



# Customer Satisfaction Measurement 2024

## Customer Satisfaction Score Calculation

Calculating data from three platforms to monitor quality and improve  
the OSP e-marketplace initiative project



# Customer Satisfaction Measurement

To ensure a high-quality experience for our customers and continuously improve our e-marketplace initiatives, Osotspa monitors customer satisfaction across three key platforms. These include:

- 1 **Osotspa Delivery** – our primary company-owned platform, which serves as the main channel for direct customer interaction and order fulfillment.
- 2 **Shopee** – a leading third-party e-commerce marketplace, allowing us to track customer feedback and ratings from a broader online audience.
- 3 **Lazada** – another major online marketplace that provides additional customer insights and satisfaction data.

By aggregating satisfaction scores from these three platforms, we can calculate an overall performance metric that reflects the full customer experience. This approach enables us to identify areas for improvement, enhance service quality, and drive strategic initiatives to meet and exceed customer expectations.





# Customer Satisfaction Measurement

Step 1: Convert each platform's score into percentage

The screenshot shows the Shopee Mall interface for the 'Osotspa Delivery' shop. The header is red with navigation links like 'Shopee Home', 'Start Selling', 'Download', and 'Follow us on' with social media icons. The shop's name 'Shopee Mall' is prominently displayed. Below the header, the shop's profile card shows the 'Osotspa Delivery' logo, a 'Shopee Mall' badge, and a 'Follow' button. To the right of the profile card, shop statistics are listed: Products: 246, Following: 4, Chat Performance: 100% (Within Minutes), Followers: 115.8k, Rating: 4.9 (126k Rating), and Joined: 6 Years Ago. A search bar and a shopping cart icon are also visible in the header area.

Shopee Home | Start Selling | Download | Follow us on Notifications Help English Sign Up | Login

Shopee Mall

Search in this shop | In This Shop

**Osotspa Delivery**  
Active 2 minutes ago

Products: 246

Following: 4

Chat Performance: 100% (Within Minutes)

Followers: 115.8k

Rating: 4.9 (126k Rating)

Joined: 6 Years Ago

Shopee score: 4.9/5

Convert score into percentage: **98%**



# Customer Satisfaction Measurement

← → ↺ lazada.co.th/shop/osotspadelivery?path=profile.htm&pageTypeId=3

FEEDBACK SAVE MORE ON APP SELL ON LAZADA CUSTOMER CARE TRACK MY ORDER LOGIN SIGNUP เปลี่ยนภาษา


**Lazada** Search in Lazada

Categories ▾ LazMall

**Osotspa Delivery**  
**LazMall** Flagship Store | 129119 Followers  
 99% Seller Ratings

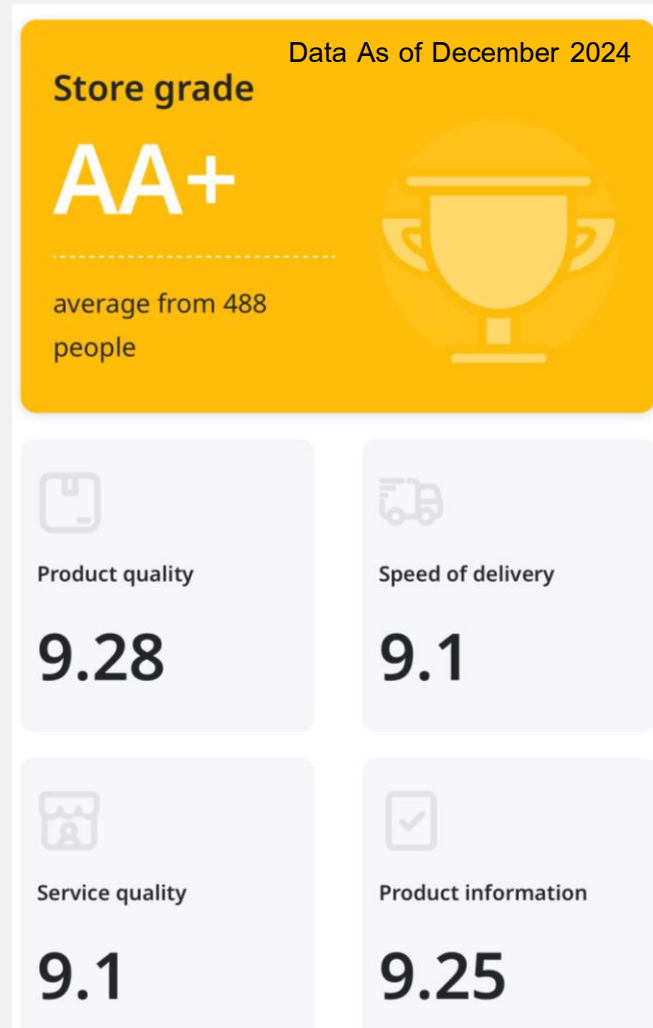
Chat Now FOLLOW

Categories ▾ Store Products **Profile** Search In Store

Main category ⓘ  Groceries	Shipped on time ⓘ <b>99%</b>	Chat Chat response rate No data Chat response time Active in: 30 mins
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Lazada score: **99%**

# Customer Satisfaction Measurement



Osotspa delivery score:  $(9.28 + 9.1 + 9.1 + 9.25) / 4 = 9.1825$

Convert score into percentage: **91.83%**

## Customer Satisfaction Measurement

Step 2: Calculate the overall average of the 3 platforms

Calculate the overall average of the 3 platforms:

$$(98 + 99 + 91.83) / 3 = \mathbf{96.27\%}$$

	Unit of measurement	FY 2021	FY 2022	FY 2023	FY 2024
<b>Satisfaction score</b>	Percentage	83.61	94.78	98	96.27