submitted By:

Sami Islam Boron

ID: 17104041

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

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Declaration

It is hereby declared that -

1. The internship report submitted is my own original work while completing my 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 have acknowledged all main sources of help.

Student's Full Name & Signature:



Sami Islam Boron

Student ID: 17104041

Supervisor's Full Name & Signature:

Ms. Raisa Tasneem

Lecturer, BRAC Business School

BRAC University

Letter of Transmittal

Date: 10th January, 2022

Raisa Tasneem

Lecturer, BRAC Business School.

BRAC University.

Subject: Internship Report Submission

Dear Ma'am,

With due respect and humble submission that I Sami Islam Boron from BRAC Business School would like to inform you with great pleasure that this is my internship report named “The Service Operation of Foodpanda Bangladesh” according to your provided guidelines and instructions.

I have tried to finish and present this report with utmost integrity with all the available data to make the report as comprehensive and informative as possible.

In fine, I sincerely pray and hope that this report will be able to meet up to your expectations. If any part of the report seems to be irrelevant and improper it will be my pleasure if you advise me and help me to correct it.

Thank you for your time and consideration.

I remain,

Sami Islam Boron

ID: 17104041

BRAC Business School,

BRAC University.

Non-Disclosure Agreement

This agreement is made and entered into by and between foodpanda Bangladesh and Sami Islam Boron, the undersigned student from BRAC Business School, BRAC University for strictly prohibiting the disclosure of the confidential information of the mentioned firm.

Signature- 

Sami Islam Boron

ID: 17104041

BRAC Business School

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Acknowledgement

At first, I desire to express my deepest sense of gratitude of Almighty Allah.

With profound regard I gratefully acknowledge my respected faculty and internship advisor Ms. Raisa Tasneem BRAC Business School, BRAC University, for her generous support and guidance. In addition, I would also like to express my gratitude to Ms. Fariha Ahmed, she has been my supervisor and line manager who provided me with the all the comprehensive information about Foodpanda Bangladesh. She was a mentor who gave me the opportunity to learn and experience throughout my internship period.

I am grateful to Foodpanda Bangladesh and its management, specially the customer service team for their support throughout the entire time. Every person related to this report has helped me to overcome the difficulties I have faced.

Special thanks to my parents for all their love and support over the years, for encouraging me to work hard and for guiding me to improve myself. I am so blessed to have both of them as my parents.

Executive Summary

In recent years, development in the technology sector has promoted rapid advancement in online food ordering system. Starting from homemade food to fine dining restaurants, people have now become more accustomed to online delivery system platform. Online food ordering system is no longer an option. Customers can now easily order their necessary groceries/ products or even order their favorite food from sitting at home safely. The delivery portals deliver ordered items to their address accordingly.

During the pandemic, online ordering services is booming. As we know development in technology has made everything quite easy and futuristic. Nowadays, people has become very tech-savvy and they like to do things in an easier way. Digital technology has made everyone's life much easier and faster. In this current pandemic situation of COVID19 people feel safer in ordering food online rather than going to a restaurant, getting exposed to unwanted crowd and getting in contact with paper menu which has been touched by customers who visited the restaurant previously.

In December 2013, Foodpanda a German based company started its operations in Bangladesh and since then it has been the one of the leading online food delivery portal in Bangladesh. Currently it is owned by Delivery Hero, being also merged with Foodora. It has an integrated food ordering system. Here, customers are able to track their order and are also given the opportunity to give their feedback after every order that they made. Customers are notified when their order has been confirmed and ready to be picked up by the riders.

In this report on 'The Service Operation of Foodpanda Bangladesh', I tried to address and focus on the customer service along with the customer perspective that Foodpanda Bangladesh Limited provides. The main purpose of this study is to understand and justify the customer satisfaction of Foodpanda Bangladesh Limited, how they provide the service and how the service can be improved in the coming days.²²

Keywords: Online food delivery, portal, tech savvy, futuristic. Digital technology.

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Chapter 1: Overview of Internship

1.1 Student Information

Name – Sami Islam Boron

ID - 17104041

Program - Bachelor of Business Administration

Major - Major in Marketing

1.2 Internship Information

1.2.1 Internship details:

Period – 9th September to 30th December 2021

Company Name – foodpanda Bangladesh

Department – Customer Service, Service Operations

Address – Kaderia Tower, Mohakhali C/A, Dhaka- 1212.

1.2.2 Internship Company Supervisor's Information:

Supervisor's Name – Fariha Ahmed

Position – Senior Manager, Service Operations

Email – fariha.a@foodpanda.com.bd

Phone number - +8801798145065

1.2.3 Job Responsibilities

I was working as a customer service agent in foodpanda Bangladesh. The main and core responsibility of my job position was to handle the customer service. The customers reach to us with their problems regarding their order and various other problems they face with foodpanda. My job was to solve their problems. I also had to take training of new joining employees showing how we work and the basic procedures. Joining meetings and refresher sessions were mandatory, keeping aligned with the standard procedures. I also had to keep track of the severe problems of the customers, new problems so that these issues can be followed up with the regional team and can be solved. The basic mantra was to provide the customer with the possible best service. I had to understand the customer's pain point and determining the issue I had to solve that problem. I had to attend Standard Operating Procedure Quizzes so that I am always updated with the procedures and I have a clear understanding of them. Communicating with the customers via email was my medium of communication with the customers. We used Salesforce, Backend, Dashboard tools to provide the service to the customers.

1.3 Internship Outcomes

Since I have been working in foodpanda Bangladesh since August, 2020, I should be sharing the overall experience from the beginning which I have. Some of them are shared below.

- Had the scope to apply basic class room knowledge in an office environment
- Got the opportunity to advance my basic Microsoft Excel and Google sheet knowledge
- My typing speed increased a lot as I had to solve every customer's problem by typing in the Emails.
- Working in an competitive environment, communication skill is very important. I had the opportunity to sharpen my communication skills while having to communicate with different channels every day.
- To be a customer service agent I had to be a multitasker. I had to do 2-3 tasks at the same time to serve the customer.

- This job requires time management. I had to join at the exact time where there is no scope to be late at work. I found myself a very punctual person.
- There happens to be a great difference in customers. Each customer is different than the other customer and they need to be treated as such.
- Converting a pissed off angry customer into a satisfied customer.

Challenges encountered

It was quite hard for me to catch the flow of how they work. Using various tools and the interface of the tools were totally unknown to me. I had to take it very slowly and took me quite some time to catch up with every other agents who were already caught up with the flow. The leads were always there to assist me but due to overwhelming work pressure they could not always provide the solution on time and this caused the flow of work sometime. During the pandemic we all had to work from home. Working from home, there was a huge communication gap between the agents and the leads. We had to rely on online communication channels.

How I overcame the challenges

I always had the support of my colleagues and leads. I used to ask tips from tenure agents and tried to applied them. There were refresher sessions from which I could clear out my confusions and training sessions on which I could learn new things. My colleagues and leads helped me whenever I faced any problem and showed how to overcome them.

Recommendations

- foodpanda needs to work on their riders and train them properly on how to handle customers.
- Needs to push existing vendors to provide better quality of food and packaging and follow up with them regularly.
- foodpanda needs to increase their delivery zones so that customers can have a choice of more varieties.
- They need to recruit more riders and increase their delivery potential as demand is rising and sometimes they are unable to deliver them.

- foodpanda needs to make their app and website more user friendly where customers can order without any confusion.

Chapter 2: Organization Part: Overview, Operations and a Strategic Audit

2.1 Introduction

Online food delivery has become quite popular in the urban areas in our country. People use this service to order food and have them comfortably in their house or offices. There are about 3-4 popular companies providing this kind of service. Foodpanda Bangladesh is one of the early companies to provide this service in the country.

Objectives:

- To learn about the companies Standard Operating Procedures.
- To learn about the functioning pattern of the Service Operations.
- Introduction to the online food delivery portal.
- Measure the competitive advantage with the competitors.
- Learn about the customer behaviour and pain points.

2.1.1 Methodology:

- Salesforce
- Backend
- BambooHR
- Dashboard

2.1.2 Activities:

Customer Service provides customers with service with post delivery cases and even other issues related to foodpanda. The Customer Service team provided service through various mediums like social media, email and live chat from the app. The service is provided following the company policies and SOP's.

2.2 Overview of the Company

Foodpanda is a global online food delivery company serving in more than 40 countries. It is the number one food delivery company whose headquarter is in Berlin, Germany. It was globally founded in the year 2012. Rocket Internet had initially founded the company, which happens to be a European internet company. On 13th February 2017, they sold the brand Foodpanda to Delivery Hero which is their competitor. foodpanda went through rebranding after it was merged with another online food delivery company named foodora.

Consumers can find innumerable numbers of restaurants and shops from the foodpanda app and website. It is currently serving on some selected locations from all the districts of Bangladesh. The company also provides service to it's partners, riders and customers when they face any kind of issues. They have dedicated teams to handle the issues.

2.2.1 Service offered:

Foodpanda has met the demand of the tech savvy people of Bangladesh who wants to make their life easier and save their valuable time. By creating the website www.foodpanda.com.bd and the mobile app, they made it very easy for the consumers to enjoy their service. This app and website connects the restaurants and shops available in the local area with the consumers. The customers can see the name of the vendors and their menu and order accordingly. They can also leave a review after the service. The vendors, riders and the customers can also take help of the service operations team when they face any kind of problem.

2.3 Management Practices

Management is one of the core components of a business or company as the main goals and functionality depends on them. Foodpanda uses the management practices based on Berline but modified as per Bangladesh's scenario.

2.3.1 Top Management:

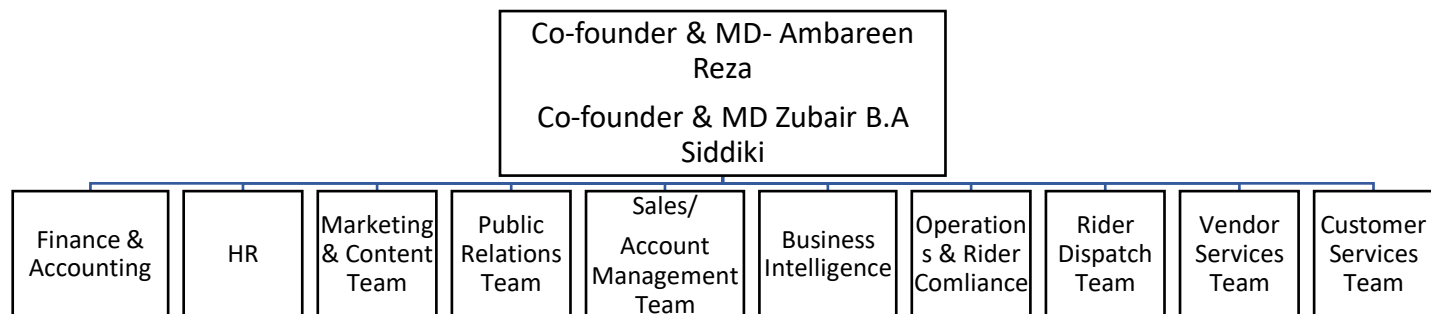


Figure 1 Organization Structure of foodpanda Bangladesh

2.3.2 Internal Management:

The managers set the goals for the weeks, months and the whole year. Once the goal is set, the employees work according to the goal and they have the freedom to complete their work in the fashion they are best suited. However, if the performance does not meet the standards the management involves themselves. Foodpanda even uses KPI to motivate their employees to meet every part of their job and to be competitive and generate new ideas. Meetings are conducted daily to stay updated on the performance of each individual employee and team.

2.3.3 External Management:

This is also a very important part where handling all the parties , vendors, customers must be done carefully as they are sensitive and has a significant influence on foodpanda's business. Foodpanda's customers are generally between the ages of 18-45 and are tech savvy people. Any negative aspect is easily highlighted in the social media nowadays. This is why foodpanda has a Public Relations team and a Customer Service team to provide the customers with the best possible service. The vendors are also assigned a sales representative who manages their account. A Partner Service team also exists to provide the vendor a better service and solve their problems.

2.4 Marketing Practices

Foodpanda is a frontrunner in terms of marketing in the online food delivery business. They use different kinds of marketing practices to attract their customers and create brand awareness. They invest heavily on social media marketing.

2.4.1 Social Media Marketing:

Foodpanda's most invested marketing platform is the social media. Their most used platform is Youtube and Facebook. They also advertise themselves on other platforms as well. Usually the advertisements show mini AD's and snippets of videos of their ads and promotional offers.

2.4.2 Email Marketing:

The customers who are already registered with foodpanda are frequently are emailed with new promotional offers and deals. But most of the time these emails are spammed by the customer and does not reach out to the customers as they also don't read these emails.

2.4.3 Mobile Marketing:

This is the most least used marketing platform of foodpanda. They send the promotional offers with various vouchers through Texts which sometime is considered very annoying by the customers.

2.4.4 Marketing Mix

- Price: Foodpanda determines their delivery charge based on the area and distance. They provide various promotional offers and discounts so that their competitors can't imitate.
- Place: The most important segment of marketing mix is the selection of place. People enjoy the comfort of their homes while deducing the travel time and traffic jam in the roads of Bangladesh. Foodpanda gives them the access to this luxury where they can get foods and good from nearby restaurants and shops. Foodpanda is now available in all 64 districts in some selected locations.
- Product: Foodpanda started as a delivery platform delivering foods and goods to the customers. Now, foodpanda itself has a store with various necessity items for the customers named pandamart.
- Packaging: Pink in the colour of foodpanda. It uses this colour on all of their promotional background. The packet of pandamart also uses this colour and the logo can also be found bearing this colour.

2.5 Financial Performance and Accounting Practices

2.5.1 Financial Analysis:

The profit has been increasing and is consistent in the Asian countries. The area composes of developing countries and has a high GDP growth rate. The people are always trying to increase their living standards and lifestyle. This helps foodpanda in the business expansion and acquiring more customers.

ASIA			
ORDERS (MILLION)	747.6	266.5	180.5%
GMV	7,875.4	2,214.6	255.6%
SEGMENT REVENUE	1,166.9	481.5	142.3%
ADJUSTED EBITDA	-230.7	-229.2	
ADJ. EBITDA/GMV (%)	-2.9%	-10.3%	

Figure 2 Change in orders in Asia (First half of 2021 and 2020)

We can see from the figure that the orders has increased multiple times from 2020 to 2021. The Gross Merchandise Value has also increased with it. Foodpanda was not a company which started to make profits right at the start. They had to focus on their expansion which also costs a lot. Gradually they started to make profit. The gross profit of the company has increased by 20.3% but on the other hand the operating profit was only changed by 3.4% from which we can understand that the costs have increased less proportionately which is a good thing and is positive.

2.5.2 Ratios:

The company still makes losses, typical for a company which has not yet reached breakeven point. However, the ratios look quite good and is close to the idea number.

<i>Gross margin</i>	18.41%
<i>Operating margin</i>	-51.25%
<i>Net Profit margin</i>	-55.27%
<i>Revenue/Share</i>	8.59
<i>Book Value/Share</i>	10.61
<i>Basic EPS</i>	-3.62
<i>Return on Equity</i>	-41.89%
<i>Return on Assets</i>	-24.23%
<i>Return on Investment</i>	-28.73%
<i>Quick Ratio</i>	3.51
<i>Current Ratio</i>	3.53
<i>Debt to Equity</i>	81.05%

Figure 3 Ratios of foodpanda

2.5.3 Accounting Practices:

Foodpanda uses IFRS and IAS methods and standards to make their statements. The basic rules are used to maintain the transparency and make them easily understandable for the different bodies of the government and security bodies.

2.6 Operations Management and Information System Practices

2.6.1. Operations Management:

Operations management is the system where it is managed the whole production or service from the raw materials to the finished goods or services. This is where it is ensured that the whole business system is working efficiently and properly. The management includes managing the quality, service for the customers and producing the product.

With the development of technology, food delivery business has become a very competitive sector with many new companies joining every year. The initial step for foodpanda is to find out which restaurant/shop wants to enlist themselves with foodpanda. They need to go through some steps like filling up a form with necessary information and then the company will contact them and complete the remaining formalities and procedures. The customers can use the website or the app to use the service. They need to register with their email address and phone number, putting their address they will be able to see the available vendors in the area.

Now, foodpanda uses it's own team of riders and transportation system to deliver to the customers. It takes between 15-60 minutes to deliver to the customers depending on the distance. The riders use bicycles and motorbikes to reach the customers.

2.6.2 Information System Management:

To onboard the restaurants/shops, they need to fill up a form available on the website. However, they can also onboard with the sales representatives who contacts them and collects the information. Later, they fill up a form known as Formstack on behalf of them. Later on, the leads generate a case in the Salesforce so that it can be worked on and provide service to the vendors. It takes around 7-8 working days for the account to get activated. There is cash payment and online payment for the ease of payment which saves time. The delivery charge depends on vendors and distance to the customer's address from the vendor.

2.7 Industry and Competitive Analysis

2.7.1 SWOT Analysis

Strength • Foodpanda has a good infrastructure • The online portals are well maintained • It is known globally • The riders do not have any scope to deceive the customers • A strong after sales service is there	Weakness • The rider team and transportation is not adequate • Delivery time • Few number of exclusive restaurants
Opportunity • Expanded to other verticals like grocery shops, pharmacy and electronics • The service is available in all 64 districts, expanding to all locations	Threat • Negative social media reviews • Decline of refunds causes Consumer Court cases

Table 1 SWOT Analysis Summary

2.7.2 Porter's Five Forces

Competition Rivalry: There is a great rivalry among other competitors like HungryNaki, Shohoj, Pathao and Uber Eats which is not not operational. The competitors offer exclusive deals and promotions and ensures greater efficiency.

Threat of Substitution: There are many substitutes in the market. All of the substitutes offer more or less the same service and vendors. Whenever being unsatisfied with foodpanda the consumers has many substitute to choose from.

Supplier Power: The renowned restaurants and shops has quite some power over foodpanda. But in most cases, foodpanda's supplier power is not great. The restaurants and home kitchens which are not famous does not have too many options to sell their foods and goods. Here, foodpanda sets the price of their goods/foods in the form of commission.

Buyer Power: The buyer power is very high as the customers has many options to choose from. There are competitors like Shohoz, Pathao and HungryNaki providing the similar service. The regular promotional offers and discounts are necessary for the customers to stay loyal to foodpanda.

The Threat of New Entry: The threat is low as setting up a fleet of delivery vehicles and people to deliver them requires a huge capital. The new entrants will not be able to match the current price offering of the current market. This is how Uber Eats entered the market but could not continue for too long.

2.8 Summary and Conclusion

foodpanda is one of the top food delivery company in Bangladesh. Foodpanda needs to react quickly to the changing market and adapt to the new demands of the customers. If they do not keep up with the competition they may face decrease in the customer loyalty and gradually loose them.

2.9 Recommendations

One thing foodpanda Bangladesh lacks is the loyalty program. Globally the service is available for the customers. Loyalty program is required to hold on to the customers and improve the problems to clear the negative perception of foodpanda. Foodpanda also needs to work to reduce the delivery time.

Chapter 3: The Service Operation of foodpanda Bangladesh

3.1 Introduction

3.1.1 Background:

Every organization has some sets of rules and regulations which works within a system. There are many departments, wings and branches also. Service Operation is one part of the Organization. Working with service teams, customer success teams, customer support teams, and customer experience teams are all part of service operations. The Service Operations provide service to the customers, partners and the riders. These three wings manage the sole of the company as whenever the partners and customers face any problem, the problem is solved by the Service Operations team. With the expansion of smartphone applications and the growth of modern technology, the food industry has adapted the online food delivery portals to expand their business to reach more customers. This scope of business attracted many companies to create the online food delivery portals in Bangladesh as well. foodpanda is the leading company in this sector. Organizations around the world encounter several uncertainties and problems on a daily basis, which have immediate and indirect economic consequences (Jarus, 2020). Because of the sophistication of current economies and digital technology, marketers are placing a greater emphasis on offering added value to consumers through quick online service, and as a result, meal delivery applications are garnering more attention from a socioeconomic standpoint. The Service Operations try to minimize the loss of the company by providing the customers with the support through solving their problems. As per studies, an unsatisfied customer can be turned into a satisfied customer through proper Service Operations more preferably by the Customer Service team. An effective Service Operations team can eliminate the negative impacts on the customers, partners and riders and provide a positive result.

3.1.2 Objectives:

The broad and specific objectives are shared below.

Broad Objective: The broad objective of this study is to learn about the information and process of the operation management system of online delivery company.

Specific Objectives:

- To learn about the standard operating procedure of foodpanda Bangladesh.
- To learn about the online customers and their behaviour.
- To learn about the business model of foodpanda Bangladesh and how it can be sustainable in Bangladesh.
- To find out how the best customer service can be provided.

3.1.3 Significance:

This research is done to understand the service operation of foodpanda and the involvement of the partners in the operation. It will also help to understand how the service is provided to the partners and how it can be improved. This study can also create a scope to understand the future prospects and market.

3.2 Methodology

To analyze the topic and gather information to come to a conclusion, data was collected using some sources and methods. Two types of data have been collected for the study.

Primary Sources: Most of the data has been collected directly from foodpanda team. The support team, marketing team etc. Online portals and mobile bases app companies provided some information. Reports provided by the company, interview with supervisor also provided information.

Secondary Sources: Journals, newspapers and reports on foodpanda available on the internet provided information.

3.3 Findings and Analysis

3.3.1 Introduction:

The service operation is the process where inputs are converted to desired output through the appropriate application of resources. The service operation of foodpanda Bangladesh consists of 3 teams. They are Vendor Services team, Dispatch team and Customer Service team. Each of the team has different jobs and clients to maintain. foodpanda has around 300000 app downloads each year and 100% revenue growth for the past years. Operating on every 64 districts, the amount of orders are increasing every day. There are about 4 million users signed up with foodpanda and 35 thousand restaurants and shops partnered with foodpanda. The service Operations play a huge role on them by providing them the proper service. Each team is separately responsible for each customers, partners and riders.

3.3.2 Findings:

- Among 30 respondents, 93.3% respondents have used foodpanda. Only 6.7% respondents have not used foodpanda. All of the respondents being from the urban area, it can be seen that foodpanda is a popular online food delivery portal.

Have you used foodpanda?
30 responses

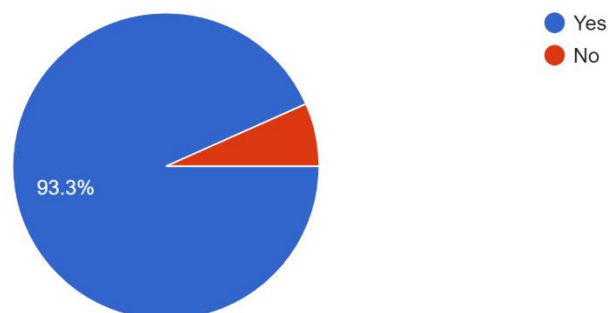


Figure 4 Percentage of users among the respondents

- A total of 73.3% of the respondents use foodpanda weekly, 16.7% once in a month, 6.7% uses daily and 3.3% uses rarely.

How often do you use foodpanda?
30 responses

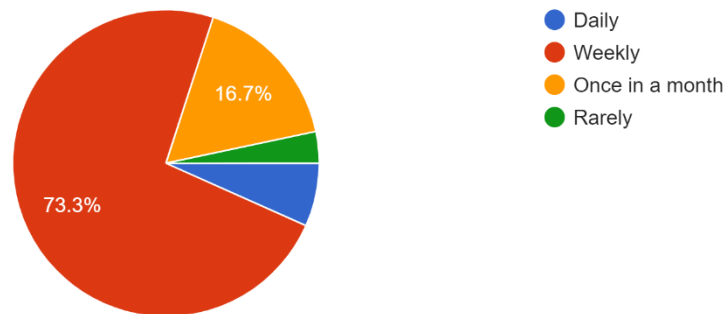


Figure 5 Percentage of how often users use foodpanda

- Among the respondents, 73.3% uses online food delivery portals weekly, 13.3% once a month, 10% daily and 3.3% rarely.

How often do you use online food delivery portals?
30 responses

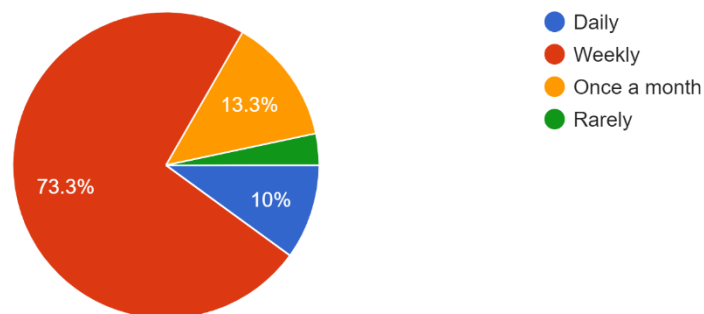


Figure 6 Percentage of how often users use online food delivery portals

- 46.7 % of the respondents use pandamart which is a dark store of foodpanda and 53.3% of the respondents do not use pandamart.

Do you use pandamart?
30 responses

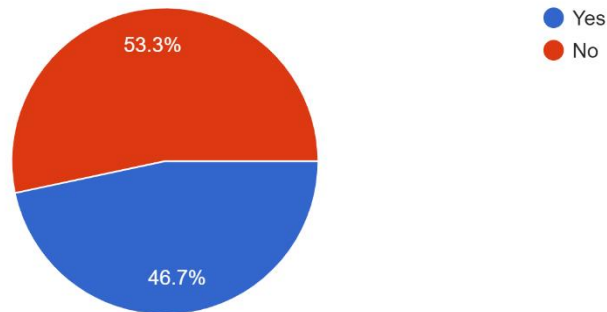


Figure 7 Amount of pandamart users

- From a scale of 0 to 5, the respondents has scaled their satisfaction level from a customer's point of view. Taking the satisfaction level starting from above 2, 23.3% of the customers are highly satisfied, 46.7% of the customers are moderately satisfied and 30% of the customers are just barely satisfied with foodpanda as a customer.

Are you a satisfied customer? Select your satisfaction level.
30 responses

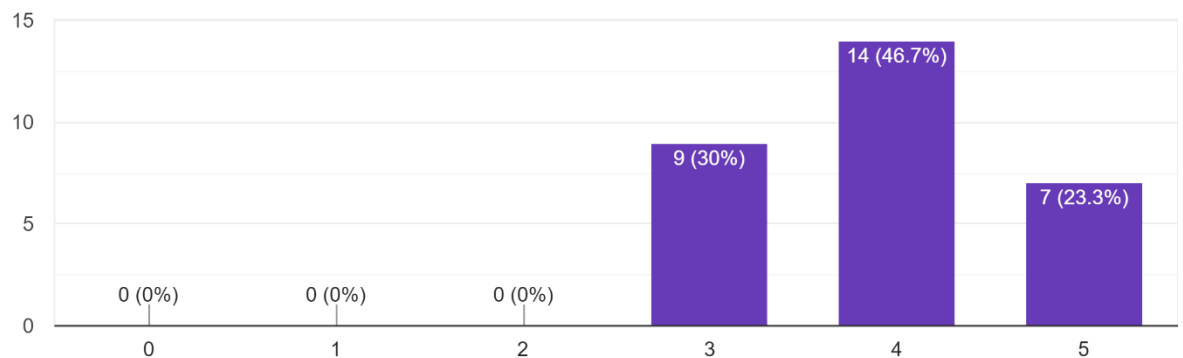


Figure 8 Satisfaction level of customers

- A 66.7% of the customers think that the company policy on which foodpanda serves the customers is friendly. 3.3% thinks it is not customer friendly and 30% is not sure about it.

The company policy is the SOP on which the company serves the customers

From a customer's perspective, is the Company Policy of foodpanda customer friendly?

30 responses

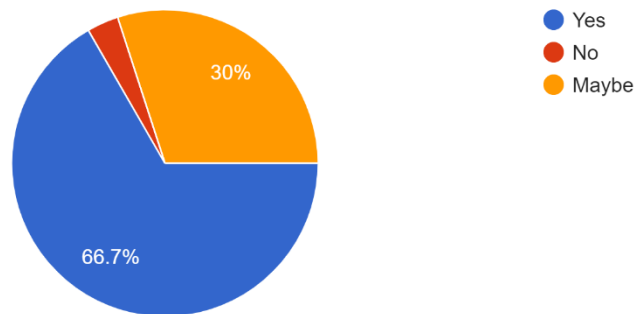


Figure 9 Perception on the company policy of foodpanda

- A total of 90% customers gets a proper response from the Customer Service team, remaining 10% of the customers do not get a proper response from the team.

Do you get a proper response from the Customer Service Team?

30 responses

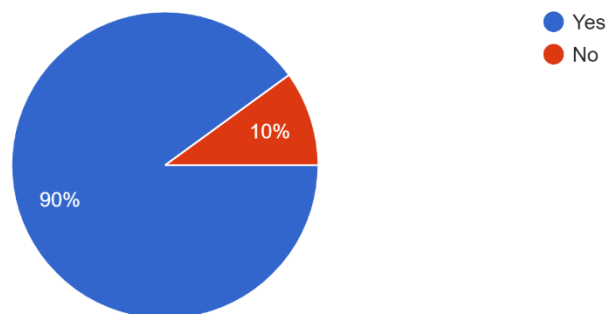


Figure 10 Response from Customer Service team

- Regarding the promotional offers of foodpanda, 86.7% of the customers are happy with the offers and 13.3% of the customers are not happy.

Are you happy with the promotional discounts of foodpanda?

30 responses

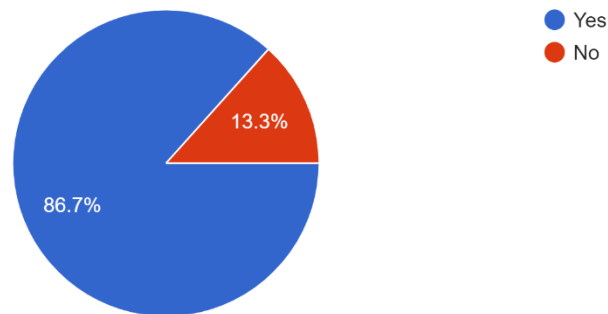


Figure 11 Perception on the promotional offers

- Comparing with the competitors, 60% of the respondents think foodpanda provided a better service than the other delivery companies. 40% is neutral and no one disagrees with it.

Do you think foodpanda provides a better service than the other delivery companies?

30 responses

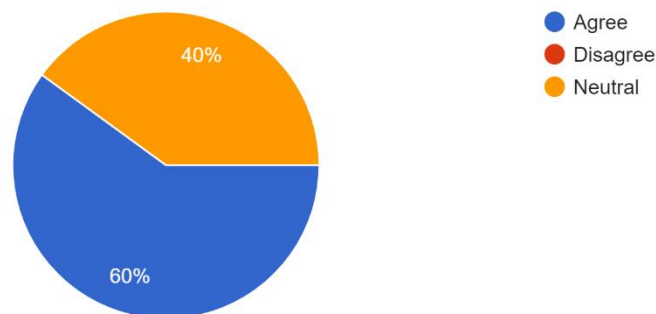


Figure 12 Perception on the promotional offers

- Among the 30 respondents, 3.3% strongly disagrees that foodpanda should diversify their business. 3.3% disagrees with the diversification, 43.3% is neutral, 36.7% agrees that foodpanda should diversify and another 13.3% strongly agrees with the diversification.

Do you think foodpanda should diversify their business to sustain in Bangladesh?
30 responses

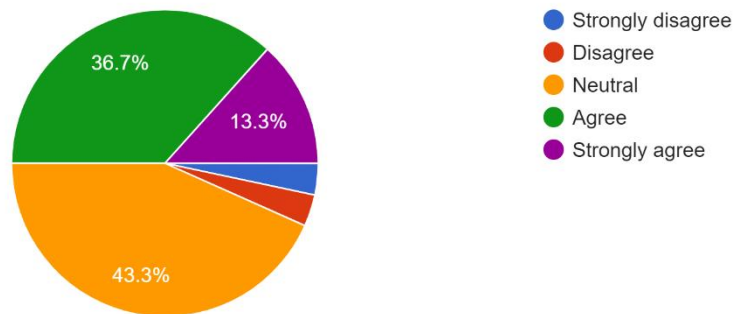


Figure 13 Percentage of the perception on diversification

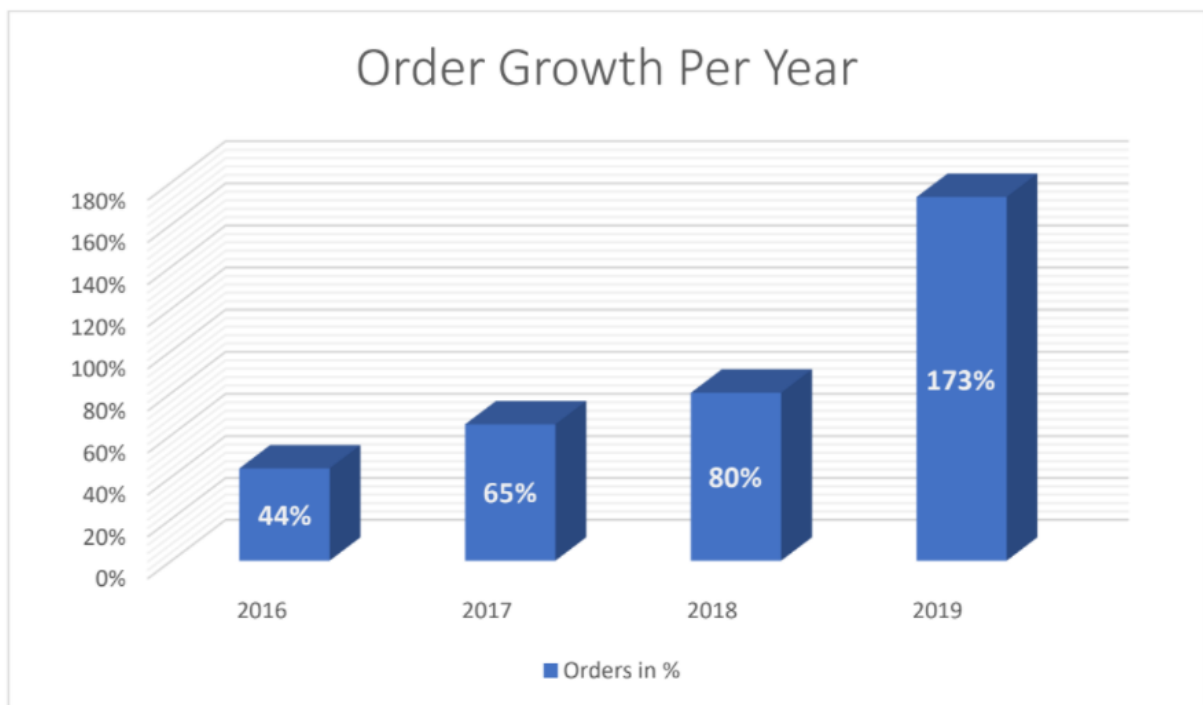


Figure 14 Order growth of foodpanda

3.3.3 Analysis:

Conducting the survey, we got to know about the perception of the Service Operations of foodpanda Bangladesh. The respondents answered the questions which were related to the online food delivery companies and about foodpanda. Among 74.2% of the respondents who uses online food delivery portals, 93.5% of them uses or have used foodpanda. This shows that foodpanda is popular and is the leading company in this market. Moreover, 74.2% uses foodpanda weekly and 6.5% uses daily. This also shows the behavior of the customers and the demand of foodpanda. The Service Operations of foodpanda has helped to maintain the customer loyalty by providing them the service they expect from foodpanda. The Service Operations team serves the customers via social media, email and live chat. To provide the best customer service, the problem must be understood first and then relevant steps must be taken to eliminate the problems so that this does not happen in the future. 67.7% of the respondents feel that the company policy is customer friendly which shows that the Service Operations is doing a good job by maintaining the customers and their problems. Among the respondents most of the customers are satisfied with the service foodpanda provides and 61.3% thinks foodpanda is better than the other competitors like HungryNaki, Pathao food and Shohoj food. This popularity can be a sustainable factor for foodpanda in Bangladesh. To be competitive and sustainable, foodpanda needs to have a good business model. They provide various promotions and discounts to customers. 83.9% of the respondents are happy with the offers foodpanda gives. However, as the conditions of the discounts also changed as the company needs to reach its breaking point, foodpanda decreased its discounts resulting in 16.1% of customers being unsatisfied with the offers. To sustain in the market and future competition, every business needs to diversify. Foodpanda has also introduced their own shop named Pandamart. Pandamart is quite popular among the customers but yet to reach its full potential as all the items are still not to be found in Pandamart. 45.2% of the respondents use pandamart and 54.8% do not use pandamart. This shows that foodpanda needs to work with pandamart to make it profitable and competitive with the other online shops like Agora, Mina Click etc. Around half of the respondents feel that foodpanda should diversify their business to sustain in the market. Foodpanda also introduced Pandago which only provide delivery service for its partners. Therefore, we can see that new business models and diversification is coming from foodpanda.

3.4 Summary and conclusion

Customers are moreover satisfied with the service of foodpanda. Foodpanda maintains a good relation with the customers and the partners. This service is indeed a very nice one for the people who wants to save time and cannot get the time for shopping after their daily work. Foodpanda Bangladesh is one of the largest e-commerce foods ordering in Bangladesh and it has earned the reputation of top online foods ordering place of Bangladesh. They are constant in detecting business innovation and improvement. They keep coming with new things for the customers and better deals for their partners.

3.5 Recommendations

Foodpanda needs to keep diversifying their business in order to sustain in the Bangladeshi market. Competitor like pathao has multiple services with the online food delivery and in this way they can balance their losses from one sector. They need to train their riders much better so that rider issues are not created and hire more riders so that foodpanda can keep up with the promise with the increasing orders each year. The partners which are performing not well, foodpanda needs to educate them about the quality or end the partnership with them. The service Operations team must keep evolving to provide the best possible service.

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