NJ GROUP

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Journey

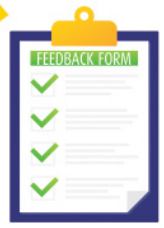
eagle

BY NJ GROUP

AI-ENABLED PROBLEM IDENTIFIER

The Current Challenges of Customer Review System for the Service Industry

Over the past few years, the introduction of reviews has played a crucial role in the growth of the service industry. However, the **tedious process of collecting reviews, the incomplete information in the provided feedback, no authentication of review** and the **gap between the implemented solution from the root cause of the issue**, makes the feedback system inefficient



The methods to collect feedback from customers have changed over the years.

20 years ago

Feedback/Comment cards

10 years ago

Mail or SMS

Current

Leave a review on the internet (especially social media)

Why the current review model is unreliable for the service industry?

- No authentication of actual service being availed or not
- No authentication if the review is fake or genuine
- Misuse of easy accessibility of social media platforms
- Varying customer perspectives and expectations muddling the actual quality of service.

The current feedback cycle for the service industry:

- STEP 1: Business in service industry receives feedback
- STEP 2: Provide discounts as compensation to retain customer
- STEP 3: Expenditure on marketing and branding to enhance sales
- STEP 4: Exact problem unidentified and unsolved
- STEP 5: No improvement in business process

Mind map - steps

The Current Issue of Receiving Feedback from Customers

Step 1:
Feedback received from customers

Step 2:
Critical data missing such as Time of dining, Table/ Bill no./ Date, etc.

Step 3:
Inability to track the dish, chef or the staff that attended the dissatisfied customer

Step 4:
Management takes action based on ambiguous reviews (negative/positive)

Step 5:
The actual issue remains unresolved

Step 6:
New and other customers have to deal with the actions, which may or may not sit well with them

Step 7:
Management tries a new approach to deal with negative feedback in the form of vouchers, promotions or freebies

Step 8:
New promotion and branding methods are created to attract customers, however, the underlying problems remain

This is a small example of the importance of customer feedback for any business in the service industry. In the above case, the management had no clarity, hence, no appropriate action was taken and the problem persists.

The expected chain of events post feedback:

Business in service industry receives feedback

Management analyse the root cause of the issues

Identification of pain areas and appropriate strategy planning

Implementing the solution throughout the business

Business improves with satisfied and loyal customers

Every positive change, whether big or small, is like a chain reaction in the service industry that spreads across to gain more customers; ultimately adding profitability and brand value to the business.

FIRST STEP

Real-time capturing of customer reaction

SECOND STEP

Capture critical data to enable the diagnosis of the exact issue

THIRD STEP

Real-time monitoring by staff (important for escalations)

FOURTH STEP

Real-time immediate communication with the customers

FIFTH STEP

Immediately solving the highlighted issue and satisfying the customer

SIXTH STEP

Taking note of the problem and solution for future escalations

How to solve the problem?

Owing to the issues discussed above, a solution was required in the market that would be capable of identifying the root cause of an issue and handling the service recovery on a real-time basis. Enhancing the customer experience in the service industry is not an easy task, but quite a possible one.

Improving customer experience

Facts and Figures about the Global Service Industry

86%
Consumers who check reviews before opting for a new service

Tolerance of complaints by customers for the service industry

13%
Consumers who are unsatisfied and relay to other people their bad experience for a particular service

51%
Consumers who feel no action is taken after feedback^2

Common customer complaints about a service

72%
Impolite servers^3

48%
Incorrect final bill calculation^3

51%
Slow service^3

77%
Service Industry Paying For Social Media Ads^4

Impact of positive vs negative reviews

68%
Consumers likely to opt for service after positive reviews^5

40%
Consumers likely to stop reaching out to service after negative reviews^5

^1 Source: https://hospitalityfan.com/9-online-review-statistics/
^2 Source: https://www.smallbizgenius.net/by-the-numbers/customer-service-statistics/#gref
^3 Source: https://www.consumerreports.org/cro/magazine/2014/08/most-common-restaurant-complaints/index.htm
^4 Source: https://www.netwaiter.net/articles/21-eye-popping-restaurant-industry-statistics-2020-update/
^5 Source: https://hospitalityfan.com/9-online-review-statistics/

The Innovative Review System - by Eagle

Eagle by NJ Group is a cognitive digital avatar that has been created using advanced technologies of **data science** and **artificial intelligence**. Designed to solve the biggest challenge of **collecting, monitoring and handling the customer feedback** in the service industry, Eagle will help your business grow in the competitive market.

Made in a collaboration between technology experts and service industry experts, this platform is designed to **collect real-time feedback**, with **live monitoring** in the backend and **suggest immediate action** on required cases. Taking **approximately 6 secs** of your guest's time, Eagle is sure to elevate the customer experience of your business in the service industry.

FEATURES OF eagle BY NJ GROUP

Why is Eagle perfect for the service industry?

The customer's feedback, whether it is positive, average or negative, is the best indicator of the viability of any business in the service industry. With Eagle, it becomes easy to keep a track on customer's issues as well as the growth chart of your business.

So, why is Eagle perfect for your business' growth?

- Happy and loyal customers
- Reduction in repetitive complaints
- Reduction in losses due to customer reviews
- Savings on promotions
- Focused and effective Digital Marketing made possible
- System and process improvement
- Motivated staff owing to rational and factual judgment based on system data

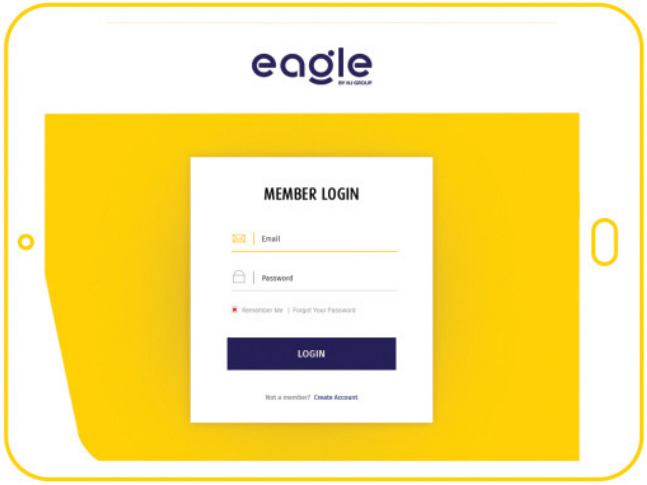
Disclaimer

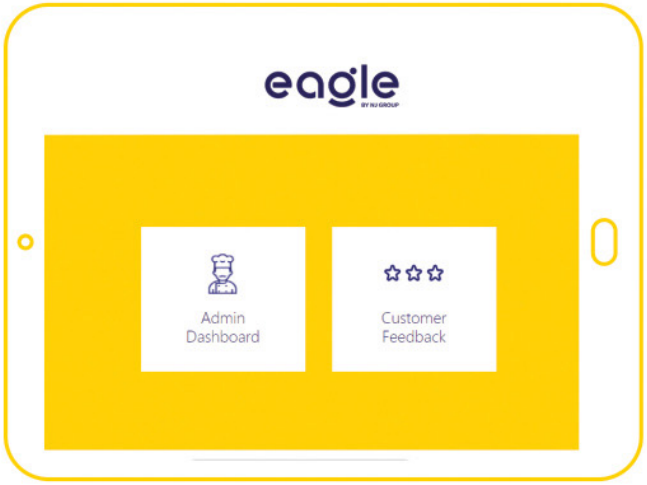
Though the Intelligence system is designed to monitor and handle customer feedback in the best manner possible, there are some responsibilities that the business must take in their stride.

- Manual intervention required for taking actual action on the collected feedback
- Percentage of feedbackcollection is subjective to staff skills or business approach
- Eagle ensures a decrease in negative reviews but service industry action required for the increase in positive reviews

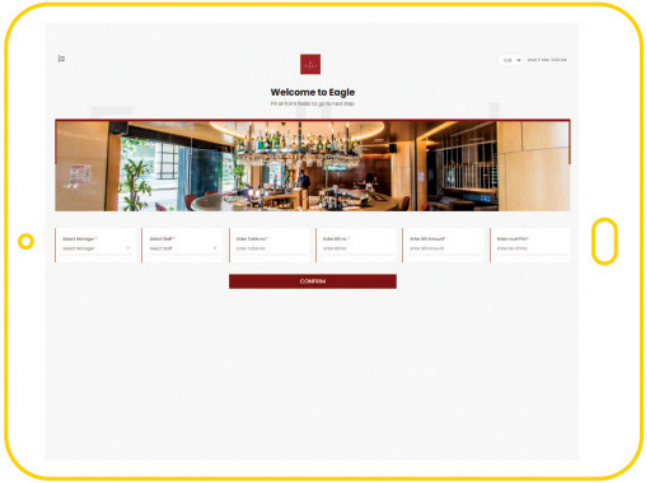
USER APPLICATION

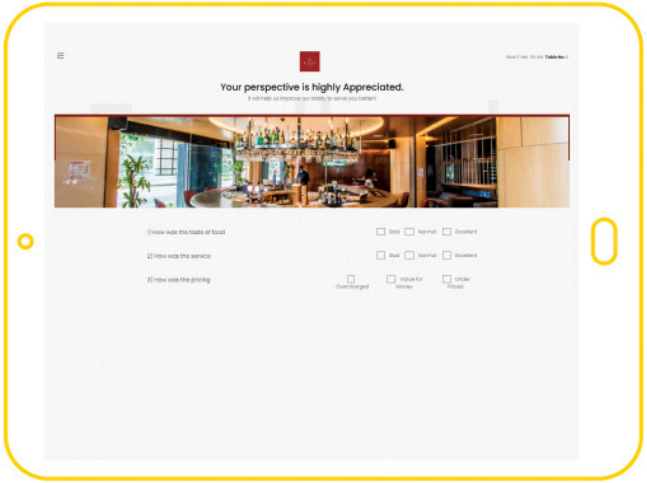
Login & User Dashboard





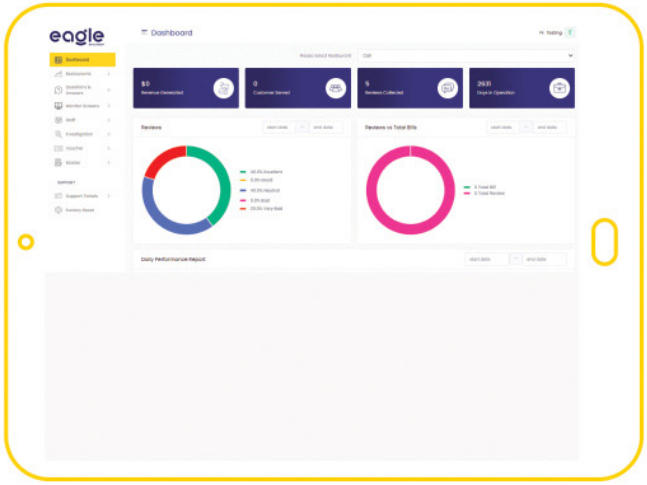
Feedback Forms - 6 Seconds to Completion



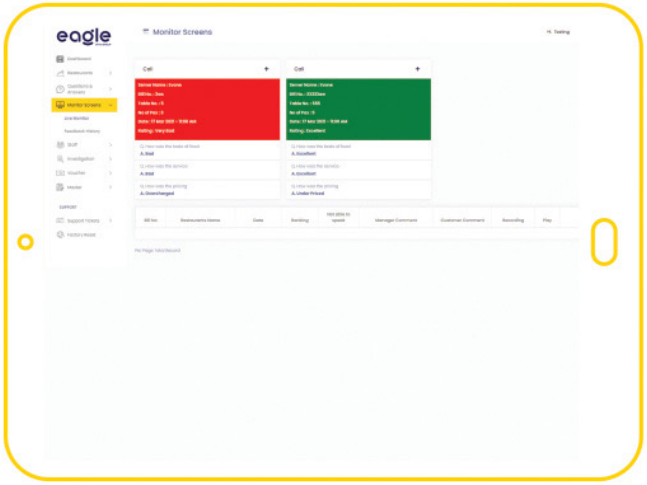


DASHBOARD APPLICATION

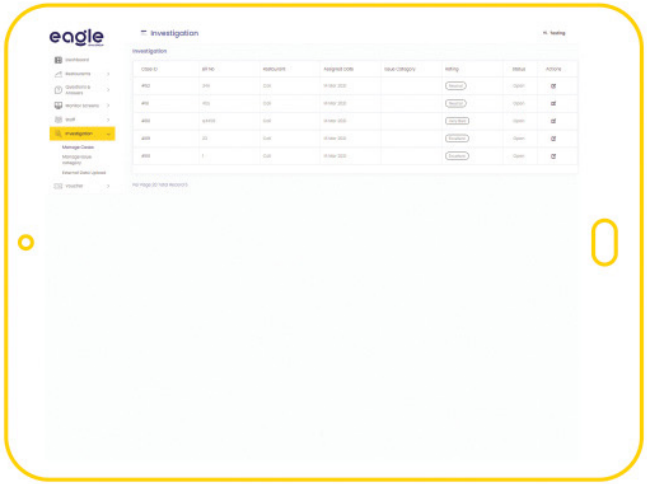
Management Dashboard

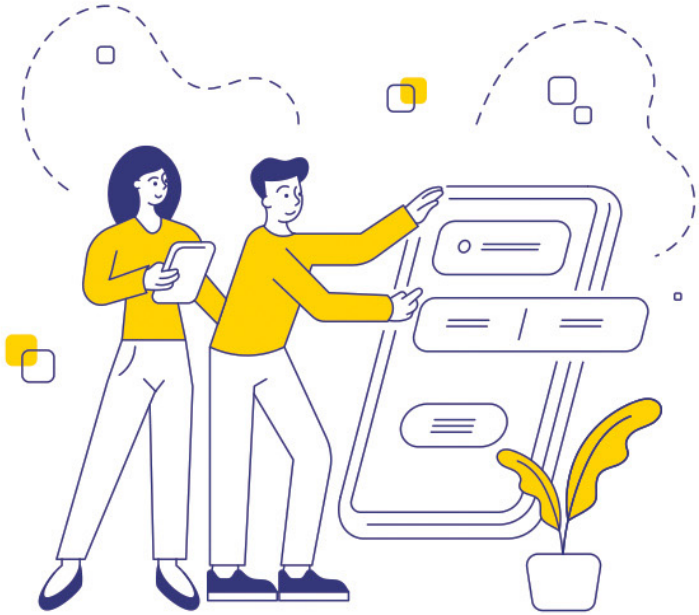


Monitor Screens



Investigation Feature





SOAR TOWARDS GROWTH WITH EAGLE

Eagle's Business Case ROI - (Customer Retention & Loyalty)

The true cost of a broken engagement and customer disgruntlement is often hidden. A lost customer can disappear forever to the event horizon of your competition. Making up for these losses or reacquiring these customers can come at a crushing cost to most service oriented companies. Because without a reliable insight and feedback mechanism, customers can slip away like sand escaping from your hands.

Eagle provides very tangible ROI. We have calculated the business cost of a typical scenario to help you understand exactly how Eagle can transform your business across multiple modes of intervention and engagement.

Eagle - Before and After Usage Scenario

BEFORE USING EAGLE	AFTER ADOPTING EAGLE
Typical Cost Scenario when you are battling an uphill situation	How Eagle reduces Expenses and shores up your Bottom-line
Social media marketing and Promotion vouchers - 4200 ~12800$ per month	Reduction on Social media marketing @ 20% - 800 ~ 2400$ per month
Repeating issues – Inflates with business size and revenue	Reduction in repeating issues resulting in indirect savings
Maintaining brand value – Can geometrically increase if consistency is on the downtrend	Impacts brand image – Value gets added because of a reduction in issues
Revenue gets impacted	Increased Revenue – Due to a reduction in issues and increase in brand value

5 Star Effort - 3 Star Rating

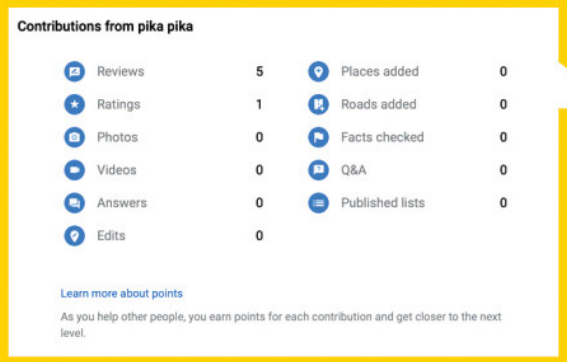
The current review system has a lot of loopholes and the below example is an excerpt from a real-time experience encountered by a customer:

Case study: 5 distantly located restaurants are reviewed within an hour

As can be understood from the screenshots, a customer gave biased reviews to multiple restaurants in an hour which are quite distantly located. This is not normal behaviour from a customer and looks like there are reasons false reviews might have been added :

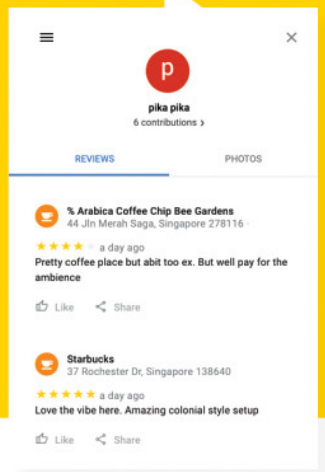
- **Monetary Gain**: Certain companies or sites create negative reviews to force restaurants to pay them to stop.
- **Rival Interference**: Competitors can write negative reviews of their rival's service.
- **Malicious Actors**: Anonymously posting mostly negative reviews as they are most widely read, to increase traffic on their page.
- **Mistaken identity**: Possible that the reviewer got confused by a similar name and gave negative reviews even if you don't offer the same product/services.
- **SEO**: To increase or decrease the traffic on the page, paid reviewers are available for putting up misleading reviews.

EXAMPLE OF FAKE REVIEW

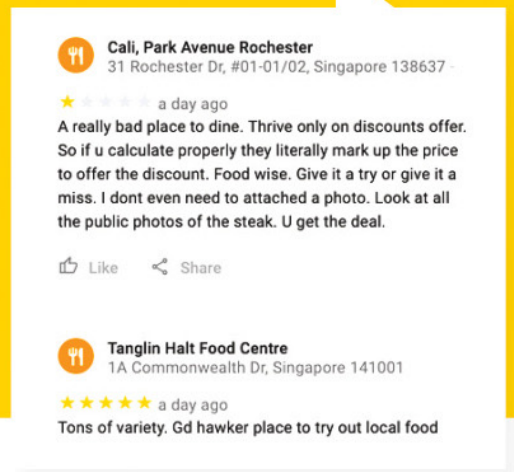


Profile of a fake review actor

Review of restaurants far away from each other as per location



Negative reviews more comprehensively written than positive ones



Conclusion:

A large number of reviews present online are fabricated instead of authentic, and they omit a large number of details, whether talking about the quality of food or the overall experience. These misleading reviews can badly affect the business in **three ways** :

- **Confuse the new customers**
- **Inorganic defamation of businesses**
- **Extra money is spent in rectifying problems in an unproductive manner**

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