

Chapter-12

CUSTOMER SATISFACTION TOWARDS ZOMATO & SWIGGY

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ABSTRACT

The Following Report is on Zomato and Swiggy's work on Customer Satisfaction in India throughout these years, including the pre covid and post covid period whereas they have shown the entire world that they are here to stay. Despite these troubled times when businesses were falling apart they stood there with tremendous marketing techniques and offers that helped both achieve sensational results. Now, the question lies ahead of us: which of the two following food delivery giants is better at achieving customer satisfaction better, as this paper helps to find the same through a survey and as the outcome came it could be seen that Zomato with its exceptionally well marketing Strategies at positioned in the mind of the Customer so well that they were their recommendation.

They Did It through Their Four Key Features:

1. Flexibility through the mobile app
2. Customer Benefits through cashless Transactions, Coupons
3. Loyalty Points awarded through Zomato Pro and Zomato Pro Plus
4. Real-time Tracking of the delivery agent and status of their orders.

Mid - Covid Scenes: When businesses were falling apart, Swiggy and Zomato saw the opportunity to turn the world upside down and grow their business 2x in this period as they reached out to all the businesses whether be it small Large, or Cloud kitchen, and brought them to their platform and provide access to their customer base and vice versa.

They provide a lot of offers to the newly joined customers and helped restaurants feature others to the paid promotion and featured ads.

Current Scenario: As Zomato and Swiggy worked through that now they have partnerships with brands and events through the world, such as Ipl, been sponsors to the team to grow their Customer base and helps people be used to their app with better customer satisfaction which is delivered through the growth of constant up-gradation of user interface on their respective apps.

INTRODUCTION

As we all know Zomato and Swiggy are top two food delivery giants . Despite these troubled times when businesses were falling apart they stood there with tremendous marketing techniques and offers that helped both achieve sensational results. Now, the question lies ahead of us: which of the two following food delivery giants is better at achieving customer satisfaction better, as this paper helps to find the same through a survey and as the outcome came it could be seen that Zomato with its exceptionally well marketing Strategies at positioned in the mind of the Customer so well that they were their recommendation. In a very short period of time, they developed a customer base that no one ever imagined, at current our 5 households there are at least 3 households in a given area that order now on then through them, such as their reliability and customer satisfaction levels.

We need to perceive how powerful Zomato's advertising strategies are in this paper. Through this examination, we desire to get a superior comprehension of the degree of these techniques' impact on Indian occupants' buyer conduct and what is the scope of swiggy to gain the upper hand back in place against Zomato.

LITERATURE REVIEW

This research was done on a sample of college students and families, the outcome came it could be seen that Zomato with its

exceptionally well marketing Strategies positioned in the mind of the Customer so well that they were their recommendation.

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It was all possible due to the sudden surge of usage of smartphones manufactured in the 20th century and its nationwide use through the availability of the 4g. Zomato and swiggy this opportunity like no other and had the best outcome of it possible or ever imagined by anyone through time.

RESEARCH OBJECTIVES

- To find who has better Customer Satisfaction Between Zomato And Swiggy.
- How did they achieve this
- Time Period required to them achieve such outcomes despite noval covid spread
- Have an understanding of the customer's feelings about Zomato and Swiggy
- Why do they use it or like the same app or delivery giant's service.

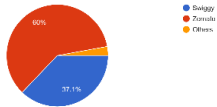
RESEARCH METHODOLOGY

Primary data was gathered via a widely approved standardized questionnaire and discussions with users and non-users of garment brands.

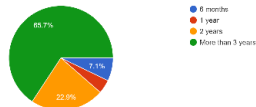
- **Research Design:** the study is descriptive in nature.
- **Sampling:** The study will look at consumer preferences for Zomato And Swiggy, the impact of promotional measures, and consumer buying habits.
- **Sample Technique:** A simple sampling procedure was used. The poll was done among the general population.

RESEARCH DATA ANALYSIS

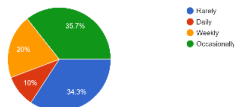
Which Food Delivery App do you prefer?
70 responses



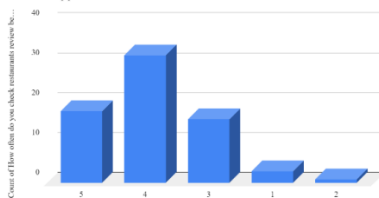
Since When Zomato or Swiggy is active in your area?
70 responses



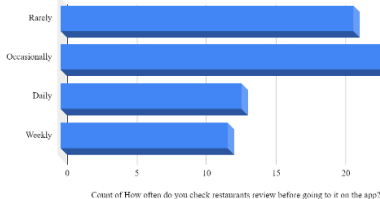
How often did you order online before Covid - 19?
70 responses



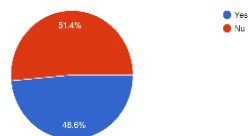
Count of How often do you check restaurants review before going to it on the app?



Count of How often do you check restaurants review before going to it on the app?



Do you own or share someones premium subscription of Zomato PRO or Swiggy One?
70 responses



REPORT FINDING

- We could find from all the data derived that Zomato has the upper hand on Customer Satisfaction.
- Swiggy generates more of its revenue through college Students who have Swiggy Genie
- Customers tend to purchase more of its Premium plans of Zomato pro, Zomato Pro Plus, and Swiggy One to avail of more discounts and on-time delivery
- They have a benchmark set for other entrants that are next to impossible to match with such a widespread Customer base and Satisfaction
- Most of their Customer ordered heavily during Covid Period whereas they grow their business 2 fold in the same time
- They constantly expanding to more areas and with more delivery options

CONCLUSION

All that we have seen through this report and research is that Zomato and Swiggy are both very definitive in their work and have a compelling market base to grow further but in terms of customer Satisfaction Zomato has the upper hand because of its great marketing promotions and strategies with a unique and outstanding user interface experience to show something that is missing a lot for people using swiggy as per the survey conducted.

People in the survey trust the brand and don't fear any abruptions in the food while 30% of the audience in the sample still wants to go and have food there in the joint itself not trusting the delivery giants that much reliable that is something to work for both

the delivery giants to grow their market customer base to the next level.

Customers tend to purchase more of its Premium plans of Zomato pro, Zomato Pro Plus, and Swiggy One to avail of more discounts and on-time delivery. They have a benchmark set for other entrants that are next to impossible to match with such a widespread Customer base and Satisfaction. Most of their Customer ordered heavily during Covid Period whereas they grow their business 2 fold at the same time. They constantly expanding to more areas and with more delivery options to serve better and grow their business even more.

SUGGESTIONS

The suggestion that I would like to put forward is that the

- Swiggy should lower their subscription rates to grow even more.
- Whereas Zomato should excel a more time on the delivery aspect regards to their delivery agents and their welfare to have a better public image.

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