

zomato

Customer Centricity



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Build solutions for customers seeking accessibility, affordability, assortment and quality

Our Goals

At Eternal, we focus on serving the evolving needs of our customers with the highest possible standards, in an efficient and sustainable manner. We focus on building scalable solutions for the next billion customers seeking affordability, accessibility, assortment and quality.

Our Strategy

Our customer-centric innovations are guided by the principles of our Assortment, Affordability, Accessibility and Quality (AAAQ) framework.

Assortment and Accessibility

Our platforms empower our customers to discover diverse food, products and experiences across locations, cuisines and prices.

Zomato, the food ordering and delivery platform, has 75 cuisines listed on it across 800+ locations in India. Here are a few initiatives through which we are addressing more customer use cases:



Food on Train

We partnered with the Indian Railway Catering and Tourism Corporation (IRCTC) to offer delivery of restaurant food to customers at their train seats. Customers can order up to 30 minutes prior to arrival at the station and access benefits like real-time tracking, guaranteed delivery and free cancellations. Currently, this service is live across 100+ railway stations pan-India.



Healthy

Zomato now features a separate section on the food ordering app that enables health-conscious customers to order dishes identified by nutritionists and prepared by nearby top-rated restaurants. Customers can select dishes based on their preferences (high protein, low carbs, low calories, etc.) and can also view the entire nutritional information about each dish, enabling them to make informed choices. They can also use smart filters designed to help customers find dishes catering to their specific needs and goals.

Affordability



Zomato Gold

In January 2023, we launched the Zomato Gold membership program, which offers a range of benefits across food ordering and delivery services. For those that opt to order in, Gold members get benefits like free delivery for orders meeting a specific criteria.

Customers can become Zomato Gold members by paying a membership fee. This new program builds upon our previous membership programs (Zomato Pro and Pro Plus) by incorporating lessons learned over the years.

Quality

In terms of our internal business processes, our commitment to customer satisfaction is reflected in several ways:



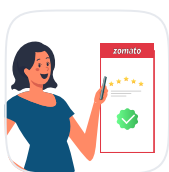
Customer-Focused Decision-Making

We place the customer at the forefront of all our strategic decisions. Whether it is launching new initiatives, refining existing services or expanding into new markets, the primary consideration is always how these actions will benefit customers and enhance their experience. Data collected over the long term has also helped create and launch unique offerings. For example, we built proprietary geo-location technology that has resulted in a significant decrease in drop location errors, making the food ordering experience seamless for our customers. Before launching new updates or services, we also encourage all our employees to undertake deliveries to gain first-hand experience of the delivery process to make practical and insight-based recommendations for improvements.



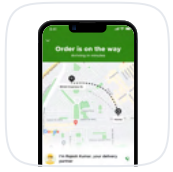
Dedicated Customer Delight Team

Our dedicated customer delight team is responsible for providing exceptional customer service, resolving issues, collecting feedback and ensuring a positive customer experience on the platform. Customers can provide feedback on their orders via a 24x7 chat facility and our average turnaround time (TAT) for servicing requests on the app is under 10 minutes. The team is also alerted to genuine complaints aired by customers on social media. We then direct customers to our official customer support channels for better redressal of their grievances.



Customer Feedback Integration

We actively solicit and value feedback from our customers through in-app surveys. This feedback loop helps in identifying areas for improvement, allowing us to make data-driven decisions to enhance our services and products.



Transparency

We maintain transparency in our operations and offer customers real-time food order tracking, with an aim to ensure that customers are well-informed and have a positive experience throughout the ordering process.

