



Voice of the Customer

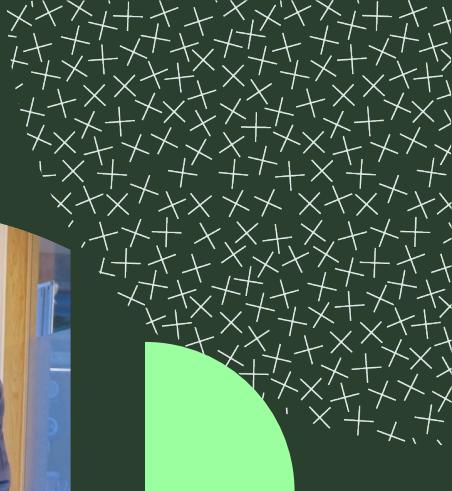
From insights to action

7th November, 2024



OLX

*We build marketplace ecosystems enabled by tech,
powered by trust, and loved by our customers.*



OLX EUROPE



2

*Out of 5

**Source: CEB - C-Sat with users (buyers and C2C sellers) on OLX EU Platforms from April 22 - April 23



We empower millions of people in making **key life decisions**



Who am I?



What is **Voice of the Customer**?



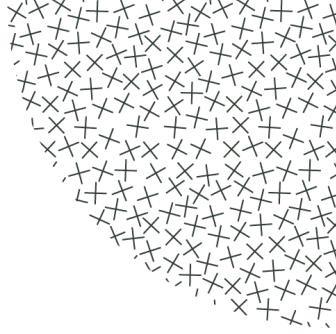
What is **Voice of the Customer**?

Voice of the Customer (VoC)

refers to understanding the customer

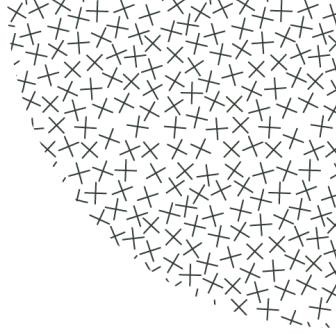
- Needs,
- Pain points,
- Preferences, and
- Expectations.





What's one common **challenge** your organization faces when trying to become more **customer-centric**?





Does your organization have a
Voice of the Customer Program?

Why **Voice of the Customer** matters?

80%

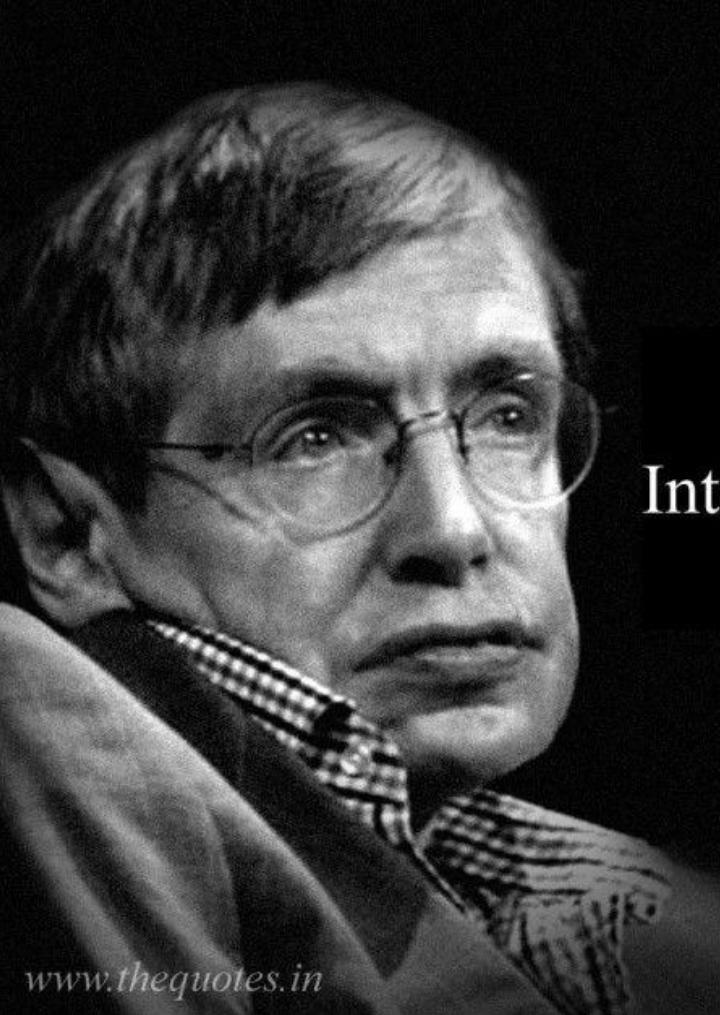


Disruption Starts with Unhappy Customers, Not Technology

by Thales S. Teixeira

June 06, 2019





Intelligence is the ability to
adapt to change.

Stephen Hawking



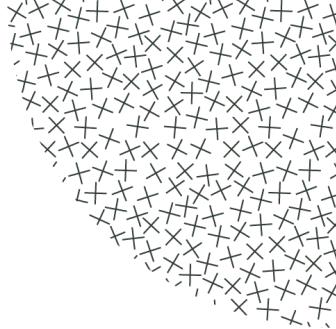
YES!
Voice of the Customer matters



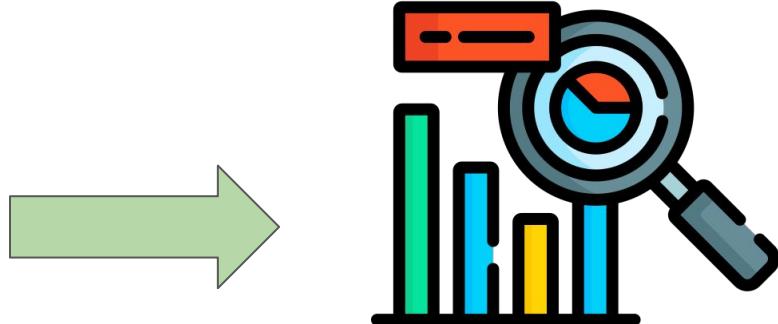
BUT!



Challenge #1



Unstructured customer feedback



Actionable Insights



3-Step Process

Unify
Customer
Feedback

Customer
Engagement
Barometer
(C-SAT & NPS)

Customer Support

App Reviews

Sales Feedback

Social Media

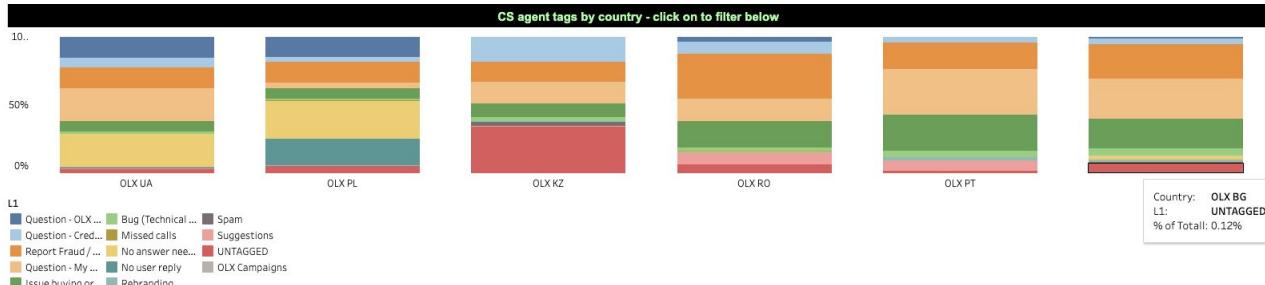


Table - click on to see ticket description

L1	OLX UA	OLX PL	OLX KZ	OLX RO	OLX PT	OLX BG	Grand Total
No answer needed	22,086	22,331		131		107	44,655
Report Fraud / Inappropri...	14,255	12,280	2,108	4,250	947	845	34,685
Question - My account	21,455	3,022	2,227	2,130	1,659	1,010	31,503
Question - OLX Delivery	14,093	11,834		513		46	26,486
Issue buying or selling	7,144	5,957	1,468	2,585	1,289	738	19,181
No user reply		15,032					15,032
UNTAGGED	2,737	4,463	4,933	832	81	239	13,285
Question - Credit/Packag...	6,445	2,549	2,680	1,168	217	146	13,205
Bug (Technical issue)	1,575	1,048	392	275	239	169	3,698
Suggestions	600	1,77	85	1,111	204	20	2,256

Evolution



3-Step Process

Unify Customer Feedback

Customer Engagement Barometer (C-SAT & NPS)

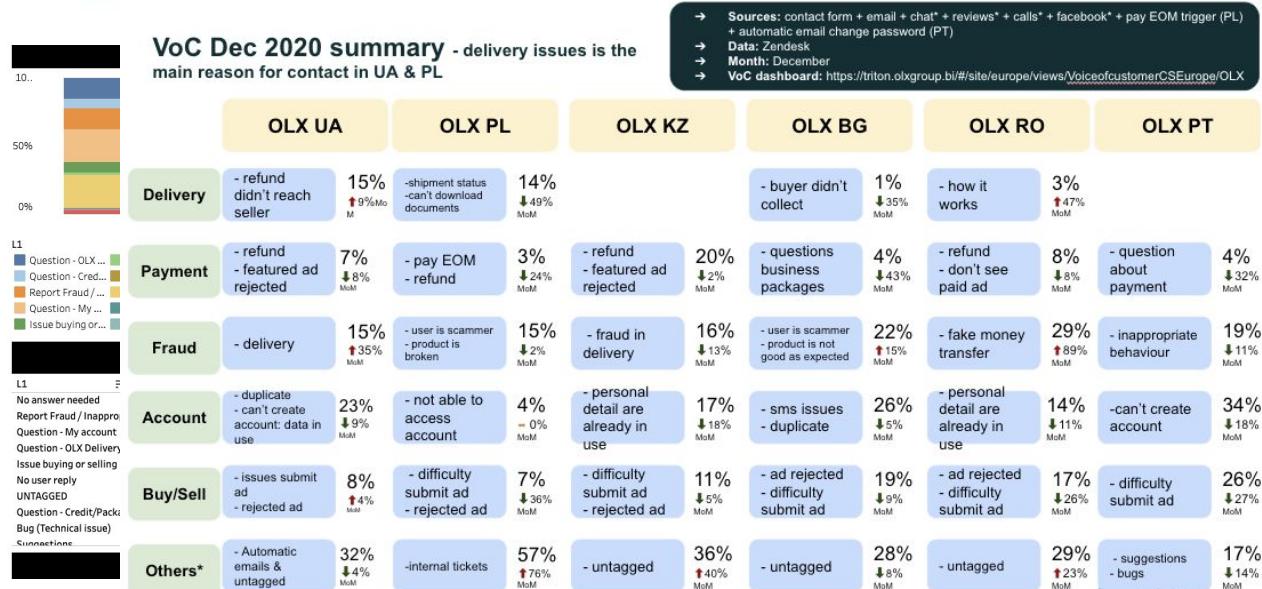
Customer Support

App Reviews

Sales Feedback

Social Media

Analysis & Insights



*Others - internal, untagged, suggestions, bugs, rebranding, missed calls; *Calls in PL, RO, BG, PT; *Reviews in UA, BG, RO, PT; *Chat in UA, PL, BG; *Facebook in PL, BG, RO, PT



3-Step Process

Unify Customer Feedback

Customer Engagement Barometer (C-SAT & NPS)



Customer Support

App Reviews

Sales Feedback

Social Media

→ Sources: contact form + email + chat* + reviews* + calls* + facebook* + pay EOM trigger (PL) + automatic email change password (PT)
 → Data: Zendesk
 → Month: December

CS: login issues analysis



Analysis & Insights

Deep-dives with Product

*Others - internal, untagg

How we worked:

1. We decided to focus on problems entering the account ie Login problems + How to create an account
2. We asked the local CS markets to read Login problems tickets to populated the reasons why users have Login problems
3. We crossed check with Sales agents notes and the interactions related with accessing the account issues was because users paid already and send the confirmation to the account in order to unblock the account

3-Step Process

Unify Customer Feedback

- Begin with a feedback channel, categorize and ensure granularity
- Add the next channel of feedback, follow the same categorization, ensure consistency

Analysis & Insights

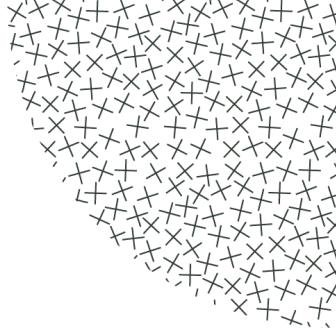
- Analyse and ensure insights are available widely (dashboard, email, shared doc, etc.)
- Operationalise through a regular process (monthly ops review, business review, etc.)

Deep-dives with Product

- Conduct deep-dives and investigations quarterly as part of OKR planning
- Granularity brings relevance to specific functions/teams to create action



This didn't happen overnight!



Unstructured customer feedback

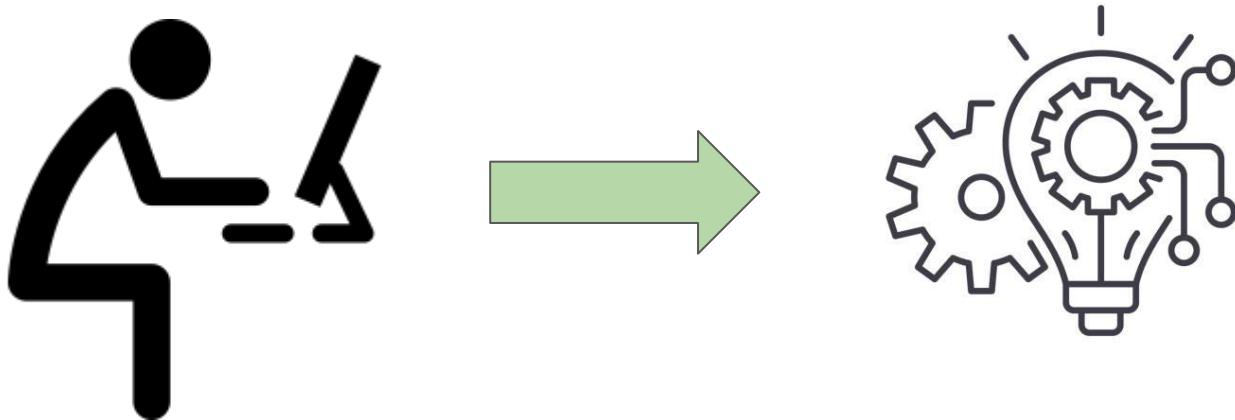


Actionable Insights



We improved the process

From manual categorization and classification to automated, intelligent classification with tooling and Data Science



Challenge #2



Actionable Insights



Improving our Product



Especially when



Resources are limited



Prioritization is necessary



So...

Year 1

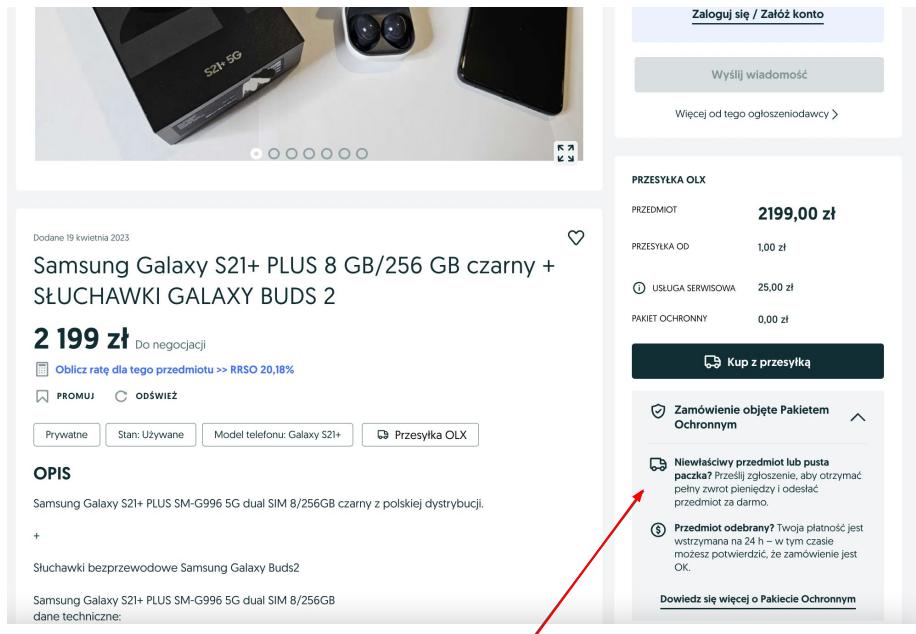
- We had resources - capacity within our tech org that was focused on solving customer pain points through the VoC program
- However, prioritization led to very little action

Year 2

- We quantified the problem in \$ value as well as customer impact to ensure prioritization
- Action was limited as resources were scarce last year due to the overall industry crunch



An example



The screenshot shows a product listing on OLX. At the top, there is a photo of the items: a black Samsung Galaxy S21+ 5G box and a white Galaxy Buds 2 case. Below the photo is a navigation bar with a back arrow, a magnifying glass icon, and a search bar containing 'SAMSUNG S21'. The main listing text is: 'Samsung Galaxy S21+ PLUS 8 GB/256 GB czarny + SŁUCHAWKI GALAXY BUDS 2'. The price is listed as '2 199 zł' with a note 'Do negocjacji'. Below the price are buttons for 'Oblicz ratę' (Calculate installment), 'PROMU' (Promotion), and 'ODŚWIĘŻ' (Refresh). The item description states: 'Samsung Galaxy S21+ PLUS SM-G996 5G dual SIM 8/256GB czarny z polskiej dystrybucji.' and 'Sluchawki bezprzewodowe Samsung Galaxy Buds2'. The listing is dated 'Dodane 19 kwietnia 2023'. On the right side of the listing, there is a sidebar for 'PRZESYŁKA OLX' with a total cost of '2199,00 zł'. It details the cost of the package itself ('1,00 zł'), service ('25,00 zł'), and insurance ('0,00 zł'). Below this is a large button 'Kup z przesyłką' (Buy with package). A red arrow points from the text 'Safe Deal' in the following paragraph to the 'Zamówienie objęte Pakietem Ochronnym' (Order covered by the insurance package) section in the sidebar.

Zamówienie objęte Pakietem Ochronnym

Niewłaściwy przedmiot lub pusta paczka? Przedstaw zgłoszenie, aby otrzymać pełny zwrot pieniędzy i odesłać przedmiot za darmo.

Pierwotnie odebrany? Twój płatność jest wstrzymana na 24 h – w tym czasie możesz potwierdzić, że zamówienie jest OK.

[Dowiedz się więcej o Pakiecie Ochronnym](#)

New product "Safe Deal" for our customers was launched



An example



Dodane 19 kwietnia 2023

Samsung Galaxy S21+ PLUS 8 GB/256 GB czarny + SŁUCHAWKI GALAXY BUDS 2

2 199 zł Do negocjacji

[Oblicz ratę dla tego przedmiotu >> RRSO 20,18%](#)

[PROMUJ](#) [ODŚWIĘŻ](#)

Prywatne Stan: Używane Model telefonu: Galaxy S21+ Przesyłka OLX

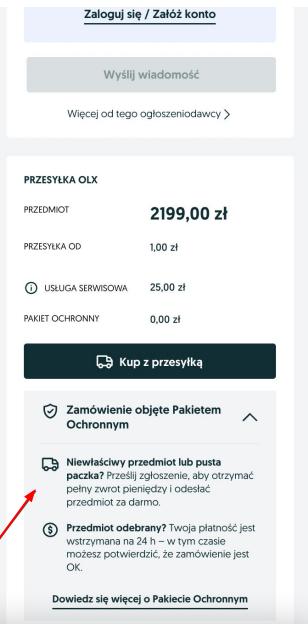
OPIS

Samsung Galaxy S21+ PLUS SM-G996 5G dual SIM 8/256GB czarny z polskiej dystrybucji.

+

Słuchawki bezprzewodowe Samsung Galaxy Buds2

Samsung Galaxy S21+ PLUS SM-G996 5G dual SIM 8/256GB dane techniczne:



Zaloguj się / Załóż konto

Wyślij wiadomość

Więcej od tego ogłoszeniodawcy >

PRZESYŁKA OLX

PRZEDMIOT	2199,00 zł
PRZESYŁKA OD	1,00 zł
USŁUGA SERWISOWA	25,00 zł
PAKIET OCHRONNY	0,00 zł

Kup z przesyłką

Zamówienie objęte Pakietem Ochronnym

Niewłaściwy przedmiot lub pusta paczka? Przeslij zgłoszenie, aby otrzymać pełny zwrot pieniędzy i odesłać przedmiot za darmo.

Przedmiot odebrany? Twoja płatność jest wstrzymaną na 24 h – w tym czasie możesz potwierdzić, że zamówienie jest OK.

[Dowiedz się więcej o Pakiecie Ochronnym](#)

A red arrow points from the text "New product 'Safe Deal' for our customers was launched" to the "Dowiedz się więcej o Pakiecie Ochronnym" link.

Resulted in over 15,000 Customer Service tickets every month!

Costing about \$6 to solve each ticket.

Quantifying the value - **\$90,000/month**

Moreover, CSAT score was bad!



New product "Safe Deal" for our customers was launched





Last year, we went a step further.

Again, 3-Step Process



Set a Goal

- Set a quantifiable goal to solve customer pain points
- Ensure leadership has “skin in the game”, the goal is shared by the C-level leaders



Again, 3-Step Process



Set a Goal

- Set a quantifiable goal to solve customer pain points
- Ensure leadership has “skin in the game”, the goal is shared by the C-level leaders



Quantify & Prioritise

- Add a \$ value to customer pain points
- Add the impact of pain points on the customer, customer journey
- Prioritise the pain point to be addressed and solved for



Again, 3-Step Process



Set a Goal

- Set a quantifiable goal to solve customer pain points
- Ensure leadership has “skin in the game”, the goal is shared by the C-level leaders



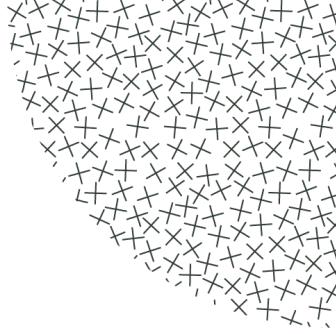
Quantify & Prioritise

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Allocate resources & Track

- Ensure resources are committed through budget
- Measure and track improvements
- Communicate customer impact



An example

Today

 [REDACTED] 1:54 PM

The results from the negotiation flow experiment for P&S in PL are looking very good. .% of self solved cases looks to be around 40% (we actually expect it to be slightly higher by the end of Q1 as we implement some improvements in the Negotiations flow). If we apply this rate to 13000 monthly rejected packages, it amounts to 62400 self-solved cases per year. We have an estimated cost of 6USD per case for Safe Deal on CS, so this means yearly savings of around **374400 USD**

 @ruchi.shah [REDACTED]

 1 

 **Ruchi Shah** 2:10 PM

That's amazing!



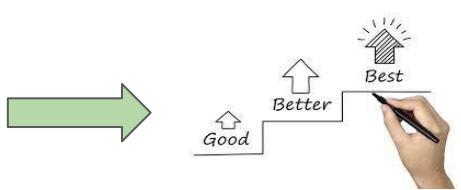
In summary,



Unstructured customer feedback



Actionable Insights



Improving Product

Unify Customer Feedback

Analyse & Generate Insights

Deep-dive with Product

Set a Goal

Quantify & Prioritise

Allocate Resources & Track



Meet your BOSS

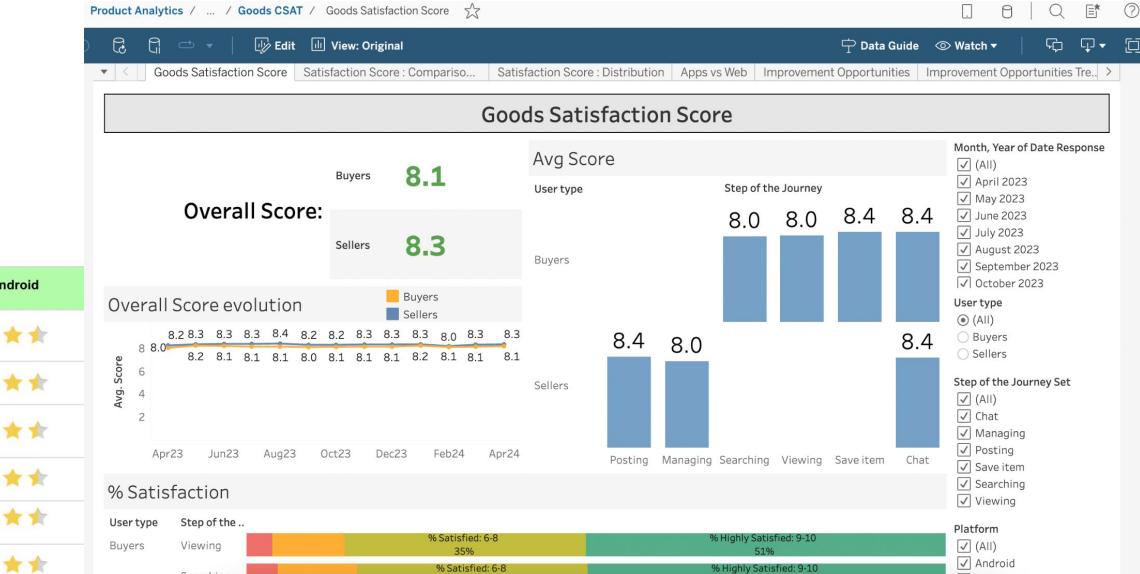


Customer Beat

App Store Ratings - March 2024

Market	iOS		Android	
Poland	3.7	★★★★★	4.4	★★★★★
Portugal	4.6	★★★★★	4.4	★★★★★
Romania	4.3	★★★★★	4.6	★★★★★
Bulgaria	4.5	★★★★★	4.5	★★★★★
Ukraine	3.7	★★★★★	4.3	★★★★★
Uzbekistan	3.1	★★★★★	4.5	★★★★★
Kazakhstan	3.9	★★★★★	4.5	★★★★★

The overall rating across countries has remained stable with no changes observed MoM.



Satisfaction Score : Comparison / Satisfaction Score : Distribution / Apps vs Web / Improvement Opportunities / Improvement Opportunities Trend

Open Questions : Others

Day off: Country Name: Platform: Business Status: Step of the ...: Open Answer Eng: Score: Score Meaning:

3 April 2024	Ukraine	Desktop	Sellers	Managing	small number of free ads	8	Satisfied
29 March 2024	Ukraine	Mobile-Web	Sellers	Chat	Everything is good	9	Highly Satisfied
27 March 2024	Ukraine	Desktop	Sellers	Chat	Everything is good	9	Highly Satisfied
22 March 2024	Ukraine	iOS	Buyers	Viewing	scammers	2	Highly Unsatisfied
19 March 2024	Ukraine	Mobile-Web	Sellers	Posting	nothing	10	Highly Satisfied
17 March 2024	Ukraine	Desktop	Buyers	Viewing	Everything is good	8	Satisfied
16 March 2024	Poland	Mobile-Web	Sellers	Posting	repeating	0	Highly Unsatisfied
15 March 2024	Ukraine	Desktop	Buyers	Searching	repeated announcements	9	Highly Satisfied
14 March 2024	Poland	Mobile-Web	Sellers	Chat	Nothing	8	Satisfied
13 March 2024	Ukraine	Desktop	Buyers	Viewing	Everything suits	10	Highly Satisfied
12 March 2024	Poland	iOS	Buyers	Searching	Everything	0	Highly Unsatisfied
10 March 2024	Poland	Android	Buyers	Searching	The ads are repeating	6	Satisfied
7 March 2024	Romania	Mobile-Web	Sellers	Posting	More photos	10	Highly Satisfied
6 March 2024	Portugal	Desktop	Buyers	Searching	advertisement	8	Satisfied
5 March 2024	Ukraine	Desktop	Sellers	Chat	Everything is good	10	Highly Satisfied
4 March 2024	Portugal	Android	Sellers	Posting	nothing	9	Highly Satisfied
2 March 2024	Poland	Mobile-Web	Sellers	Managing	more photos	9	Highly Satisfied
1 March 2024	Poland	Desktop	Buyers	Chat	More ads please	0	Highly Unsatisfied
28 February 2024	Poland	Desktop	Buyers	Chat	More ads please	0	Highly Unsatisfied
27 February 2024	Portugal	Mobile-Web	Buyers	Viewing	I do not know	10	Highly Satisfied
26 February 2024	Ukraine	Android	Sellers	Chat	Everything suits	10	Highly Satisfied
27 February 2024	Poland	Mobile-Web	Sellers	Chat	Everything is ok	10	Highly Satisfied

Month, Year of Date Response: (All), April 2023, May 2023, June 2023, July 2023, August 2023, September 2023, October 2023

Business Status: (All), Buyers, Sellers

Score Meaning: (All), Highly Satisfied, Highly Unsatisfied, Satisfied, Unsatisfied

Step of the Journey: (All), Chat



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