

CB2500 Interim report 2

L01 Group 9

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Date: 5-3-22

Section 1: Negative comments (found on the app store) :

1.Order cancellation is not available : Due to the communication efficiency between the restaurants and the delivery man, orders could not be canceled, since the restaurant immediately makes the food when they receive the order, and the app connects it to the nearest deliveryman.

2.Response of online chat is too slow and does not provide effective solutions : The quality of online service is poor, some customers stated that when they try to seek help from the online service office, their responses are too slow, and some are even not responded. Also, they do not provide direct solutions to customers' problems, all problems are advised to contact the hotline services of FoodPanda, yet the hotline service does not help customers with their problems.

3.Delaying orders : Some of the customers stated that the waiting time of their food is too long and delays of food orders often occur during peak hours, for example, the mobile app shows the food will arrive within an hour, yet it arrives after 2 hours.

4.Wrong delivery, the food is cold and spilled : The quality of the delivers is not jagged, some of the food is delivered wrongly to the wrong customer and food is already cooled or spilled when it arrives to the customers' home, which adversely impacted the overall quality of their meal.

5.Application error : There are errors in the mobile app spotted by the users, it is reported that they cannot fill in their address successfully, resulting in a failure in ordering their meals. Also, the same order may be charged twice, but the request for a refund is refused.

Positive comments:

1.More selection of food than their competitors:

The food selection of Foodpanda is wider than its competitors like Deliveroo and UberEat. FoodPanda provides a large variety of food for customers to enjoy during their mealtime, with collaboration with a lot of restaurants in every district. Especially under the situation of the pandemic, more and more restaurants are connecting to FoodPanda to retain customers to earn profits.

Section 2 : Challenges

1) Unstable Market price : Due to the pandemic, inflation growth has rapidly risen. The restaurants tend to change the price of their food, and delivery fees become more expensive compared to the past. Customers might avoid using the delivery apps due to the higher price of fees.

2) Adhering to the food quality : Delivery or take-out might change little or much difference in the food quality served in the restaurants. It is hard for the company to preserve the food of the same quality as dine in the restaurants.

3) Improper food handling and service : Most food drivers are not trained with the company; some of the drivers are doing the job for part-time jobs. So, not well-trained drivers delivering the food might not be hygiene. It takes longer for food to become cold, and the

customers will not be satisfied with the service. This will also negatively impact the restaurant, even if it was the delivery person's fault.

Opportunities

1) Offering limited discounts : Given the unstable price of restaurants food and the delivery, it would be difficult for Foodpanda to set a fixed retail price for every item and services. However, by offering discounts at specific times (late owl, seasonal offer), consumers may get attracted and keep using the app to order takeaway meals.

2) Updating the online order system : Under the pandemic situation, it is unfavorable to hire more workers as they may feel risky and may ask for higher salary as compensation. It would then be easier to renew and improve the software system to ensure all orders are well processed and allow users to input an accurate address. In this way, errors of delaying and wrong orders can be reduced.

3) Engagement with the meal suppliers : Quality of food and beverages are mostly monitored by the restaurants. As a food delivery agent, Foodpanda can record the comments and reviews for the suppliers. And suggest using better packaging. Moreover, Foodpanda itself can remind their delivery staff to carefully handle the meal when they collect them for the shops.

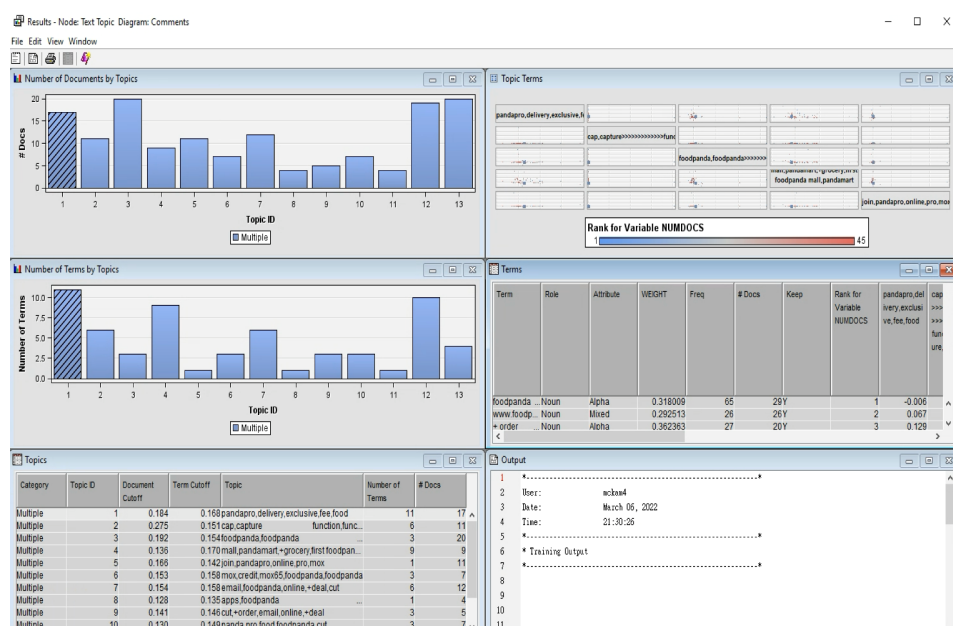
Section 3: Analyze Textual Comments

We analyzed from Foodpanda's Facebook page using Facepager software to collect the comment order by different posts timing, starting Jan 01 2022 to March 31 2022 (2022, Q1). There were 24 posts and 127 comments collected.

Then, we used SAS enterprise Miner to analyze the comments and here is the result:

In these graphs we can see that a lot of people are concerned about foodpanda's delivery, fee, order and food topic.

Thus, as a food delivery company we can conclude some advice. First, the information published on their app should be more clear and detailed to avoid any misunderstanding.



Secondly, it would be advised that the food delivery time should not surpass 30 minutes. In the situation where the delivery would take more than 30 min, the application should notify the customer of the remaining time and an excuse.

Notes:

☐ Interim Report 2 (2%) – Due Date: 6 March 2022

- Challenge 2: How do the general public, customers, prospective customers, and/or stakeholders of your selected company perceive about the products and businesses? Identify any challenges or opportunities.

- Each team should draft a 1 to 2-page report

- ☐ Identifying major comments of the general public, customers, prospective customers, and/or key stakeholders of your selected company
- ☐ Commenting on the challenges and opportunities faced by the company.
- ☐ You should use FacePager to download posts from a related Facebook community and SAS Enterprise Miner to analyze textual comments from the community.

SAS Enterprise Miner is to be introduced on HKMOOC platform while materials on FacePager are available on Canvas (under group project module).