zomato

Defining Product Outcomes

Problem Statement: To increase the number of text reviews for the food delivery vertical



-Joby Jose Varghese

Food Delivery Market Landscape

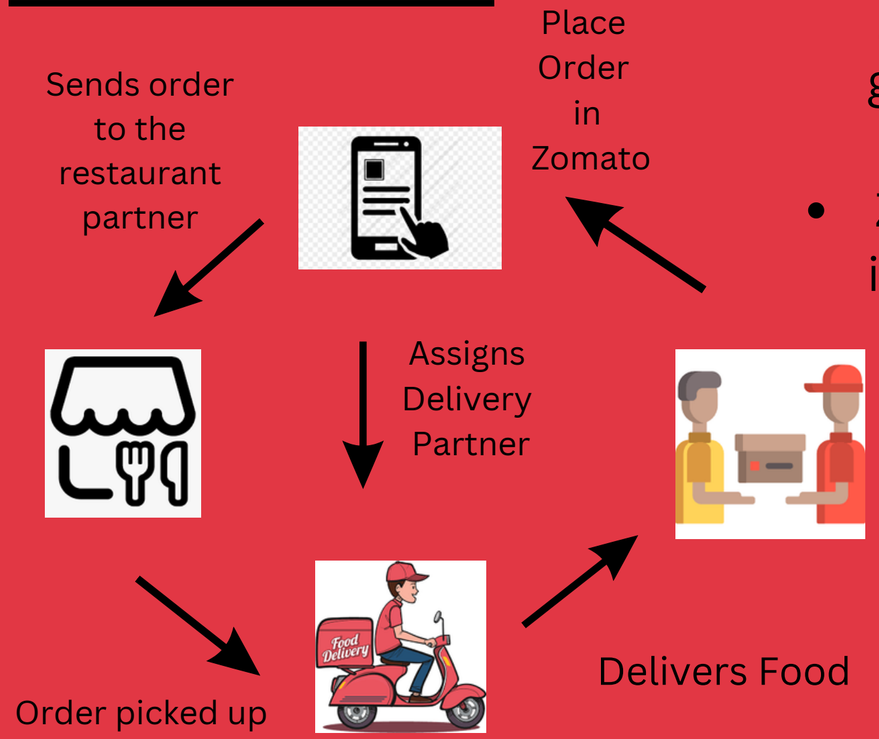
about Zomato.

- Zomato is India’s leading food delivery and restaurant discovery platform founded by Deepindeer Goyal and Pankaj Chaddah.
- The company’s is a B2C technology platform that offers food delivery from partner restaurants.
- Earns revenue from charging commissions from each order made from the platform.

regulators.

- FSSAI License
- GST Registration

the actors.



market facts for Zomato.

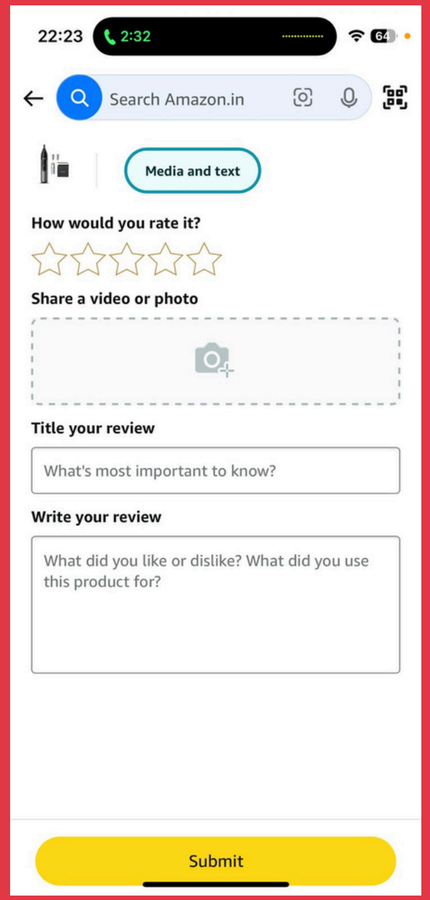
- Zomato's market cap is $27.32 billion
- Zomato has shown a profit growth of 52.51% and revenue growth of 56.92% over the past three years
- Zomato expanded across India in 2011, internationally in 2012, and to the United States and Australia in 2015.

competitors.

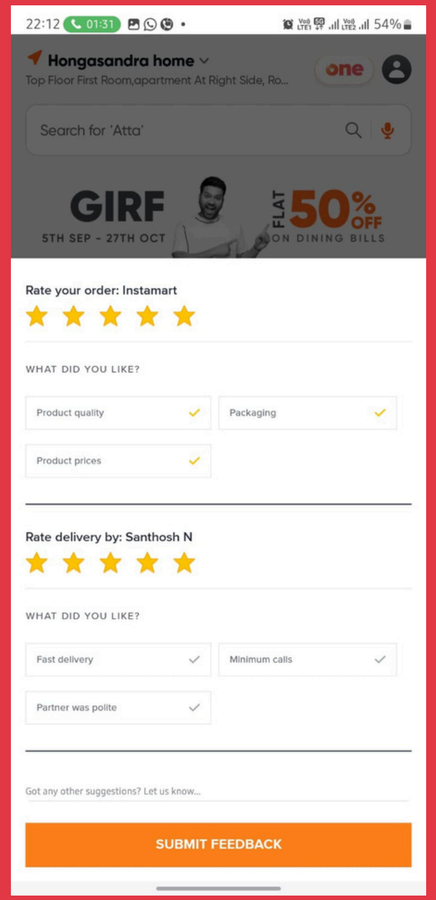
Competitor Review Analysis

Amazon

- Amazon gives the customer various options to rate the delivery experience along with the product.
- The ability to review the product incognito also will incentivise the buyer to leave a review.



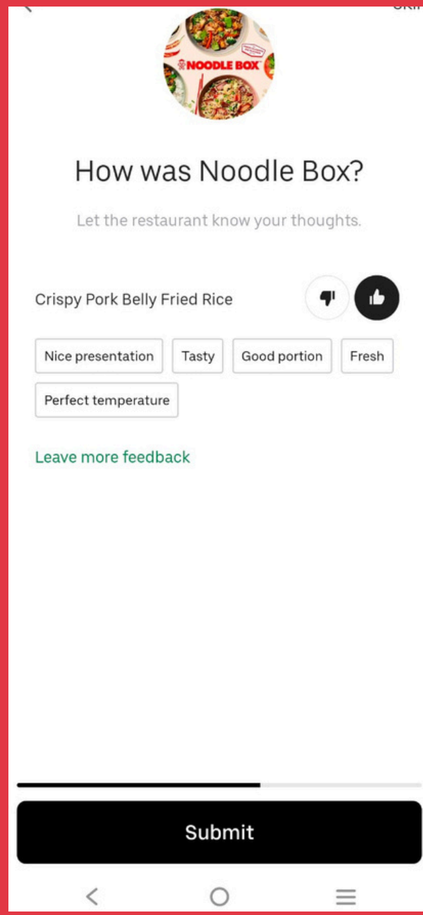
Swiggy



- The ability to leave a review for both the order and the delivery person on the same page makes the process faster.

Uber Eats

- Uber Eats has fewer options making it easier for the buyer to choose.
- Suggestive text will help the buyer to make faster answers.



Product Outcomes and Why Reviews Matter

Importance of Reviews and Rating for Zomato

- Text reviews left by verified buyers of the same product increase trust and the image of the marketplace. This, in turn, increases the chances for the customer to buy more value from a reputable source.
- This is an added source of a feedback loop for restaurants to improve their quality, which in turn increases customers' willingness to buy from the same restaurant. Delivery partners can be incentivised to provide top-quality service for every order, which increases customer satisfaction.
- Review Milestones and increased notifications should incentivize the food buyer to leave a review. Milestones could be a discount on their next purchase.

Product Outcomes

- Recurring purchases from repeat customers increase the churn rate and conversions for the product. This in turn increases the commissions that the company get in revenue which is the business outcome for the stakeholders.

