

# SEGMENTED CUSTOMER LOYALTY SURVEY FOR AN ONLINE MARKETPLACE USING EMAIL PANELS

## 1. Background and Problem Statement

An emerging online marketplace, offering handmade and custom products from independent sellers, noticed a discrepancy in repeat purchase behavior across its customer base. While the platform had strong acquisition numbers, it lacked clarity on what drove loyalty and retention. The business sought to understand customer satisfaction and loyalty by designing a **segmented customer survey**, targeting both **first-time buyers** and **repeat customers**, to inform retention strategies and seller performance improvements.

## 2. Objectives

- To compare satisfaction and loyalty levels between first-time and repeat customers
- To measure key loyalty indicators like **Customer Satisfaction Score (CSAT)** and **Net Promoter Score (NPS)**
- To identify seller-level service issues and customer experience bottlenecks
- To generate actionable insights for optimizing seller guidelines, UX improvements, and loyalty incentives

## 3. Methodology

### Survey Design:

- Distributed in two email campaigns:
  1. **First-Time Buyers** (last 90 days)
  2. **Repeat Buyers** (3+ orders over the past 6 months)

### Survey Components:

- **NPS Question:** “On a scale of 0–10, how likely are you to recommend our marketplace to others?”
- **CSAT Questions:**
  - “How satisfied are you with the overall shopping experience?” (1–5 scale)
  - “How satisfied were you with the product quality and seller communication?” (1–5 scale)

- **Binary Question:**
  - “Did the product arrive on time?” (Yes/No)
- **Open-Ended:**
  - “What could we improve about your experience?”

#### **Distribution Channel:**

- Email survey using Mailchimp (segmented lists)
- Survey hosted on Microsoft Forms

#### **Sample:**

- 2,000 total recipients (1,000 per group)
- 638 completed responses (response rate = 31.9%)

#### **Analysis Tools:**

- **Excel** for raw data summary
- **Power BI** for dashboarding and segment-level comparison
- **Keyword tagging** used for open-ended response themes

## 4. Results

#### **NPS Comparison:**

- **First-Time Buyers:** 21
- **Repeat Buyers:** 45 → Loyalty significantly higher among repeat users

#### **CSAT (Overall Experience):**

- First-Time Buyers: 3.6/5
- Repeat Buyers: 4.2/5

#### **Product Satisfaction (Quality + Seller):**

- First-Time Buyers: 3.7/5
- Repeat Buyers: 4.4/5

#### **Timely Delivery Rate:**

- First-Time Buyers: 78%

- Repeat Buyers: 89%

#### **Open-Ended Themes:**

- First-Time Buyers: “Poor packaging,” “delayed delivery,” “no tracking link”
- Repeat Buyers: “Smooth process,” “trusted seller,” “fast response”

## 5. Interpretation and Insights

- Repeat customers are significantly more satisfied and loyal, indicating that marketplace credibility increases with familiarity
- First-time buyer friction is concentrated around logistics and onboarding
- Many first-time complaints are operational (tracking, delays), while repeat users focus on product variety and customization
- Sellers with high communication ratings were mentioned positively across both groups

## 6. Recommendations

- Develop onboarding tips for first-time buyers (e.g., pop-ups, helpdesk prompts)
- Standardize tracking and delivery expectations for all sellers
- Highlight high-rated sellers more prominently in search results
- Launch a loyalty program offering early access or discounts for repeat buyers
- Use seller-level performance data to coach or delist underperforming vendors

## 7. Future Work

- Conduct follow-up survey post-loyalty program implementation
- Run monthly micro-surveys targeting new buyers within 7 days of purchase
- Segment NPS by category (e.g., jewelry vs. art vs. apparel) to tailor UX improvements

## 8. Stakeholder Relevance

#### **Academic:**

- Useful example for market research students learning about customer segmentation, satisfaction metrics, and survey analytics

- Demonstrates practical application of NPS, CSAT, and basic statistical comparison

**Corporate:**

- Valuable framework for marketplaces, e-commerce platforms, or aggregators aiming to boost customer retention and seller performance
- Shows how structured surveys can drive seller management policies and UX optimization

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