Trendie

INVENTORY AND CUSTOMER SATISFACTION REPORT

# 1. Inventory Performance Summary

| Measure | Six months ago | Current Reporting Period |
|---|---|---|
| Stock-out rate | 2.8% | 4.9% |
| Fill rate | 97.2% | 94.8% |
| Average inventory accuracy | 96.8% | 95.6% |
| Customer orders requiring backorders | 2.3% | 4.4% |

**Inventory Observations**

- Stock availability has declined across several high-demand product categories.
- Several popular products have experienced repeated stock shortages during promotional periods.
- Backorders have become more common during the reporting period.
- Inventory records remain generally accurate; however, some discrepancies between recorded and actual stock levels continue to occur.
- Several suppliers experienced delivery delays during the reporting period, contributing to inventory shortages.
- Warehouse employees reported that some replenishment requests were submitted after stock levels had already fallen below customer demand.

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## 2. Customer Satisfaction Summary

| Measure | Six months ago | Current Reporting Period |
|---|---|---|
| Overall customer satisfaction | 90% | 84% |
| Customers rating their experience as Excellent | 46% | 35% |
| Customers rating their experience as Good | 44% | 49% |
| Customers rating their experience as Fair or Poor | 10% | 16% |

**Common Customer Feedback Themes – Positive Feedback**

- Website remains easy to navigate.
- Online ordering process is straightforward.
- Orders that are in stock continue to arrive within expected delivery timeframes.
- Product quality continues to receive positive feedback.

**Common Customer Feedback Themes – Opportunities identified by customers**

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## 3. Operational Observations

The Operations Performance Team identified the following trends during the reporting period:

- Forecasts for several popular product categories were less accurate than anticipated, particularly during promotional campaigns and seasonal sales periods.
- The current reorder thresholds within the Automated Stock Replenishment System appear to be triggering replenishment orders later than required for several high-volume products.
- Communication between the operations, warehouse and inventory teams has improved internally but remains inconsistent when coordinating with several suppliers.
- Delays in supplier updates occasionally resulted in inventory information not being updated promptly.
- Customer enquiries relating to stock availability increased during the reporting period.
- Customer service representatives reported spending more time responding to enquiries about unavailable products and delayed deliveries.
- Several routine customer enquiries could potentially be resolved more efficiently through improvements to the organisation's AI chatbot.

## 4. Potential Improvement Opportunities Identified

Based on information collected during the reporting period, the following opportunities have been identified for further investigation:

- Improve the accuracy of inventory forecasting and sales forecasting.
- Review and revise the inventory thresholds configured within the Automated Stock Replenishment System.
- Improve communication and information sharing between the operations, warehouse and inventory teams.
- Strengthen communication processes with suppliers, particularly regarding delivery schedules and shipment updates.
- Reduce the number of stock-outs by reviewing replenishment planning processes.

- Improve customer service response times for enquiries relating to product availability and order status.
- Enhance the organisation's AI chatbot so it can provide faster and more accurate responses to common customer enquiries.
- Continue monitoring customer feedback to identify emerging issues affecting customer satisfaction.

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