

# Using analytics to improve CX for online food order and delivery company



Ember

Ember were engaged to help the organisation baseline their service performance across their Customer Experience and the Experience they provide to their thousands of Restaurant Partners.

One of the tasks was to set about identifying the appropriate KPI's we believed they should be measuring in order to manage their operational business effectively.

## How we helped

We created a framework across the most important customer and restaurant experience factors (so an outside-in view) where we looked at Ease, Accuracy, Timing and People and stated an Experience Principle which we would seek to measure.

We then agreed a set of KPI's with a clear and consistent definition to ensure there was one version of the truth and went about trying to obtain the right data to populate the framework.



## The results

We have developed the KPI framework and created the right governance structure to review the KPI's to allow the organisation to make informed decisions on accurate data. This has started to lead to significant business improvement as the new process embeds fully.

## Our Solutions

We offer a swift and effective way to answer crucial questions and discover hidden trends and patterns – providing actionable insights that relate purely to your business.

Trust our skilled experts to help you understand what better looks like for your business!

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