CREATE A PRESENTATION: Case Study

Scenario (page 1/3)

Plant Pals recently shipped test batches of plants to customers in advance of the formal service launch. To gauge customer satisfaction with the product and the service, your team surveyed 50 customers over a period of four weeks. After two weeks, the survey revealed three major issues concerning product quality, delivery timelines, and customer support. This feedback helped you make improvements to later test shipments.

Now that you have the full survey results, you're preparing a presentation to communicate key insights to your core team. Since the feedback is a direct response to the team's efforts, you want to make sure they understand what the results mean. The presentation will help you decide on next steps for your support model and delivery protocols for the official launch.

The survey uncovered four interesting data points regarding support and delivery that you want to bring to your team:

Data point 1: For the yes or no question, *"Did your shipment arrive on time?,"* the percentage of customers who answered "yes" breaks down as follows:

Week 1	78%
Week 2	80%
Week 3	86%
Week 4	90%

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Data point 2: For the multiple choice question, *"What is your preferred time of day to receive a shipment from Plant Pals?,"* the responses break down as follows:

Before 9 AM	50%
9 AM - 12 PM	30%
12 PM - 4 PM	10%
4 PM - 7 PM	5%
After 7 PM	5%

Data point 3: For the scaled question, *"On a scale of 1 to 5, with 1 being the lowest and 5 being the highest, how satisfied are you with customer support?,"* the average scores were:

Week 1	2.3
Week 2	2.5
Week 3	4
Week 4	4.6

Data point 4: For the free response question, *"In general, how do you suggest we improve our customer support?,"* the answers break down as follows:

41%	Offer live chat support
30%	Share more step-by-step guides and tutorials
19%	Extend support hours
10%	Other

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When analyzing these data points, keep in mind the milestones you set and the issues you encountered. Remember that your team did the following after the first two weeks of survey results:

- Fixed a software issue that resulted in the customer relations team receiving only 30% of requests and complaints

- Hired more delivery drivers and reassessed delivery routes with the goal of bringing the on-time delivery rate from 80% to 95%

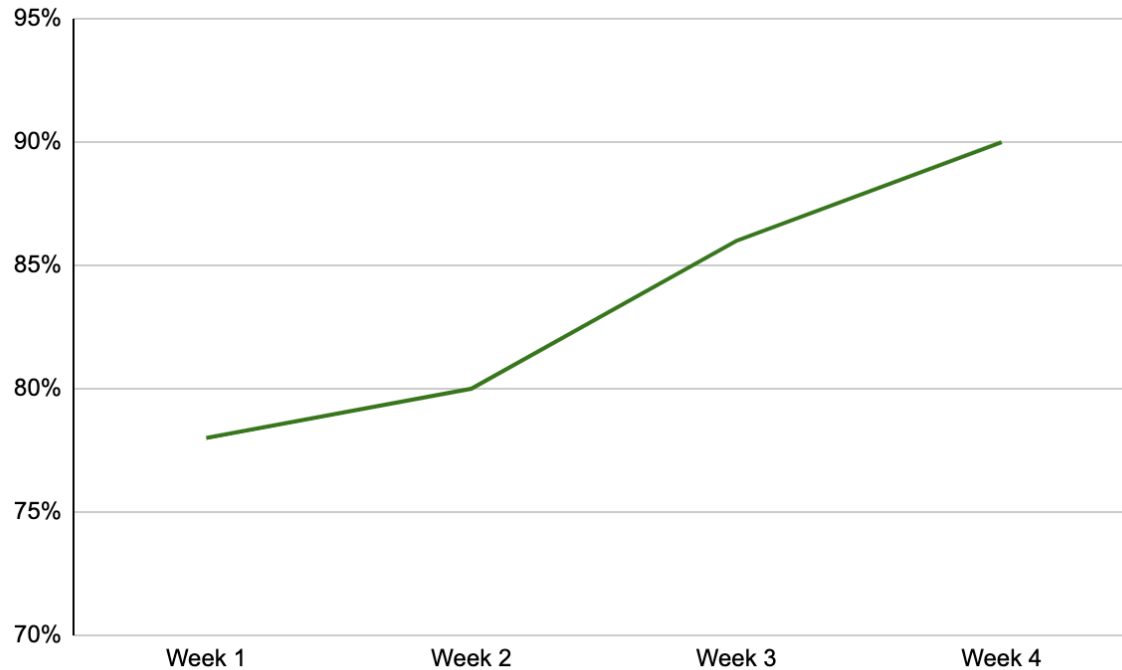- Sent customers an e-newsletter with a tutorial on caring for their plants

Plant Pals
Customer Survey Results

We surveyed 50 Plant Pals test batch customers over a four-week period to learn about their satisfaction with the product, delivery process, and customer support.

Did your shipment arrive on time?

Key takeaways & action items: On-time deliveries rose to 90% by the end of the survey—a solid improvement, but still short of our 95% target. Investigate additional reasons for late deliveries.

Office Green

What is your preferred time of day to receive a shipment from Plant Pals?
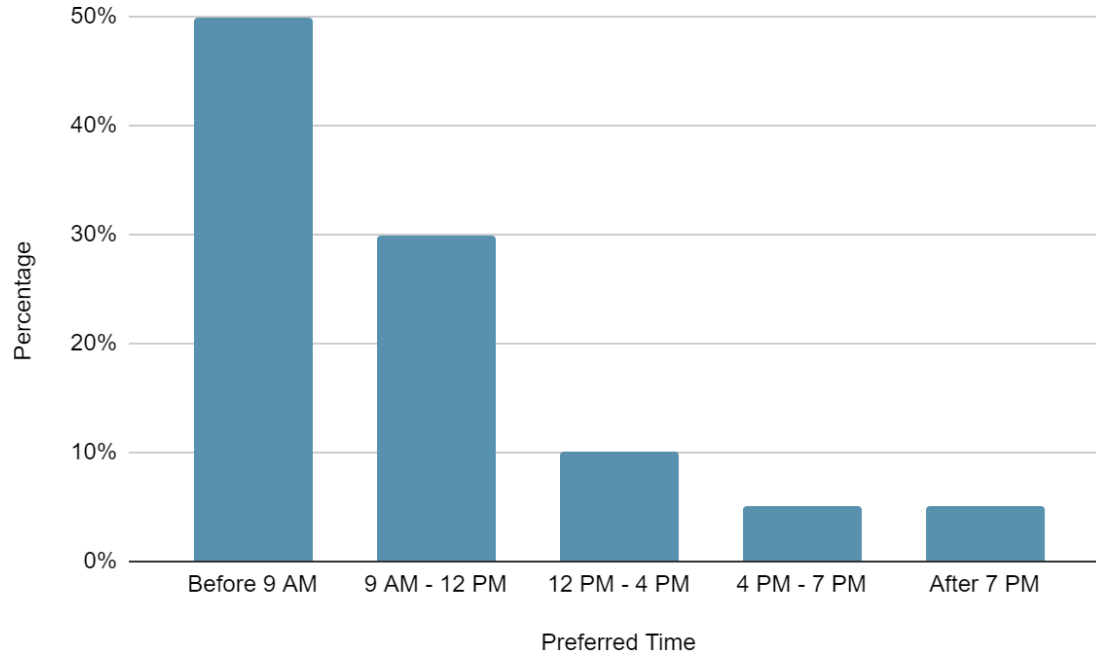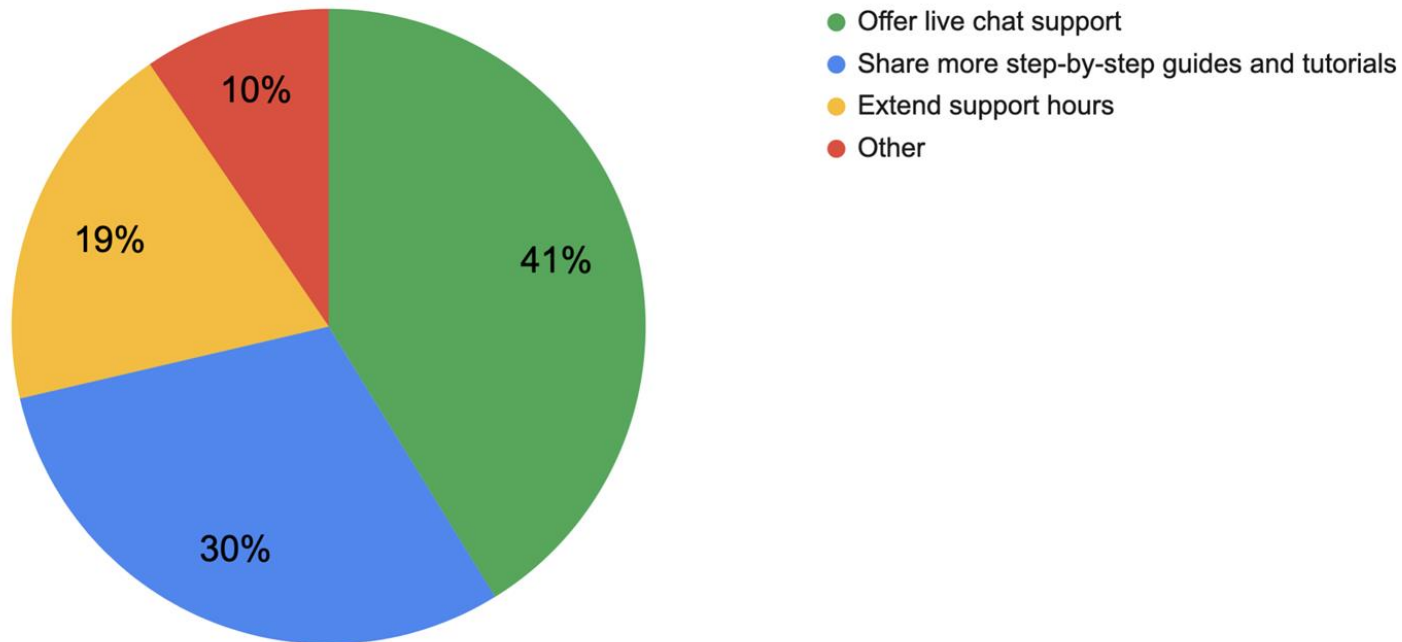

Key takeaways & action items: Customers overwhelmingly prefer deliveries before normal business hours and early in the day. Consider scheduling more early delivery routes, which could help raise successful, on-time deliveries to 95%.

Office Green

On a scale of 1 to 5, with 1 being the lowest and 5 being the highest, how satisfied are you with customer support?
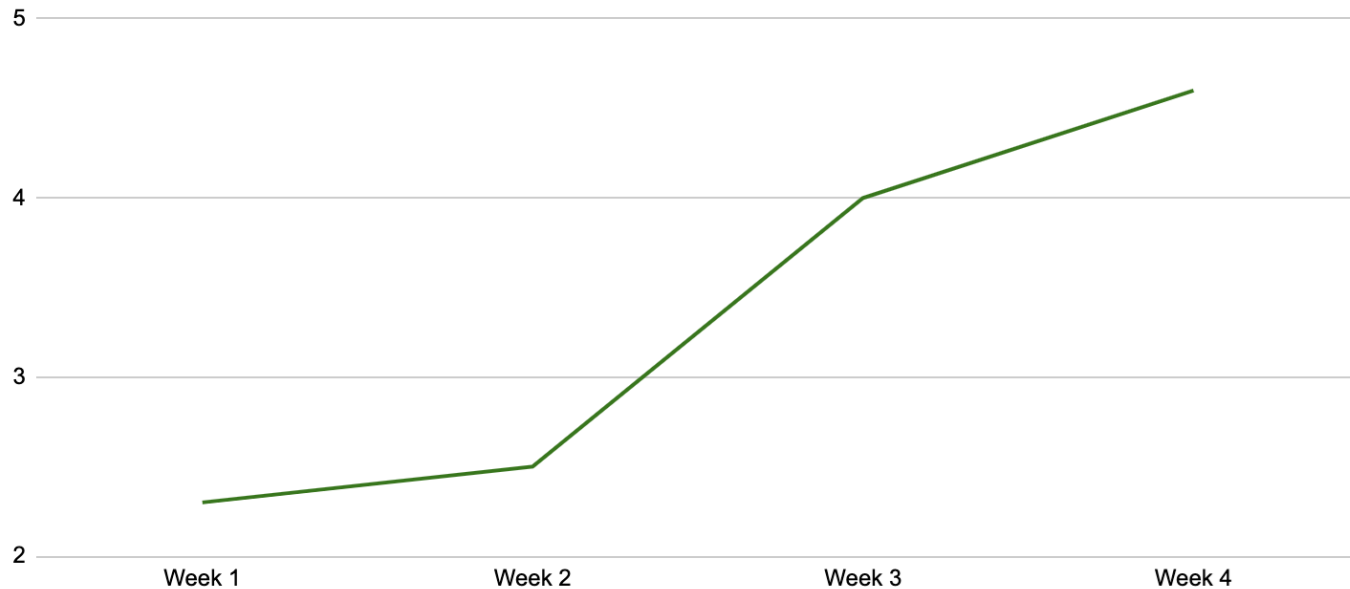
Key takeaways & action items: Satisfaction with support increased once we fixed the customer service software problem. There is still room for improvement, so continue to monitor responses and solutions to support tickets.

In general, how do you suggest we improve our customer support?

- Offer live chat support
- Share more step-by-step guides and tutorials
- Extend support hours
- Other

41%
30%
19%
10%

Key takeaways & action items: A number of customers volunteered that a live chat option would improve customer support. Also, many respondents found the guides and tutorials helpful. Research expanding these offerings for specific plant species.

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Conclusion and next steps

Previous survey results revealed some initial issues with the test launch. The latest results indicate we have successfully addressed some of those issues:

1. Hiring more drivers led to a ~10% increase in on-time deliveries
2. Customer satisfaction increased once we resolved the known technical issues

However, there is still room for improvement. We recommend:

1. Focus on early deliveries to meet on-time delivery target
2. Customers prefer the live chat support option. Consider allocating more support resources to live chat support. Continue to create tutorials and guides for new offerings.
3. Continue to survey consistently and monitor results for additional improvements

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