KRESTON PEDABO

News**letter**

Welcome to the July Edition of the Kreston Pedabo Newsletter!

We are excited to feature an article titled: **The Power of Product Feedback: How CX Evaluation can Transform Business Strategies.**

Product feedback is your direct line to customer needs, it reveals what is working, what is broken, and where to innovate. By listening and acting on it, you boost satisfaction, refine your product, and turn users into loyal advocates. Embrace it, and you unlock growth.

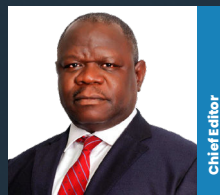We wish you an enlightening reading experience.

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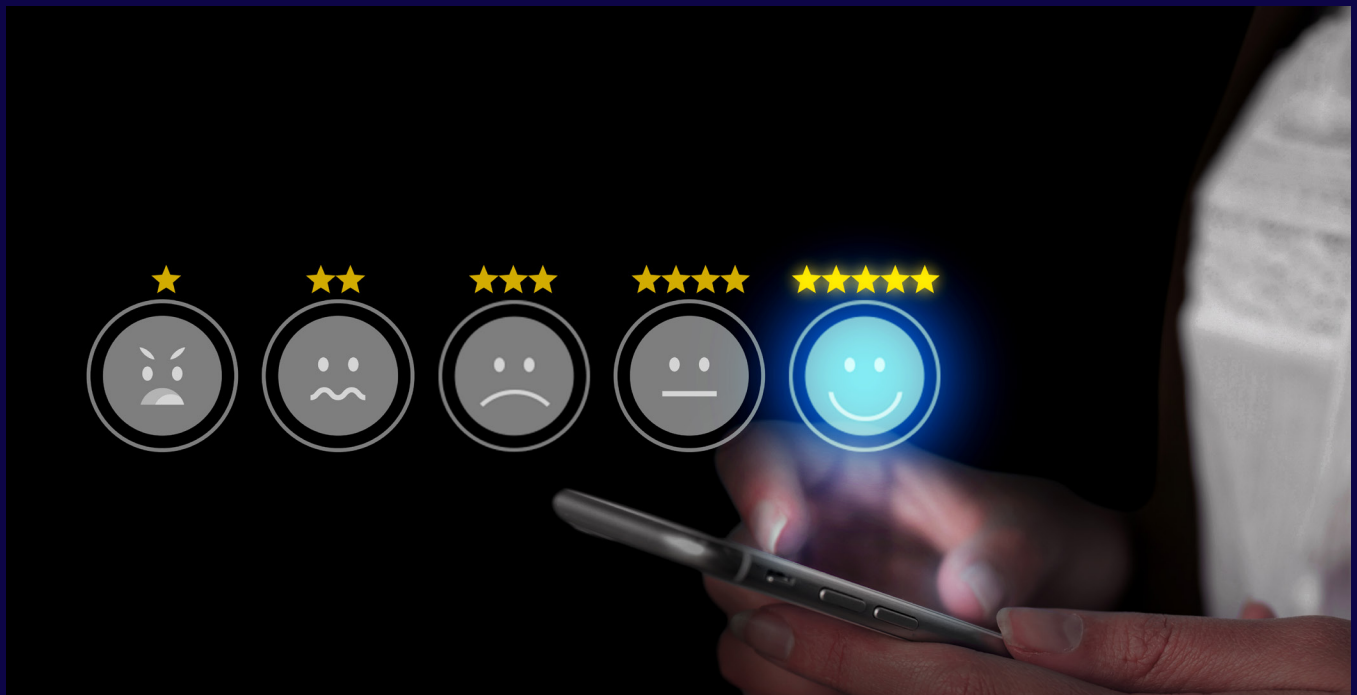zakorede@krestonpedabo.com
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The Power of Product Feedback: How CX Evaluation can Transform Business Strategies

Introduction

In today's fast-paced market, understanding your customers is more crucial than ever. Customer Experience (CX) Evaluation transcends traditional satisfaction; it is a strategic approach that reveals the pulse of your business. By diving deep into customer interactions, preferences, and feedback, CX Evaluation not only highlights areas for improvement but also uncovers opportunities for innovation. It is the key to transforming casual customers into loyal advocates. As Jeff Bezos, CEO of Amazon, puts it, "We see our customers as invited guests to a party, and we are the hosts. It is our job every day to make every important aspect of the customer experience a little bit better". How can mastering CX Evaluation elevate your brand and drive sustainable growth? Let us explore.

Key Functions of Customer Experience (CX)

1. **Understanding Customer Needs –** Conduct thorough research to uncover customer preferences, behaviours, and pain points.

2. **Personalisation –** Customise interactions and offerings to align with individual customer preferences, boosting satisfaction and loyalty.

3. **Customer Journey Mapping** – Map out the end-to-end customer journey to identify key touchpoints and enhance the experience at every stage.

4. **Gathering Feedback –** Use surveys, interviews, and feedback tools to collect timely insights directly from customers.

5. **Data-Driven Insights –** Analyse customer data to spot trends, assess satisfaction levels, and support informed decision-making.

6. **Cross-Functional Collaboration –** Align marketing, sales, customer support, and other teams to ensure a unified and seamless customer experience.

7. **Employee Training and Development –** Provide staff with the training and resources they need to consistently deliver outstanding service.

8. **Continuous Improvement –** Regularly review customer feedback and performance data to refine processes and elevate the customer experience.

9. **Responsive Customer Support –** Maintain effective, accessible support channels to quickly resolve issues and build customer trust.

10. **Building Customer Loyalty –** Create loyalty programmes and engagement strategies that encourage repeat business and long-term relationships.
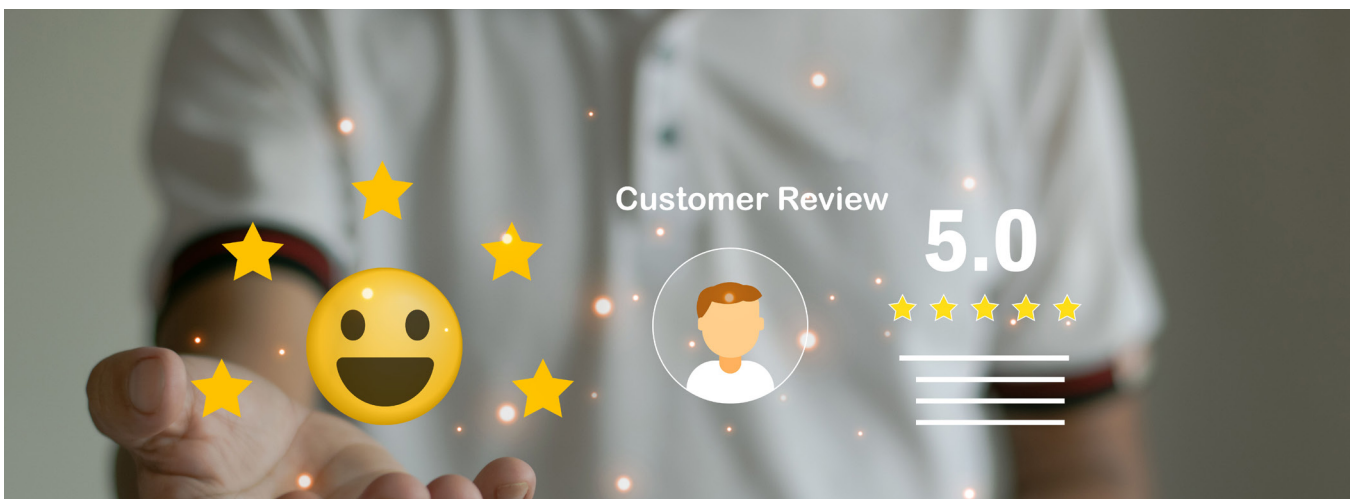
How Customer Experience Drives Smarter Decisions

As organisations undergo digital transformation, they often grapple with legacy systems, fragmented workflows, and increased customer demands. If unaddressed, these issues can result in higher costs, reduced agility, and a decline in customer trust.

For instance, Jumia has faced challenges with delivery inefficiencies impacting customer loyalty, according to DCF Modelling. Dangote Group has encountered supply chain limitations affecting output, while Flutterwave has managed scaling constraints amid rising transaction volumes, as reported in Flutterwave's 2021 Review.

These examples reveal the urgent need for robust, adaptive operations strategies.

How does an effective CX Strategy drive smarter decision-making:

1. Data-Driven Insights

» **Customer Feedback:** Gathering data from surveys, reviews, and interactions reveals what customers truly value, allowing businesses to prioritise changes that matter.

» **Behavioural Analytics:** Analysing customer behaviour on websites and apps helps identify patterns and preferences, informing product development and marketing strategies.

2. Enhanced Customer Understanding

» **Segmentation:** CX initiatives allow businesses to segment their audience based on preferences and behaviours, enabling targeted marketing and personalised experiences.

» **Empathy Mapping:** Understanding customer emotions and motivations fosters empathy, leading to decisions that resonate with customers on a deeper level.

3. Agility and Adaptability

» **Real-Time Feedback:** Immediate customer feedback enables businesses to pivot quickly in response to changing needs or preferences, ensuring they remain relevant.

» **Proactive Problem Solving:** By identifying and addressing pain points promptly, companies can enhance satisfaction and reduce churn.

4. Improved Product Development

» **Innovation:** Insights gathered from customer experiences can inspire new products or features that align with market demands.
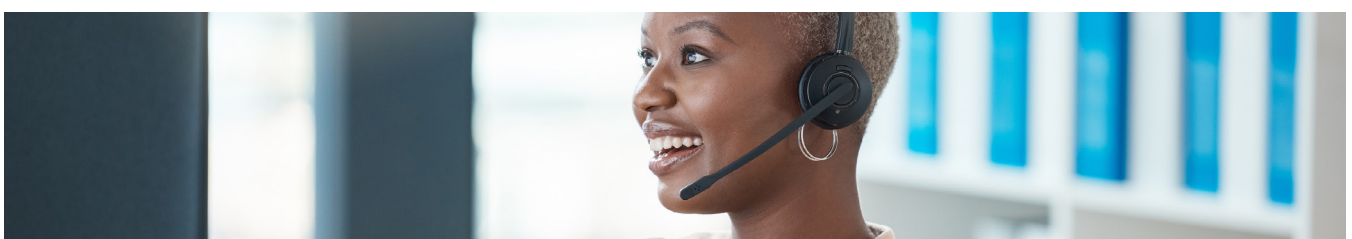
» **Iterative Improvements:** Continuous feedback loops allow for ongoing refinement of existing offerings, ensuring they meet customer expectations.

5. Stronger Competitive Position

» **Benchmarking:** Analysing CX performance against competitors provides insights into areas for differentiation and improvement.

» **Brand Loyalty:** A strong focus on customer experience fosters loyalty, turning satisfied customers into brand advocates who can influence others.

6. Enhanced Customer Understanding

» **Message Alignment:** Understanding customer preferences ensures marketing messages resonate, increasing engagement and conversion rates.

» **Channel Optimisation:** Insights into where customers prefer to engage help allocate resources effectively across marketing channels.

Case Study 1: Bolt Nigeria and Customer Experience

Bolt, formerly known as Taxify, is a prominent ride-hailing service that operates in multiple countries, including Nigeria. Launched in 2013 in Estonia, Bolt has expanded rapidly and now offers services in over 40 countries across Europe and Africa. The platform aims to provide affordable, reliable, and safe transportation options for both riders and drivers, and it has rapidly gained popularity in Nigeria since its launch. With the increasing demand for convenient transportation options, Bolt actively seeks feedback from both riders and drivers through surveys, achieving a response rate of over 70%.

This data-driven approach has led to actionable insights that improved service features, contributing to a 30% increase in overall satisfaction ratings. Bolt has focused on enhancing customer experience (CX) to address challenges and strengthen its market position against competitors like Uber and local services.

Statement of Problem

According to complaints lodged by customers via the Bolt app, several recurring issues negatively affect their overall experience with the service. Some of these complaints include:

1. **Driver Availability:** Customers often face challenges with the availability of drivers, particularly during peak hours, resulting in longer wait times and potential frustration.

2. **Safety Concerns:** Despite the implementation of safety features, users express ongoing concerns regarding the safety of rides, encompassing driver behaviour and the condition of vehicles.

3. **Pricing and Surge Charges:** Customers are dissatisfied with sudden surge pricing during high-demand periods, feeling that fares can become excessively high and unpredictable.

4. **App Functionality Issues:** Users report encountering bugs and glitches within the app, such as difficulties in booking rides, incorrect fare estimates, and problems with payment processing.

5. **Customer Support:** Delays and unhelpful responses from customer support when addressing issues can lead to increased frustration among users.

6. **Driver Conduct:** Complaints regarding unprofessional behaviour from drivers, including poor navigation and lack of courtesy, negatively impact the overall ride experience.

7. **Cancellation Policies:** Customers find the cancellation policies unclear, leading to disputes over fees when rides are cancelled.

8. **Refund Delays:** Users experience delays in processing refunds for cancelled rides or overcharges, contributing to dissatisfaction.

9. **Inconsistent Service Quality:** Variability in service quality across different drivers results in mixed experiences, with some rides being satisfactory while others fall short.

10. **Communication Barriers:** Language barriers and unclear communication between drivers and passengers can lead to misunderstandings and further complications.

Addressing these issues is essential for Bolt to enhance customer satisfaction, build loyalty, and maintain a competitive edge in the ride-hailing market.

CX Strategies Implemented by Bolt to Address Customer Complaints

1 **Enhanced Driver Availability**

↳ **Dynamic Driver Allocation:** Bolt employs algorithms to optimise driver allocation during peak times, improving the chances of faster ride availability.

↳ **Incentives for Drivers:** Offering bonuses and incentives for drivers during high-demand periods encourages more drivers to be on the road.

2

Safety Measures

↳ **In-App Safety Features:** Bolt has incorporated features such as ride tracking, emergency contact options, and the ability to share trip details with trusted contacts to enhance passenger safety and comfort.

↳ **Driver Background Checks:** Implementing thorough background checks and regular assessments for drivers helps ensure a safer riding experience.

3

Transparent Pricing

↳ **Clear Fare Estimates:** Bolt provides upfront fare estimates before booking, allowing customers to know the cost of their ride and reducing dissatisfaction related to unexpected surge charges.

↳ **Notification of Surge Pricing:** Users receive notifications about surge pricing in advance, helping them make informed decisions.

4

App Improvements

↳ **Regular Updates:** Bolt continuously updates its app to fix bugs and enhance functionality, addressing common technical issues reported by users.

↳ **User Feedback Integration:** Actively collecting user feedback on app performance helps prioritise fixes and improvements based on customer needs.

5

Improved Customer Support

↳ **24/7 Customer Service:** Bolt has expanded its customer support availability, ensuring users can access help at any time.

↳ **Live Chat Feature:** Introducing a live chat feature within the app allows for quicker resolution of issues and real-time assistance.

Results of Strategies Implemented by Bolt

According to Bolt's Customer Feedback and Insights Report, released in 2024, the following outcomes were observed from the strategies implemented -

1. **Enhanced Driver Availability**

   The implementation of dynamic driver allocation and incentives led to a 20% reduction in average wait times for riders during peak hours, increasing ride availability.

2. **Safety Measures**

   The introduction of in-app safety features resulted in a 40% decrease in reported safety incidents. Customer satisfaction regarding safety improved, with a 30% increase in users feeling secure during rides.

3. **Transparent Pricing**

   The introduction of in-app safety features resulted in a 40% decrease in reported safety incidents. Customer satisfaction regarding safety improved, with a 30% increase in users feeling secure during rides.

4. **App Improvements**

   Regular updates and bug fixes led to a 35% decrease in app-related complaints. User engagement increased, with a 15% rise in the frequency of ride bookings.

5. **Improved Customer Support**

   Expanding customer support availability and introducing a live chat feature improved response time by 50%. Customer satisfaction with support services rose by 20%.

6. **Driver Training Programmes**

   Training initiatives for drivers resulted in a 25% improvement in driver ratings by passengers. This led to a 15% increase in driver retention rates, ensuring consistent service quality.

7. **Clear Cancellation Policies**

   The clarification of cancellation policies led to a 30% reduction in disputes regarding cancellation fees, improving the customer experience.

8. **Streamlined Refund Process**

   Implementing an automated refund process reduced the time taken to process refunds by 50%, increasing overall customer satisfaction.

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9. Quality Assurance Programmes

Regular driver ratings and performance monitoring improved service consistency, leading to a 20% increase in positive ride experiences reported by customers.

10. Communication Enhancements

Providing language options in the app improved communication efficacy, resulting in a 15% reduction in misunderstandings between drivers and passengers.

Case Study 2:   GTBank Nigeria and Customer Experience

Guaranty Trust Bank (GTBank) is one of Nigeria's leading financial institutions, known for its innovative banking solutions and commitment to enhancing customer experience (CX). Founded in 1990, GTBank has leveraged customer experience to address challenges and strengthen its market position amid increasing competition in the banking sector. In 2019, GTBank was rated among the best in customer experience in Nigeria, highlighting its focus on customer satisfaction. As Mr. Thomas John, Managing Director of GTBank Ghana, stated, "At GTBank, our priority has and will always be to provide our customers with superior financial products and services backed by exceptional customer service at all.

Customer Experience (CX) Strategies Implemented by GTbank

1. Enhanced Digital Infrastructure

GTBank upgraded its core banking system and digital platforms to improve stability, reduce downtime, and deliver a smoother, more responsive customer experience.

2. Streamlined Transaction Processes

The bank introduced real-time transaction processing systems aimed at minimising delays in transfers, withdrawals, and other high-volume services.

3. Improved Customer Support

GTbank strengthened its customer service delivery by offering support through various channels such as live chat, email, social media, and helplines—available round-the-clock to promptly address complaints.

4. ATM Network Optimisation

The bank enhanced ATM uptime by deploying real-time monitoring tools and increasing the frequency of maintenance to reduce instances of cash unavailability or machine failure.

5. Enhanced Security Measures

Security upgrades such as two-factor authentication, biometric verification, and real-time transaction alerts were implemented to prevent unauthorised access and reassure customers of the platform's safety.

Results of Strategies Implemented by GTBank to Address Customer Complaints

» Downtime on digital platforms was reduced by approximately 50%, leading to a 40% increase in successful login attempts and completed digital transactions.

» The adoption of real-time transaction processing decreased transaction delays by 30%, resulting in a marked improvement in transfer reliability and speed.

» Expansion of support through social media, live chat, and helplines led to a 25% drop in unresolved complaints and a 20% rise in customer satisfaction with support services.

» Enhanced monitoring and proactive maintenance reduced ATM-related service complaints by 35%, improving accessibility and user confidence in ATM services.

» The deployment of upgraded fraud prevention tools and real-time alerts contributed to a 30% decline in reported fraudulent activities, reinforcing customer trust in digital channels.

Conclusion

The power of product feedback and customer experience (CX) evaluation is pivotal for companies in transforming their business strategies. Actively listening to customer insights, will enable organisations to not only identify customers' pain points to drive targeted solutions, but also to adapt their offerings towards enhancing overall satisfaction.

Research Methodology

The insights presented in this article were gathered through a combination of qualitative and quantitative research methods.

» **Surveys:** Used to collect broad quantitative data on customer satisfaction, preferences, and pain points.

» **Interviews:** Conducted with customers and stakeholders to gather in-depth qualitative insights.

» **Data Analysis:** Employed to analyse customer feedback, identify trends, and measure the impact of CX initiatives.

» **Benchmarking:** Compared CX performance against industry standards and competitors to identify areas for improvement.

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