IMPROVING POST-PURCHASE EXPERIENCE THROUGH A MULTIMODAL CUSTOMER SATISFACTION SURVEY FOR A D2C BRAND

1. Background and Problem Statement

A fast-growing D2C skincare brand observed increased product returns and low repeat purchase rates despite strong online traffic and first-time conversions. To uncover the underlying issues, the company sought a structured understanding of customer sentiment across the post-purchase journey. A multimodal satisfaction survey integrating NPS, CSAT, and CES metrics was designed and implemented to capture granular feedback at key customer touchpoints: delivery, usage, and support.

2. Objectives

- To measure customer satisfaction at three key stages: delivery experience, product effectiveness, and support responsiveness

- To identify detractors and friction points through NPS and CES metrics

- To generate insights for improving packaging, communication, and refund policies

- To segment feedback by first-time vs. repeat customers for targeted action

3. Methodology

Survey Design Components:

- **NPS Question:** "On a scale of 0 to 10, how likely are you to recommend our skincare product to a friend or colleague?"

- **CSAT Questions:**

  o "How satisfied were you with the delivery process?" (1–5 scale)

  o "How satisfied were you with the product performance after 7 days of use?" (1–5 scale)

- **CES Question:**

  o "How easy was it to resolve any issues you faced?" (1–7 scale)

- **Open-ended Questions:**

- o   "What would have improved your experience?"

- o   "Was there anything you particularly liked?"

Distribution Channel:

- Survey links sent via email in three waves: Day 1 (delivery), Day 7 (product use), and post any support interaction

Software and Tools:

- **Data Collection:** Google Forms

- **Data Analysis:** Python (pandas, matplotlib), Excel for dashboard generation

Sampling:

- 500 customers randomly selected from monthly orders

- 312 completed all three parts of the survey (62.4% response rate)

4. Results

NPS Score:

- Average = 31 → Moderate loyalty

- 18% Detractors (score 0–6), 54% Passives, 28% Promoters

CSAT (Delivery):

- Mean Score = 3.9/5

- Complaints centered around package damage and delayed delivery from one logistics partner

CSAT (Product Experience):

- Mean Score = 4.2/5

- High satisfaction with texture and fragrance; low satisfaction in cases of skin irritation reported in 7% responses

CES (Support Interaction):

- Mean Score = 5.8/7

- Support response rated "very fast" in 72% of cases; refund delays cited in 11% of responses

Open-ended Themes:

- **Positive:** aesthetic packaging, good fragrance, ease of website use

- **Negative:** unclear return/refund process, no product usage guidance inside the box

5. Interpretation and Insights:

- The NPS shows a need to shift passives to promoters through better onboarding and follow-up communication

- Delivery satisfaction is closely tied to specific courier performance; switching vendors may help

- CES scores reflect overall ease but point to process bottlenecks in refund workflows

- Open-ended responses suggested simple but actionable changes: usage instructions, clearer refund guidelines

6. Recommendations

- Implement usage instruction inserts and QR-code-based product demo videos

- Replace lowest-performing logistics partner in metro cities

- Automate refund tracking with status updates via email/SMS

- Run re-engagement campaign targeting "passives" with loyalty points for second purchase

7. Future Work

- Track changes in NPS and CSAT scores after implementing these recommendations

- Integrate post-purchase surveys natively in the brand's app for higher completion rates

- Add demographic and behavioral segmentation to track sentiment by product type and customer persona

8. Stakeholder Relevance

Academic:

- A practical teaching example for survey design, customer metrics, and data visualization

- Useful for coursework on consumer behavior, market research, or applied statistics

Corporate:

- Valuable reference for e-commerce and D2C brands aiming to formalize customer experience feedback

- Applicable for performance reviews of logistics, product teams, and support operations