

A Report On
“Understanding the influence and effectiveness of applying the Customer
management system on Foodpanda Bangladesh ”

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

BRAC Business School
BRAC University
January 2023

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Declaration

I hereby declare that,

1. The internship report prepared and submitted was conducted while pursuing my bachelor's degree at BRAC University.
2. It contains pieces of data and information that are authentic. Furthermore, the report obligates not to use information that was previously written or published by any other individual.
3. The report acknowledges all primary sources and the help that was provided to extract them.
4. All information that has been extracted from secondary sources in this internship report has been properly cited through accurate referencing.

Student's Full Name and Signature:

Name of the Student:

Fabeha Raisa
18304024

Date: _____

Supervisor's Full Name and Signature:

Name of the Supervisor: **Mohammad Zaheed Husein**
Date: _____

Letter of Transmittal

Mr. Mohammad Zaheed Husein
Lecturer,
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Internship report on the title “**Understanding the influence and its effectiveness of applying the Customer management system on Foodpanda Bangladesh**”

Dear Sir,

I am submitting my internship report under your direction in order to complete the **BUS400** course and earn my Bachelor of Business Administration degree from BRAC University. The report is titled “**Understanding the influence and its effectiveness of applying the Customer management system on Foodpanda Bangladesh Ltd**” . I worked in Foodpanda Marketing as an marketing intern for the past 3 months.

This report presents my conclusions, difficulties, and suggestions for the business together with a study project that has been given your approval. I made every effort to complete the report as accurately, diligently, and perseveringly as I could. I sincerely hope that what I've done will satisfy your needs and give you all the details you need. However, if you have any queries or need any clarification, please feel free to communicate with me at any time.

Sincerely yours,
Fabeha Raisa
ID: 18304024
BRAC Business School
BRAC University
Date:

Acknowledgment

This report is the final requirement for my graduation from BRAC University. I am grateful for the support I received not only for the completion of my report, but also for the period of my undergraduate studies and internship. It was a privilege to graduate from BRAC University and to be able to complete my internship at Foodpanda

My internship at Foodpanda has taught me how a firm functions. Mrs. Faria Afrida Khan, who is the Team Lead on Content at Foodpanda and was my on-site supervisor, deserves special recognition. She provided me with all the information essential not only to write this report but also to excel at Foodpanda.

My internship supervisor has been Mohammad Zaheed Husein, a lecturer at the Brac Business School at Brac University. I was able to complete this report with all the material I needed thanks to his humble guidance. He invested a lot of time and effort helping me with this report, and I am really grateful for that.

Executive Summary :

One of the key components for the organization based on service providers is the customer management system. It shares a connection with the other departments and contributes significantly to the accomplishments of the company.

The level of client satisfaction is extremely important to Foodpanda Bangladesh Limited. I now understand how an organization's brand image is directly impacted by the level of customer satisfaction.

This study includes a survey and analysis of the effects of a competitive customer management system on improving the brand image for an online food delivery company. The importance of consumer perceptions of professional customer service management, which is closely tied to brand image, is briefly discussed. Finally, based on the state of the market at the time, some advice has been given.

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Chapter 1

Overview of the Internship

Chapter - I: Overview of the Internship

1.1 Student Information

Name of the Student: Fabeha Raisa

Student ID: 18304024

Major: HRM | Minor: Marketing

Department of Bachelor in Business Administration, Brac Business School

1.2 Internship Information

1.2.1 Employment Details

Name of the Company: Foodpanda Bangladesh

Address: Navana Pristine Pavilion, 3rd Floor and 8th Floor, Plot-128, Block-CEN

Period of Working: 1 October - 1 February

Department of Internship: Sales and Operation

1.2.2 Supervisor Details

Name of the Supervisor: Faria Afrida Khan

Designation of the Supervisor: Team Lead of Content

Chapter-II **Organization Part**

Chapter - II: Organization

2.1 About Organization

Foodpanda is an international online food delivery service with headquarters in Berlin, Germany. It was founded in May of 2012 with the assistance of Rocket Internet, a German venture capital firm based in Germany. Foodpanda is currently operational in 22 countries and more than 800 cities worldwide.

In December 2013, Foodpanda expanded its operations in Bangladesh because of the initiatives of Ambareen Reza and Zubair B. A. Siddiky, the managing director and co-founder of Foodpanda Bangladesh. Since then, it has expanded rapidly during the past seven years. Foodpanda is presently the market leader in Bangladesh's market for meal delivery, leaving all of its competitors.

Currently, Foodpanda operates in all of Bangladesh's districts and has expanded its operations to even the most remote district locations. Foodpanda only has restaurant relationships up until March 2020. But then came the shops: supermarkets, pharmacies, major retailers, and Pandamart, which was owned by Foodpanda. In a process similar to Pathao Delivery, they have also expanded their business by launching the "PandaGo" service, which sends everything a consumer requests to anyone in just 40 minutes.

2.2 Principles

Foodpanda strictly believes in 4 guiding principles.

- Respect others opinions
- Commitment to the community
- Prosper like a Panda
- Believe in integrity

2.3 Corporate Governance

Foodpanda Bangladesh Ltd.	
Date of Establish	Established in Germany in May 2012. Launched in Bangladesh in December 2013
CEO & Founder	Ambareen Reza & Zubair Siddiky
Headquarter	Berlin, Germany
Number of Office	1 main office and 2 operational sub offices
Number of Covered Districts	64
Headoffice	Navana Pristine Pavilion, 8th Floor, Plot-128, Block-CEN, Gulshan Ave, Dhaka 1212
Contact Details	partner@foodpanda.com.bd
Website	https://www.foodpanda.com.bd/
Initial Financing	Rocket Internet
Payment System	Bank Cards, Bkash, Cash on Delivery

2.4 Leading Management



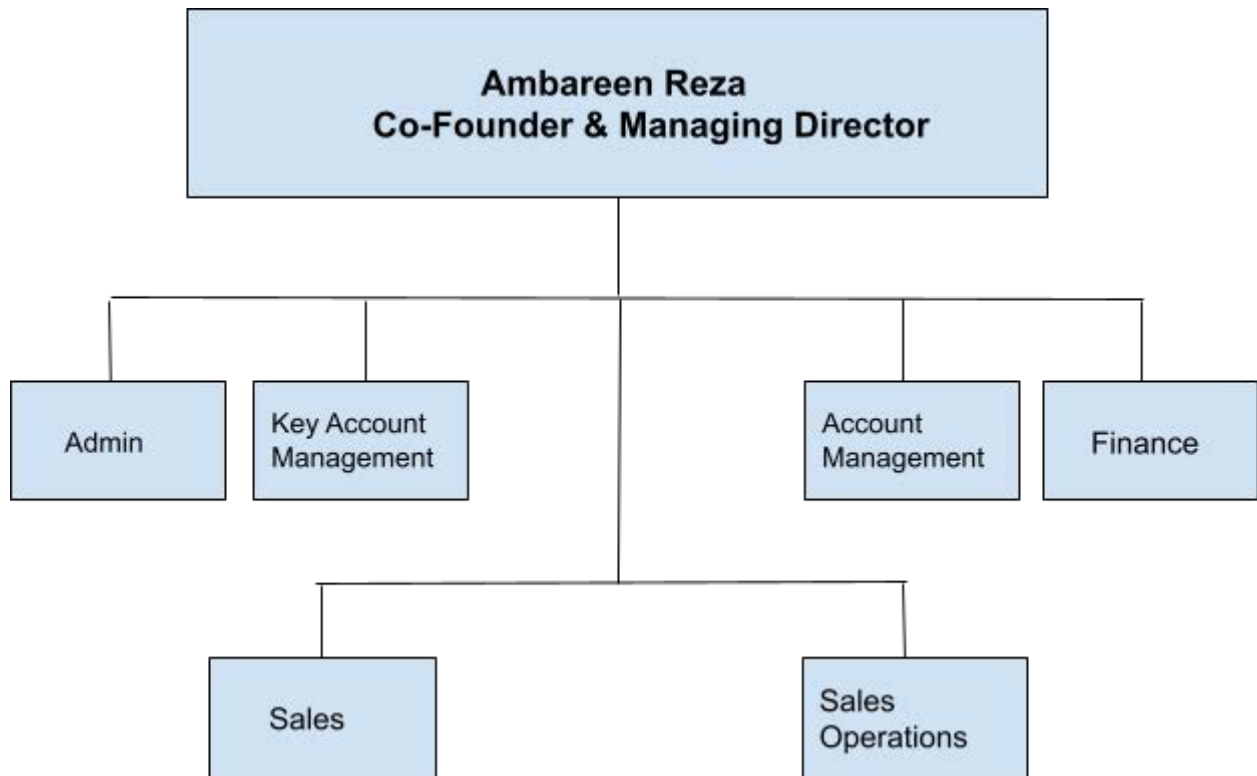
Ambareen Reza
Co- Founder & Managing Director
Foodpanda



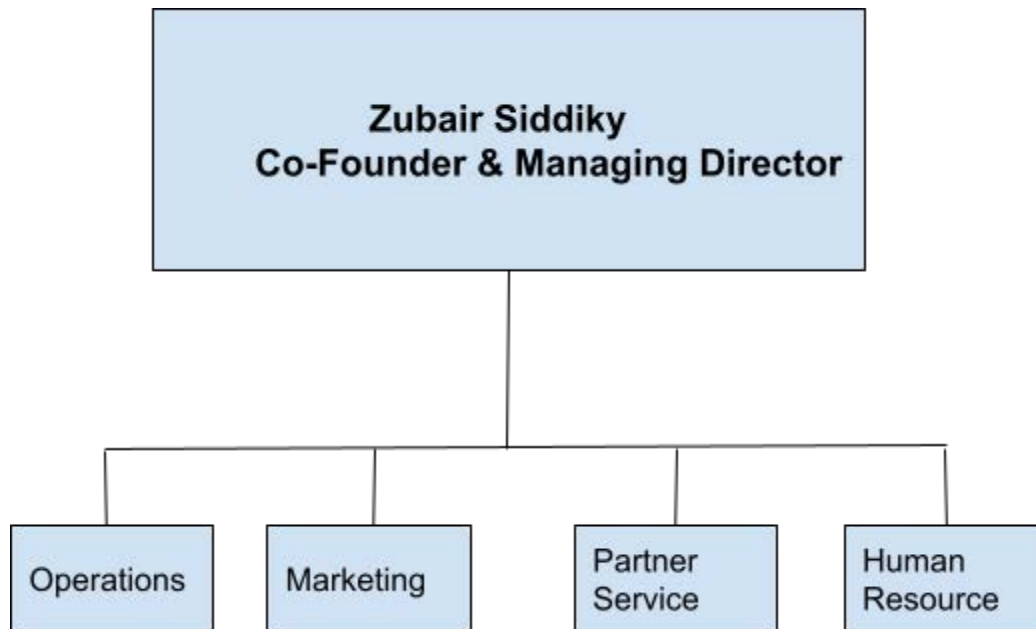
Zubair Siddiky
Co- Founder & Managing Director
Foodpanda

2.5 Organizational Structure

Departments under Ambareen Reza



Departments under Zubair Siddiky



2.6 Management Practices

Management is one of the essential functions of a business because it helps sustain the company's functionality. Foodpanda employs international management practices, as seen at its Berlin headquarters, but with Bangladesh-specific modifications, ensuring the best possible outcome. Due to the fact that Foodpanda's management procedures are utilized in numerous countries with diverse customs and cultures, it is a tried-and-true, productive approach.

2.6.1 Internal Management

- **Hands-off management:** Once the manager has defined the daily objectives, employees are free from micromanagement and have the autonomy to do their task in the manner that best suits them. As long as the objective is attained, management does not meddle directly with employee performances. Even SRs have the freedom to accept as much or as little work per day as they like, so long as they meet the prescribed amount of leads by the end of each month. However, if performance does not meet expectations, management engages in discussion with staff to determine where the problems lie and what potential solutions exist.

- **KPI:** Foodpanda employs key performance indicators (KPI) to encourage staff to generate suggestions for more efficient task completion or to suggest ways in which work could be performed more effectively. These monetary incentives encourage staff to maintain a given level of performance without requiring the addition of personnel to generate growth.
- **Regular Meetings and Status Reports:** Every morning prior to the start of work, meetings are held to brief staff on the direction the company's leadership is taking and to distribute daily duties. At the end of the day, a performance check is undertaken, which is then evaluated in the following day's meeting in order to determine any actions that may or may not be required.
- **Team Cohesion:** Due to the infancy of the sector I was assigned to, there were insufficient personnel to meet the needs of each sector. Therefore, occasionally the workload of one sector would become excessive, and the entire team would be obliged to shift their focus and abandon their work. This helped in two ways: first, it solved the immediate problem of the heavy workload by distributing it among several people, and second, it helped employees not only learn and practice teamwork, but also learn all aspects of work within the department, thereby making everyone versatile and adaptable.

2.6.2 External Management : External management is probably one of the most important parts of running a business. Both vendors and customers are sensitive, and how they are treated has a big effect on Foodpanda's business.

- **Customers:** Foodpanda's target demographic ranges between the ages of 18 and 45. A group of tech-savvy individuals who demand perfect service. On social media networks with thousands of users, any unpleasant experience is magnified. This is precisely why Foodpanda has a distinct PR and customer care team to manage clients and assist in resolving any service-related concerns that may emerge on a daily basis.
- **Vendors:** Another key stakeholder of the firm who is accorded the highest consideration when problems emerge. Typically, an SR is allocated to vendors to manage and negotiate their accounts. Aside from that, customers have access to devices that allow for direct chat with the Foodpanda hotline, as well as the general helpline that is accessible via the website

2.7 Markets and Products

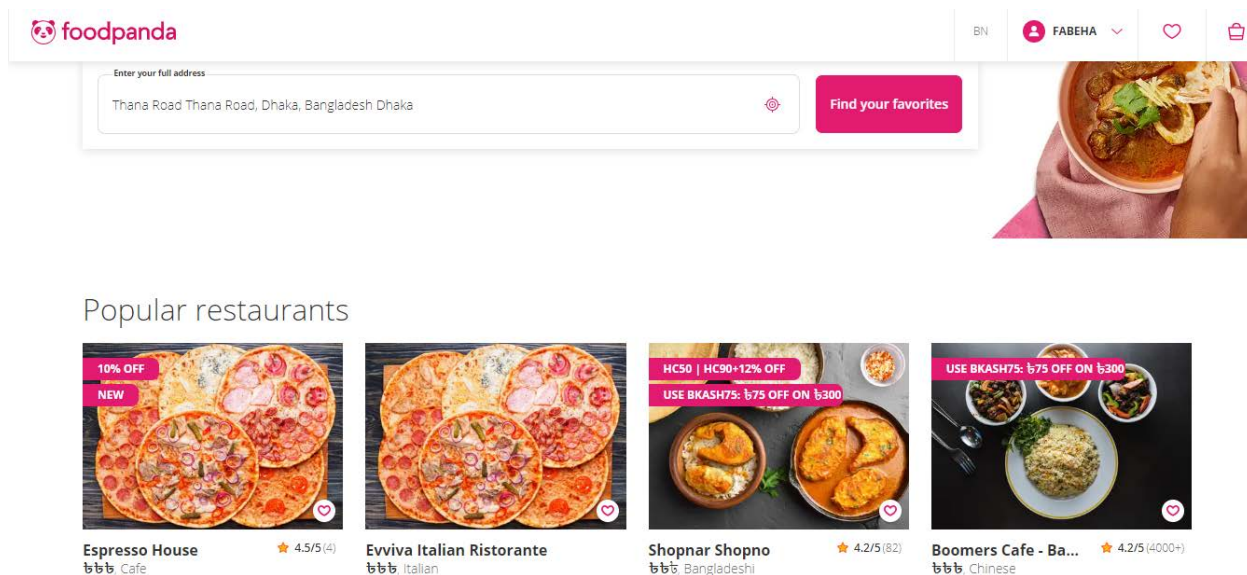


Figure 1 : Homepage of Foodpanda App



Figure 2: Foodpanda App Offerings

Foodpanda began doing business in 2013 with "Restaurants." In January 2020, it started adding "Shops," and then it made a new product called "Pandamart" to go along with "Shops." They run marketing campaigns that focus on making sure customers get their groceries within 30 minutes of placing an order. A new logistics service called "Pandago" has also been added to foodpanda. This was the most-requested service, and it will allow businesses like restaurants, consumers, and home chef's catering services to quickly make deliveries to their customers within 40 minutes of placing a pickup order.

2.7.1 Business Plan for Foodpanda

From 10 a.m. to 12 a.m., customers can use mobile apps or the website to get to the Foodpanda platform. There are several ways to pay for the food, which makes it easier for the customers to do so. Customers can choose from "Online Payment with Cash on Delivery, Bkash Payment, and Bank Cards."

According to the order, which differs from restaurant to restaurant, a delivery fee is assessed. In order to provide quick delivery, Foodpanda has its own delivery team of part-time and full-time delivery riders who are outfitted with bicycles and motorbikes. The commission that Foodpanda receives from participating restaurants depending on the volume of orders is what pays for the company's operations. Also, the partnership offers advantages to the businesses. By using Foodpanda's user-generated recommendations, eateries can boost revenue. By using Foodpanda's services and promoting their eateries, restaurants can enhance their productivity and revenue. Recently, the lunchtime Happy Hour Campaign, which offered free delivery to consumers from 3 pm to 6 pm, was quite successful in attracting new clients. Also successful was receiving a maximum 150 tk discount for opening a new account.

Foodpanda's primary source of income comes from commission payments made by partnered restaurant owners. Depending on the sort of restaurant, the commission used to range from 15-20% a year ago. The commission has now been raised to 25–30% due to economic inflation, nevertheless, in recent years. Also, it makes money by charging for deliveries. When an order is placed through their website, Foodpanda receives between 5 and 10 percent of the overall cost. Another source of income is the promotion of restaurants in exchange for a charge and display ads.

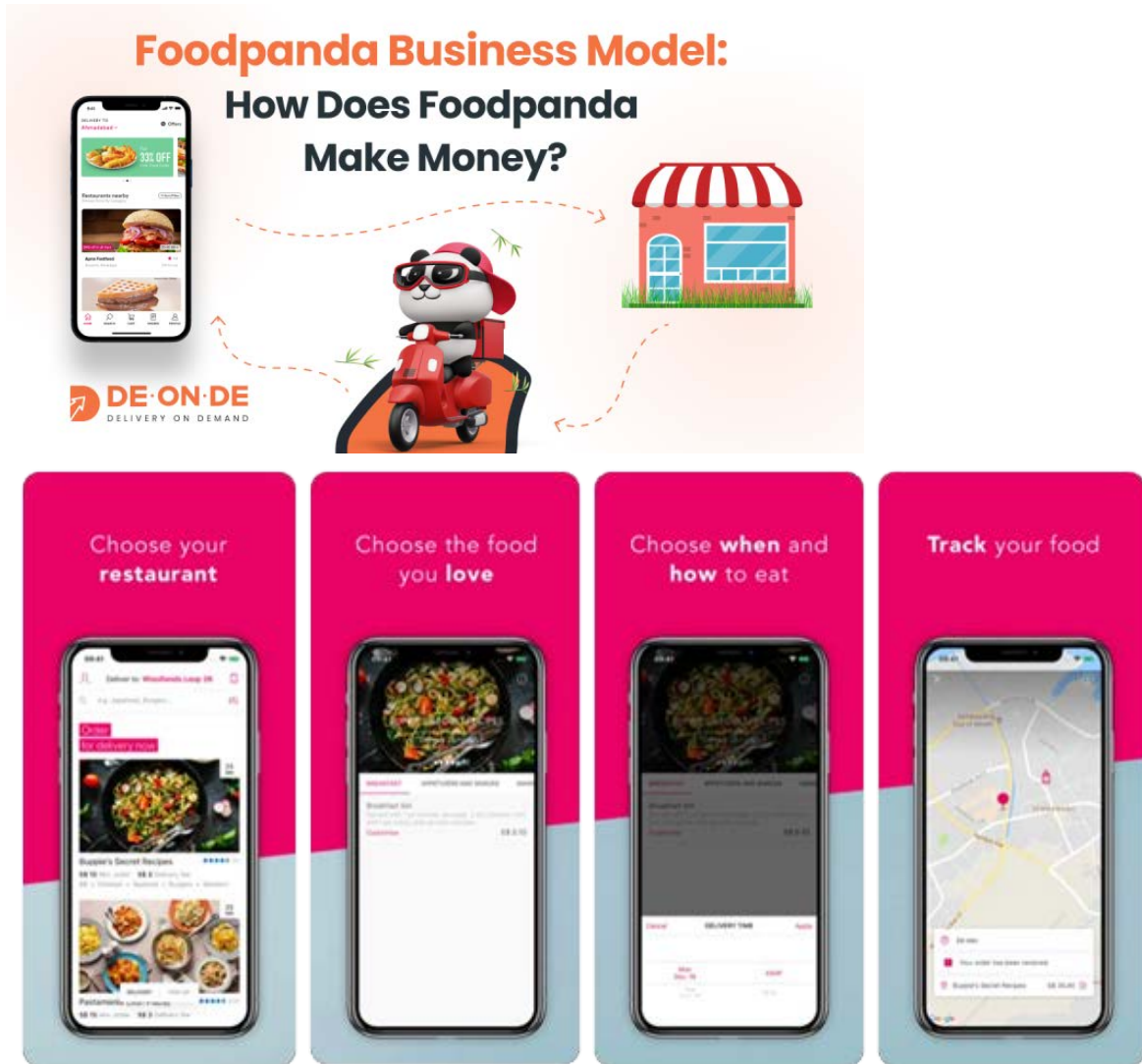


Figure 3: Foodpanda Order Process

2.8 Foodpanda's Macro-Environment Analysis

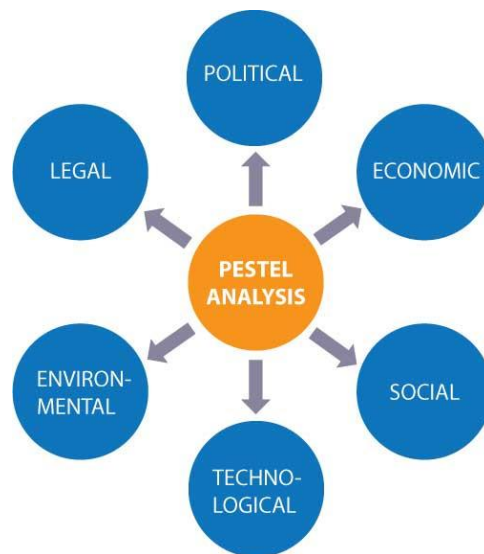


Figure 4: PESTEL Analysis



Political Factors:

- ❖ Rules and regulations
- ❖ Allocation of funds, and related policy measures
- ❖ Budget and fiscal measures
- ❖ Interest rate fluctuations



Economic Factors:

- ❖ Currency exchange rates
- ❖ Product price increases
- ❖ Financial channels
- ❖ Foreign investment and expansion



Social factors:

- ❖ Expanding consumer base
- ❖ prevalence of innovation



Technological Factors:

- ❖ By giving the vendors tabs
- ❖ The vendors can use as much internet as they want.
- ❖ Tracking device for riders

Micro Environment Analysis of Foodpanda Bangladesh

2.8.1 SWOT Analysis

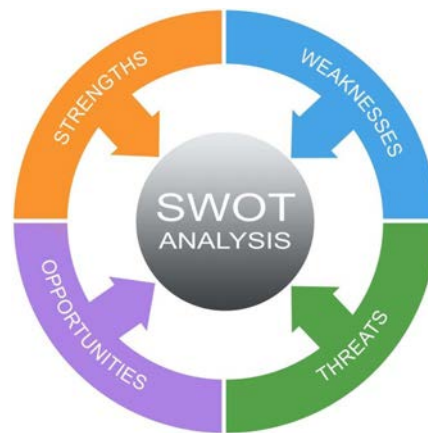


Figure 4: SWOT Analysis

Strengths of Foodpanda:

- ❖ **Convenient platform:** The app is made in a way that makes it easy for customers to look through it, find the food or groceries they want, and order faster than ever with just one click.
- ❖ **Several funding sources:** Foodpanda acquired \$318 million in risk capital. Rocket Internet provided Foodpanda with financial support totaling roughly \$20 million. The iMENA group invested about \$8 million in the same year. The year 2014 was followed by numerous additional financing firms investing in Foodpanda. A significant \$100 million was invested in Foodpanda by financial institutions like Goldman Sachs. These substantial investments were a major asset for the business.
- ❖ **Internationally renowned brand:** The company Delivery Hero acquired Foodpanda in 2016. There were numerous additional well-known international brands in this company.
 - In Europe, Australia & Canada – Foodora
 - In Russia – Delivery Club
 - In Asia and Eastern Europe – Foodpanda
 - In Middle East – Hellofood
- ❖ **Detailed Tracking of Each Rider:** There are a lot of dishonest delivery riders out there that just pick up the food and don't bother delivering it. Now that Foodpanda knows where the rider is, they may penalize him or her for any wrongdoing on the job.



Weakness of Foodpanda:

- ❖ **Price Gap:** It is one of Foodpanda's biggest problems. Most of the time, the price listed on Foodpanda is higher than what the restaurant actually charges. Customers sometimes don't understand how much something costs, which hurts the brand's reputation.
- ❖ **Customer service issues:** It's hard for customers to get in touch with customer service to make any kind of complaint. Since there is no call center number, customers have to use email, which is something that not many people can do. Foodpanda needs to improve their customer service if they want to keep their customers happy.
- ❖ **Order from nearby restaurants:** Due to problems with coverage in certain areas, Foodpanda does not offer services at the vast majority of restaurants in certain locations. Because of this, customers can only place orders with the connected restaurants. Foodpanda must increase its delivery area to win over more customers.



Opportunities of Foodpanda:

- ❖ **New sectors growth:** Foodpanda expanded into medicine, grocery, electronics, and parcel delivery in 2020. This helped Foodpanda consumers order anything from home using the app.
- ❖ **Loyalty Programs for Customers:** To retain customers, Foodpanda should implement loyalty programs. Companies may provide free vouchers or free delivery if a particular amount of food or groceries is ordered. These activities would encourage customers to remain on the platform and loyal to the brand.



Foodpanda threat:

- ❖ **Negative Feedback:** Negative reviews of Foodpanda's customer service are frequently posted by vendors and customers on social media sites and in the Foodpanda app. These reviews harm the people's reputations as a brand.
- ❖ **Changes in the current economy:** Global economic trends are having an impact on companies. As a result, Foodpanda must raise the commission rate, causing restaurants to stop doing business with them.

2.8.2 Porter's Five Forces:

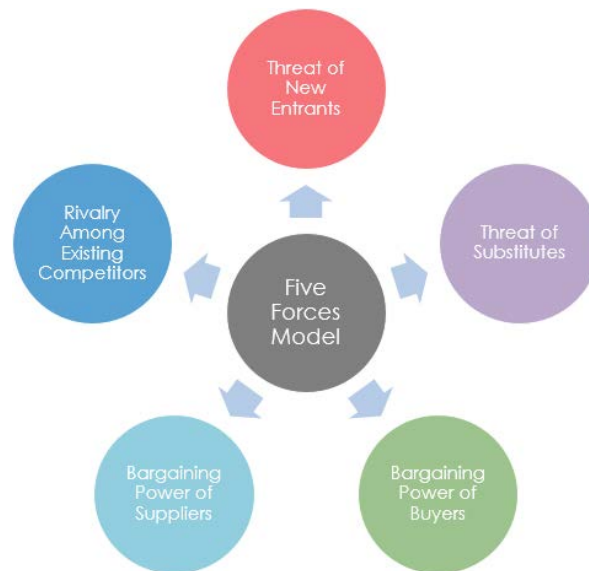


Figure 4: Porter's Five Forces

- ❖ **Competition Rivalry:** Foodpanda is one of the top competitors, but they face stiff competition from HungryNaki, Shohoz, Pathao, and UberEats (now non-operational). In Bangladesh, the food delivery industry is an oligopoly, which benefits both customers and suppliers by providing more efficient services.
- ❖ **Threat of Substitution:** There are numerous substitute services available. All of the delivery apps offer the same restaurants, have low switching costs, and have little brand loyalty. Any minor advantage elsewhere or inconvenience in their current choice will entice customers to leave without hesitation.
- ❖ **Supplier Power:** Foodpanda's supplier power is generally limited. Restaurants and home kitchens that are not well-known have few delivery options, let alone outlets with a good reputation. As a result, Foodpanda determines the price of goods/services in the form of commission, which their supplier must accept. However, for popular restaurants, Foodpanda may be subject to vendor demands and, depending on the circumstances, may drastically reduce commissions.
- ❖ **Buyer power:** Customers have a lot of options, which gives them a lot of buying power. They can choose from Shohoz, HungryNaki, Pathao, Foodpanda, and the restaurant's own

delivery system, which is mostly free for customers and has low switching costs, so Foodpanda doesn't have much price control power. That is why frequent discounts and promotional offers are made in order to retain the customer base.

- ❖ **The threat of new entry:** The initial costs of setting up infrastructure for the applications system and the delivery fleet are extremely high. Even if a new company succeeds, the prices will be difficult to match, and the list of Foodpanda vendors will be extensive.

2.9 Financial Performance and Accounting Practices:

- Foodpanda is a privately operated multinational corporation. As a result, all financial and accounting-related information is kept strictly confidential. Given their client base, Foodpanda is likely to have had good financial performance throughout the years. In terms of accounting practices, an accrual basis accounting approach is used, in which transactions are instantly recognized and recorded. All steps in the accounting cycle are followed and maintained by the accounts team.

Chapter-III **Research Part**

3.1 Background of the Study

The food delivery and ordering marketplace is a service that lets people all over the country order anything from a restaurant or grocery store using a website or mobile app. Before the year 2000, there were not many restaurants in Bangladesh, except for a few Chinese ones. Then, people in Motijheel Zone began to open restaurants where you can eat in. People started to like eating outside at these restaurants, so the number of them grew over time.

Now, the food industry has grown so much that customers have a huge number of food options from which to choose. With just a few scrolls and clicks, the food is now ready and sent to the customer's door. Bangladesh's food industry is growing because people are willing to order online in a short amount of time.

Foodpanda is one of those companies that started delivering food in Bangladesh back in 2013. Foodpanda says that they care about and respect each of their customers and are always ready to give them the best service. This made Foodpanda one of the best places to buy food online with delivery all over the world.

My report topic is A study on “Understanding the influence and effectiveness of applying the Customer management system on Foodpanda Bangladesh” I'm interested in learning how Foodpanda handles its customers and how that affects the online food delivery industry in this report.

3.2 Problem Statement of Foodpanda

Some people in our country blame Foodpanda for how they treat their customers. They say that Foodpanda doesn't respond to customer complaints about food. People have the idea that Foodpanda doesn't do anything about restaurants that serve bad food. I did this research to find out how Foodpanda can gain the trust of its customers, improve its customer management system, give its customers the best service possible, and change the way customers think about Foodpanda Bangladesh Ltd.

3.3 Objectives of the Research

Online meal delivery services can be defined as business platforms that handle orders, payments, and process monitoring but do not handle food preparation. Face-to-face interaction is being replaced in online retail transactions by communication via cell phone apps, internet-based communication tools like e-mail, chat, and SMS, or the companies' websites, where customers may search for, retrieve, and place purchases. In a cutthroat market, a company's major asset is its customer management. In addition to customer management, branding is crucial for winning over customers and lowering their risk when purchasing services. In addition to managing customers, managing brands is crucial for boosting brand value among consumers.

3.4 Literature Review

Online food delivery services can be thought of as business platforms that handle orders, payments, and process monitoring but do not handle food preparation. Face-to-face interaction is being replaced in online retail transactions by communication via cell phone apps, internet-based

communication tools like e-mail, chat, and SMS, or the companies' websites, where customers may search for, retrieve, and place purchases. In a competitive marketplace, a company's major asset is its customer management. In addition to customer management, branding is crucial for winning over customers and lowering their risk when purchasing services. In addition to managing customers, managing brands is crucial for boosting brand value among consumers. The development of the brand image is crucial for brand management, and improving customer service is crucial to this process. Consumers and potential customers must be aware of a company's brand in order for it to grow and remain in business. Online food ordering is a rapidly expanding industry both globally and in Bangladesh. Businesses are now addressing a different customer need—the need to bring meals to consumers' doorsteps—thanks to the introduction and accessibility of the internet as well as busy lifestyles. As the consumer landscape has an impact on the economy, businesses, and people's quality of life, a better understanding of it could help in maximizing the potential of the commerce platform.

Customers have access to Foodpanda's services from 11am to 11pm via a direct contact line, online platforms of their website or free mobile application, and the choice of making payments online. Food Panda combined the regional cuisines from across the nation. The app has worked with a number of restaurants to accommodate consumer demand. Customer support is offered in the service twenty-four hours a day, seven days a week. The business goes above and beyond to satisfy customers and solve any problems. It is committed to ensuring customer satisfaction and views the customer as king. The standing, promotion, and quality of an online meal. A crucial element is the customer management system and how it affects the delivery of online food services. The website is easy to use, so anyone may use the software, regardless of prior technological knowledge.

3.5 Methodology

Both the quantitative and qualitative data gathering methods have been employed to gather the data. A google form disseminated on social media was used to conduct an online poll, which was completed. This study employed the straightforward random sampling approach. As a sample for this online poll, 30 users of food panda were chosen at random. The survey consisted of a structured questionnaire that required the respondents to respond to both short and long questions. The setup of the questionnaires included some nominal and ordinal data. Such information includes client age and gender ratios, as well as "How many times have you contacted FoodPanda customer service?" How frequently do you use Food Panda each week? "Foodpanda's authority focuses on a professional customer management system for its customer," which includes ordinal data, including these types of questions as scale data. "What was the potential resolution you came up with after encountering these pressing problems?" Considered to be nominal data, there were also some questions using continuum data, a strong agree to disagree option, and basic yes/no multiple choice questions.

The sample consists of 30 individuals who regularly use or have at least occasionally used food panda.

3.5.1 Data Source:

The primary source was only used to collect the data. For this study, a direct poll of a sample of random Foodpanda consumers was undertaken. There were questioners who asked inquiries, and interpretations were developed based on the clients' responses. There were therefore no other sources or media available than the direct mode of data collection.

3.5.2 Finding & Analysis:

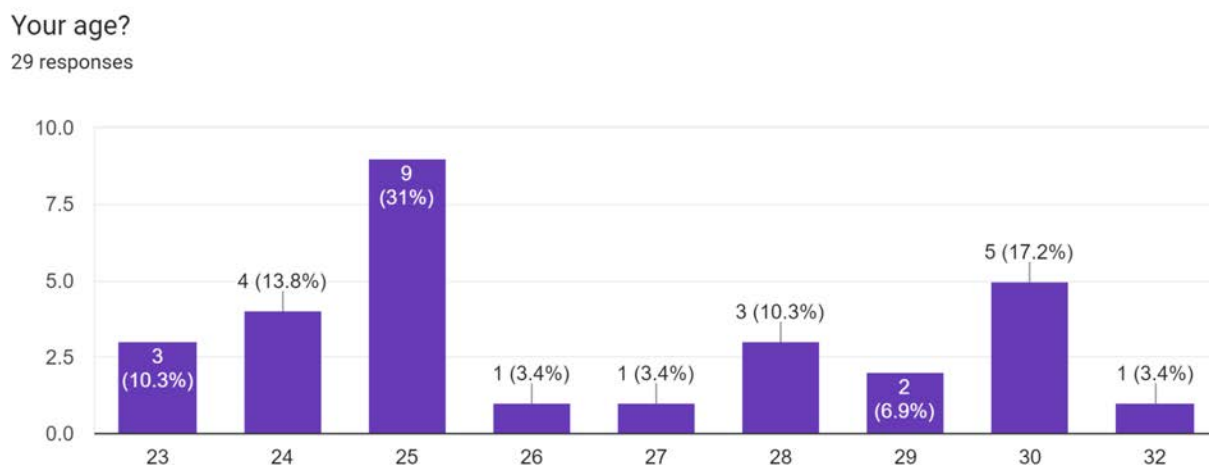


Figure 1 : Age

Your Gender?

30 responses

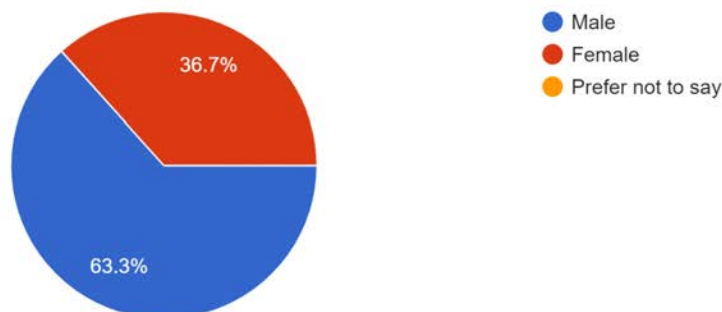


Figure : 2

Analysis of Question 1 and 2 :

The majority of Food Panda users are between the ages of 23 and 32, according to a survey conducted to evaluate customer satisfaction. This indicates that this age range is the majority of the customers. Customers of Food Panda include 10.3% of customers who are 23 years of age and 13.8% customers are 24 years, 31% customers are 25 years old, 3.4% customers are 26, 27 and 32 years old, 10.3% customers exist, then again 6.9% of customers are 28 years. Also, 6.9% of customers are 29 years old, 17.2% people 30 years old. In this survey, I have taken 30 customer samples where 3 people are 23, 4 people are 24, 5 people are 25 years old. On the other hand, 1 customer is in 26, 27 and 32 age, 3 people in 28 age. Lastly, two people are 29 years old. Therefore, after analyzing the results of this survey, we can see that the majority of Foodpanda users, or 31% of them, are between the ages of 23 and 30, while those between the ages of 31 to 40 use it less frequently. The youthful generation's obsession with fast food may be the cause of this situation. The younger generation prefers junk food to homemade meals since they are such restaurant and café food enthusiasts . They therefore prefer online delivery to avoid the trouble of leaving the house. People choose to prepare food at home during the epidemic rather than dining out at any places.

Additionally, according to the survey, food panda receive 63.3% of its customers are male and 36.7% are females. In a simple random survey of more than 30 users of the Foodpanda service, I found that 11 of them were female and the remaining 19 were male. Therefore, after reviewing this data, we can say that male use food panda more frequently than female. This indicates that male between the ages of 23 and 30 are more likely to use Food Panda's services. The reason for this could be that males in this age range are typically single, employed, or students who spend

the majority of their days outside at work or school. As a result, they prefer to use Foodpanda to avoid crowds and hassle.

How many times in a week you use Foodpanda app?

30 responses

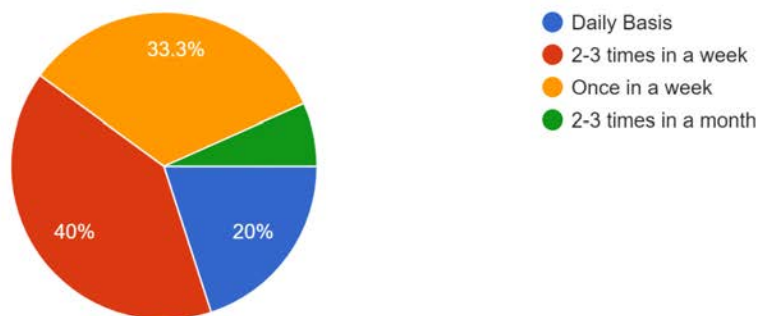


Figure 3 : Foodpanda app uses percentage

Analysis of question 3 :

In this survey, How frequently do you use Food Panda, was a random question that was asked of the participants in a study that examined Food Panda's customer service and satisfaction.

Among the 30 participants, 14 said they used Foodpanda more than twice a week, and 8 said they used it once a week in response to the questions. Additionally, out of the 30 participants, five said they use Foodpanda every day, while the remaining three admitted they use it twice or three times every month. Additionally, the survey found that 33.3% of customers only purchase from FoodPanda once per week while 40% of customers order more than twice weekly and 20% of them use it daily. Therefore, we can conclude that the majority of customers have a tendency to use Foodpanda more than twice per week, which indicates that using FoodPanda twice per week is more common. These portions of the customers are primarily students and bachelors who order from FoodPanda on a regular basis.

How many times you have taken help from customer service section?

29 responses

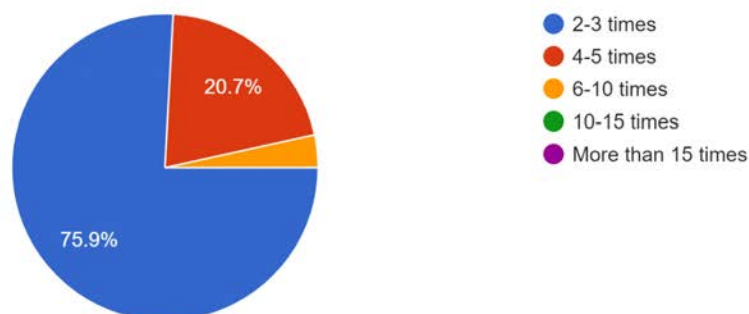


Figure 4 : Customer service visiting data

Analysis of question 4 :

People were asked "How many times they take the help of the customer service section of FoodPanda" in a survey, and the responses revealed that 20.7% of FoodPanda's customers had previously used their customer service section four or five times, 75.9% had done so two to three times. Therefore, we are able to determine from this analysis that the majority of people who use food panda to order their food looked for help from the customer service department on average two to three times. This finding suggests that customers typically encounter fewer issues and can enjoy their food with less complexity and hassle when they order through food panda. However, just 20.7% of customers, a relatively small percentage, took help from foodpanda four to five times.

What was the average time of issue in customer service department?

29 responses

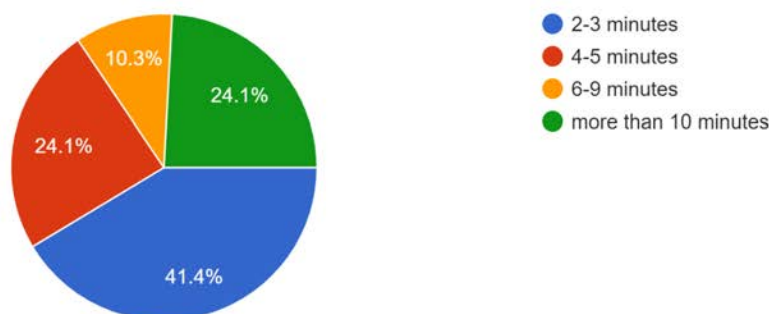


Figure 5 : Average time of issue

Analysis of question 5 :

The average recovery time of customer issues from the customer service department was one of the questions on this statistical survey, which was conducted to analyze the customer satisfaction of foodpanda. In response to this question, 41.4% of the customers said that it takes two to three minutes for the customer service department of food panda to resolve their order-related issue, while 24.1% of the customers said it takes four to five minutes and 10.3% of the customers voted for six to nine minutes. Lastly 24.1% of users, which is 7 people, voted for more than 10 minutes to solve the issue. As a result, it is clear that the majority of customers claim that it takes the food panda customer care department two to three minutes to resolve each of their problems. That is to say, the customer support team at FoodPanda is sufficiently active and effective in their work. In contrast, a smaller percentage of customers have complained that Food Panda's customer service department took longer than ten minutes to resolve their issue. It is possible that this is because the customers' issues took longer to resolve or that the vendor needed more time to provide the information they needed.

How many times have you faced any issue with your order? (wrong order, bad smell from food)

30 responses

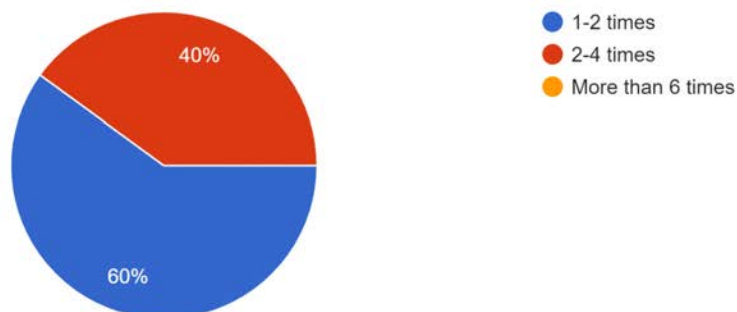


Figure 6 : Number of Bad Experiences

Analysis of question 6:

In order to analyze customer satisfaction, a basic random sample of 30 FoodPanda users was used for the statistical survey. From this sample, we were able to get information about how frequently customers experienced serious problems with their orders. Based on these statistics, 60% of the clients experienced a serious problem with their order one and two times. 40% of consumers report having issues with their orders two to four times. But no one faces an issue more than that. It should be noted that customers may experience problems with meals, including wrong orders, missing items, smelly food, and delivery-related and time-related problems. Therefore, the majority of customers say they have order problems one to two times on average, which is so seldom that it suggests Foodpanda consumers have significantly fewer order problems. Contrarily, there aren't many consumers who claim to have had problems with their order more than four times. And the explanation for this kind of experience may be related to the number of times and frequency with which those clients ordered from FoodPanda.

What are the possible solution you got from these situation?

30 responses

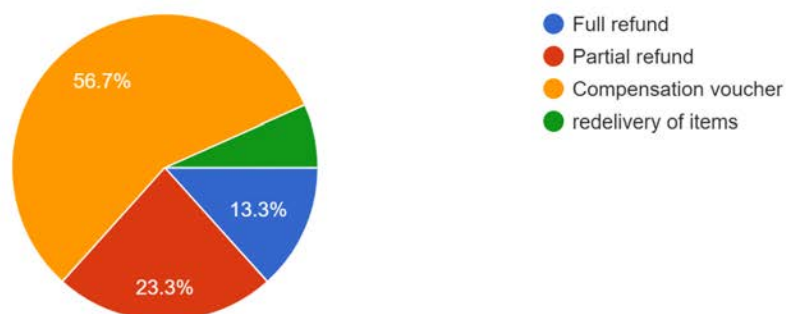


Figure 7 : Possible Solution

Analysis of question 7:

What is the likely solution that a customer obtained after experiencing the serious issue regarding the order was added as a major question to the survey in order to determine the level of customer happiness. The participants selected and asserted that they received various types of responses at various times in response to this question. This means that it is possible for a customer to receive a full refund for one of their order difficulties while still receiving a new delivery of the item to address a different order issue. According to the results of the survey, which was completed by the customers, 4 of the 30 respondents (or 13.3% of the total) received a full refund as a result of one or more order-related issues, while 17 of the 30 respondents (or 56.7% of the total) chose to receive a partial refund. Additionally, 23.3% of the consumers stated that they also received partial refunds. As a result, it is obvious that FoodPanda frequently offers partial refunds to its consumers as a way to address any problems they may have had with a FoodPanda order.

Are you satisfied with the customer service of Foodpanda?

30 responses

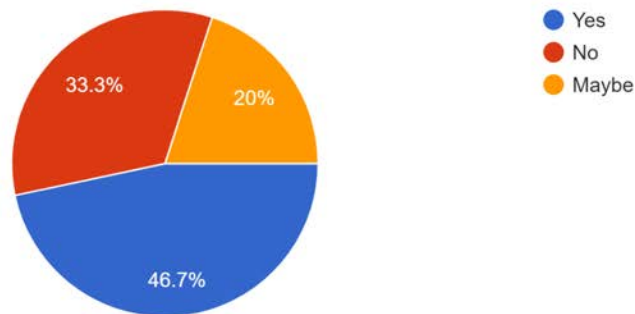


Figure 8: Customer Satisfaction Percentage

Analysis of question 8:

The query of "are the customers satisfied with food panda's customer service" naturally arises given that this survey is about customer service satisfaction. 70% of the participant consumers responded positively when asked if they were satisfied with Food Panda's customer service or not, indicating that 46.7% of their customers are content and happy with their service. 33.3% of customers responded negatively, indicating that they had a poor experience with their order-related problem. The other 20% of customers experienced some issues with one or more of their orders but were nonetheless happy with the overall food panda service. As a result, given that roughly 66.7% of the customer base voted positively, we are able to conclude that Food Panda's customers are satisfied enough with their service. On the other hand, only 33.3% of consumers are dissatisfied, which is a very small percentage.

Are you satisfied with their refund policy ?

30 responses

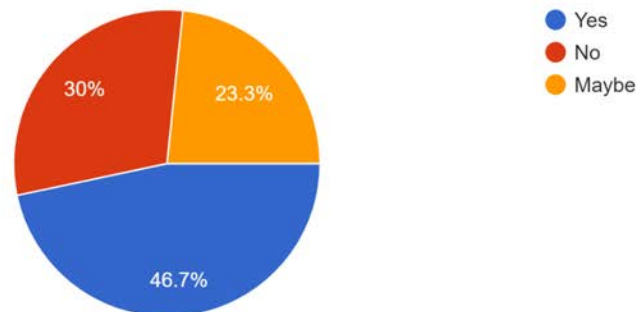


Figure 9: Refund policy Satisfaction Level

Analysis of question 9:

Here, the inquiry was, "Am I satisfied with FoodPanda's refund policy or not?" I will thus be elaborating on the survey replies I have gathered in this section. The results of the simple random survey are also displayed above because the survey is asking people how satisfied they are with FoodPanda's return policy. In the above-mentioned image, the responses indicate that the percentage of YES is 46.7%, i.e. 46.7% of the respondents are happy with FoodPanda's return policy. Second, the percentage of answers that indicate a maybe is 30%, and the final percentage of answers that indicate a no. If the response is briefly explained, it reveals that almost 70% of those who reacted favorably to the survey question were satisfied with Food Panda's return policy, which suggests that more than half of those who participated in the survey.

After you facing a issue with you order and you are not getting any solution from customer care of Foodpanda. In this situation, what will you do in future?

30 responses

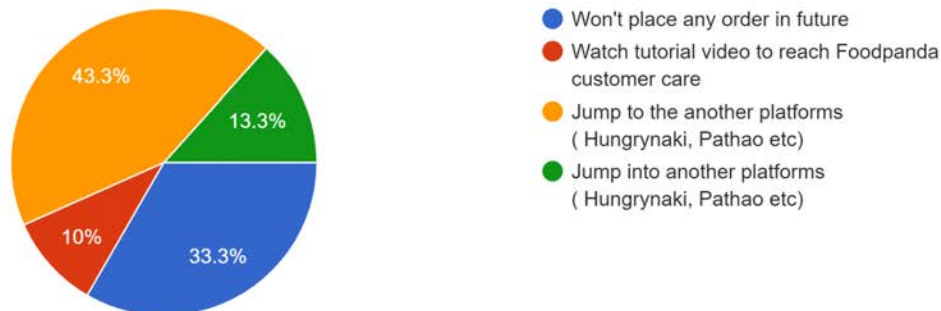


Figure 10: Customer Reaction

Analysis of question 10:

A question regarding if they faced any issue with in order and not getting any possible solution what they will do in future. Here, 56.6% of customers will switch to another platform for a better experience. 10% of customers will watch tutorial videos to learn about customer care and lastly 33.3% of people will not place any order in future, which will be a huge disadvantage for foodpanda.

Foodpanda authority should focus on professional management system for their customers

30 responses

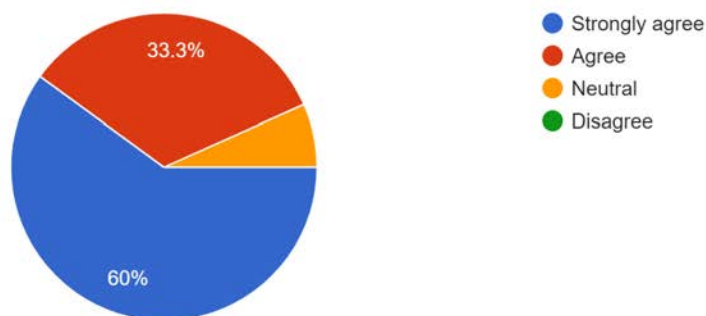


Figure 11: Professional Customer Service Rate

Analysis of question 11:

A question was included to the survey asking respondents if they agreed or disagreed that Food Panda's authority concentrates on a professional customer management system for its customers in order to determine how satisfied their customers are with their customer care. In response to the question, 60% of consumers strongly agreed, followed by 33.3% of food panda customers who agreed, 2% of customers who were neutral. Food Panda has a strong professional customer service management system since the majority of customers concur that it focuses on a professional customer management system.

3.6 Summary & Conclusion :

Online meal ordering services have been a boom for all restaurant businesses. Since they are constantly on the go, people in today's fast-paced, technologically advanced world hardly ever have time to make meals for themselves. With the help of FoodPanda, customers can now order meals online while relaxing in the convenience of their own homes or places of business. FoodPanda offers comfort to both restaurant owners and patrons by eliminating the need for uncomfortable phone conversations or food ordering via a booklet. The restaurant benefits from a significant sale as well as the development and reinforcement of the company's brand thanks to FoodPanda's online meal ordering service. This platform advertises not just itself but also all of the vendors and restaurants who have registered with it on social media and other online and offline venues. To summarize, the FoodPanda ordering system's conditions show how restaurant owners can react swiftly and maintain an advantage in a competitive market.

3.7 Recommendation:

Foodpanda is now the most popular food delivery company in Bangladesh. Customers regard this online platform as a highly convenient and simple ordering process. To keep this brand's popularity, loyal consumers, and brand image, they should update and adjust some aspects of its operations. They should put more emphasis on their customer care section and enhance their resolution time. The resolution time should be reduced in order to improve the number of loyal clients. They should put more emphasis on training staff in their customer care department to deal with problems and provide better assistance to consumers in a more efficient manner. When it comes to food delivery, timing is everything. This is something Foodpanda should consider further. More riders are required to deliver meals to customers. In addition, new types of faster vehicles must be developed in order to provide faster delivery service. Restaurants are simply not as efficient as they should be. More restaurants should be added to the directory. Furthermore, there aren't enough restaurants from outside of Dhaka. It should be recognised that people living

outside of Dhaka may profit even more from the Food Panda service if there were more cafés available to them. Food Panda Bangladesh's delivery price was viewed negatively by users. Extra free delivery offers and vouchers may sway their decision.

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