

# DIGITAL RISK ASSESSMENT

## REPORT



# METHODOLOGY



## What?

A digital risk assessment study is conducted by scoring a brand based on its performance in the digital universe on the following parameters:

Employee  
Voice

Customer  
Voice

Press  
Coverage

Search  
Discovery

Investor  
Relations

Brand  
Messaging

## How?

Data relevant to the aforementioned parameters are collected, verified, categorized, scrutinized, and finally gauged to generate the associated scores. A final aggregate score for the brand is assigned based on the performance displayed by the brand on these individual parameters.

Time Period: 30 days starting from 15th July 2020  
Note: The scoring is done on a scale of 10, with 10 being the top score achievable

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# AGGREGATE SCORE

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**01.** Dunzo - 4.0

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**02.** Employee Voice - 6.3

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**03.** Customer Service - 5.5

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**04.** Press Coverage - 7.0

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**05.** Search Discovery - 8.8

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**06.** Investor Relations - 6.5

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**07.** Brand Messaging - 6.9

# EMPLOYEE VOICE

- Dunzo employees majorly talked about faulty incentive schemes (6.3%) on digital.
- The “24X7 service” leads to excessive workload generated due to demand resulting in mixed employee reviews (primary on work-life imbalance)
- IFAT supported National Protest Day. (Held against brands which remained apathetic and indifferent to the sufferings of these workers)
- Dunzo enforces strong employee relations by welcoming them on Twitter and Facebook, along with publicly recognizing and awarding them for their work.
- IFAT supported National Protest Day. (Held against brands which remained apathetic and indifferent to the sufferings of these workers)

**SCORE - 6.3**

## Pros

"Flexible work timings and a lenient leave policy" (in 6 reviews)

"Challenging and Motivational Work environment" (in 5 reviews)

## Cons

"Ambiguity at times, low work life balance" (in 6 reviews)

"Unhealthy and demotivating work environment" (in 4 reviews)



@dalvirsuri hello sir I am delivery partner pradeep and my I'd 8527703914 why my I'd is suspended no one giving to my right reason and dunzo support not resolve my problem WHY?????#arvindkejriwal #labourministry #NarendraModi #dunzo #arvindkejriwal @kabeersays

1:39 PM · Aug 14, 2020 · Twitter for Android



Share Facebook Twitter LinkedIn Reddit WhatsApp

Hyderabad: Indian Federation of App-based Transport Workers (IFAT) is going to extend its support and solidarity to the National Protest Day called by All India Co-ordination Committee of Road Transport Workers Organizations on August 5.

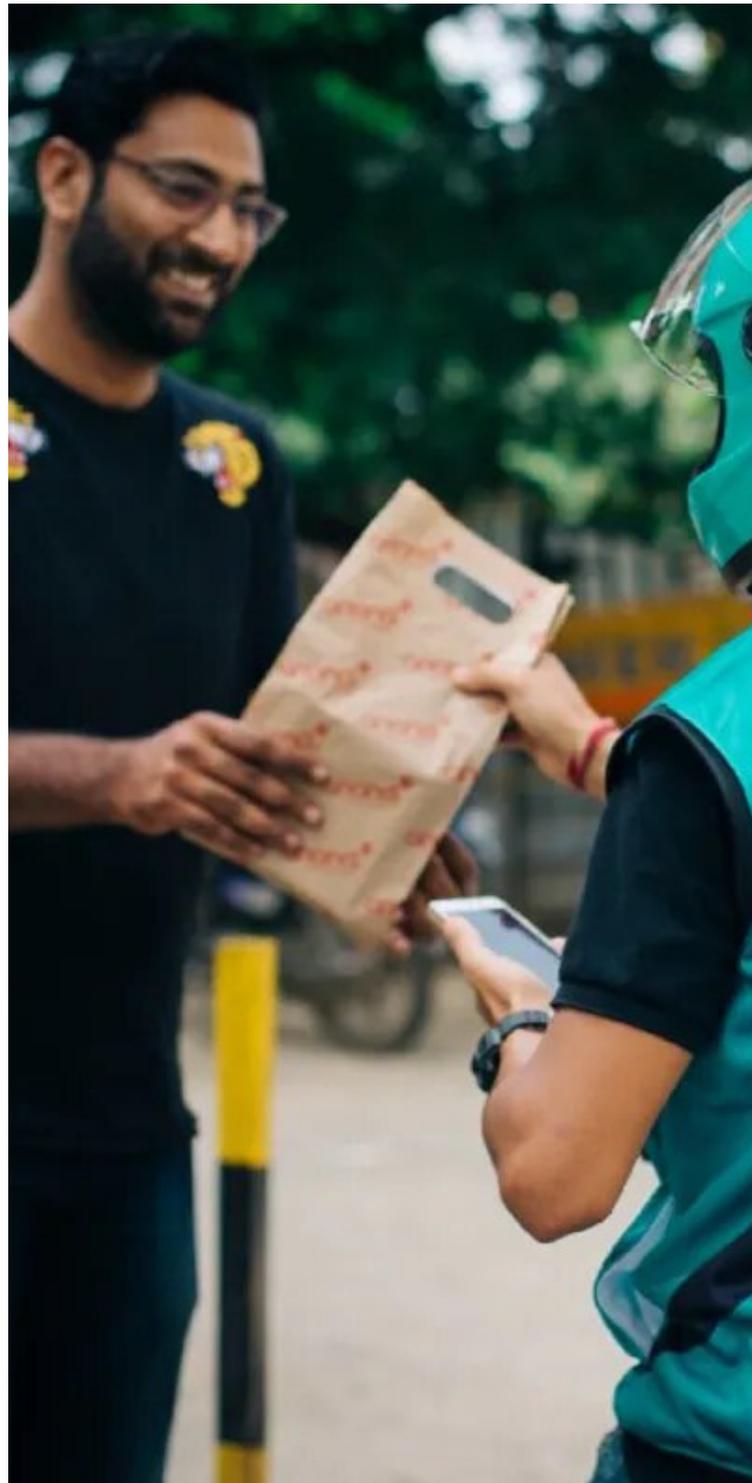
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# CUSTOMER VOICE

- Dunzo keen at responding to its customers and maintains a low TAT. Only 2% of the mentions took beyond 15 min to receive their first response from the brand.
- As both brands and the public are clients to Dunzo, thus more brands connecting with Dunzo over platforms in order to explore the opportunity to collaborate to expand their business is an indication of opportunity.
- Recognized brands like PUMA and PepsiCo have joined hands with Dunzo for their hyperlocal delivery service
- Repeat mentions of poor customer service and customer relations have been sighted in Dunzo. These form of mentions pull down brand equity in customer centric business.
- The news of a breach of personal data of 3.4 million Dunzo users and the policy of stage by stage disclosure of details, which was adopted by the brand left the customers expressing strong negative sentiments towards the brand

**SCORE - 5.5**



## Dunzo data breach contained personal information of over 3 million accounts



Dunzo has updated its blog post about the breach today. Photo: iStock

2 min read . Updated: 29 Jul 2020, 08:52 PM IST

**Prasid Banerjee**

- The total number of breached accounts wasn't disclosed by Dunzo in its voluntary disclosure earlier
- The company had said its investigation showed phone numbers and email addresses had been leaked



**Manasi Rachh**  
@Manasirachh1

@Dunzolt @DunzoCare Doesn't really care! They just put out typed messages! They don't even bother to get into details! #dunzo #dunzosucks

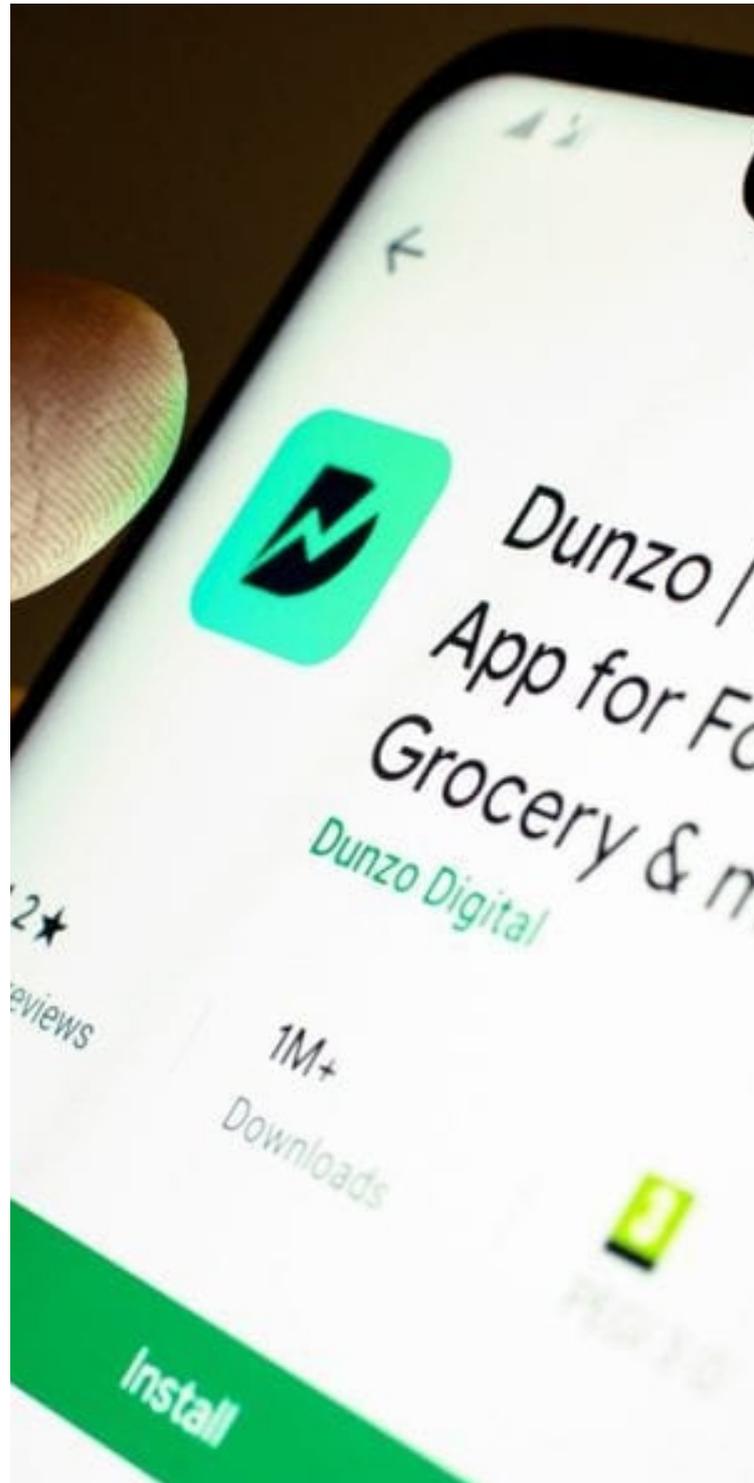
10:45 PM · Aug 12, 2020 · Twitter for iPhone

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# PRESS COVERAGE

- Breach of personal data of 3.4 million Dunzo users raises serious questions on Dunzo's data privacy and security protocols
- DGCA allows Zomato, Swiggy, and Dunzo to start testing drone-based deliveries
- Dunzo joins hands with known brands such as PUMA (Propah Lady' Campaign).
- PepsiCo India partners with Dunzo to launch LAY'S and Kurkure e-stores.
- Britannia Starts Home Delivery Of Essentials In Partnership With Dunzo.
- Tupperware collaborates with Swiggy Genie & Dunzo to home deliver products, Dunzo will help in delivering Tupperware products in 13 cities
- Dunzo donates sanitizer stands to police stations as a token of gratitude for the service of police personnel during the Covid-19 pandemic
- ITC B Natural Festive Delight launches gift pack with immunity support partnered with Swiggy, Zomato, and Dunzo to ensure they reach loved ones



**SCORE - 7.0**

News related to Technology, especially the Data breach



News related to Dunzo collaborating with different brands



News related to Dunzo's CSR activities associated with Covid-19 pandemic

# SEARCH DISCOVERY

## Search on "Dunzo"

- The first 10 links to come up were relating to technology ( data breach and use of drone for delivery) followed by a post on Dunzo Campaign, news article on Dunzo leadership, and the rising completion for Dunzo
- The first two searches are Dunzo Page and Dunzo Twitter profile, no Google Ads or Sponsored link by Dunzo on the keyword "Dunzo" was observed

FAQ on this keyword including

- What is Dunzo Used for?
- How much does Dunzo charge for delivery?
- Is Dunzo in loss?
- Is Dunzo A Chinese app?

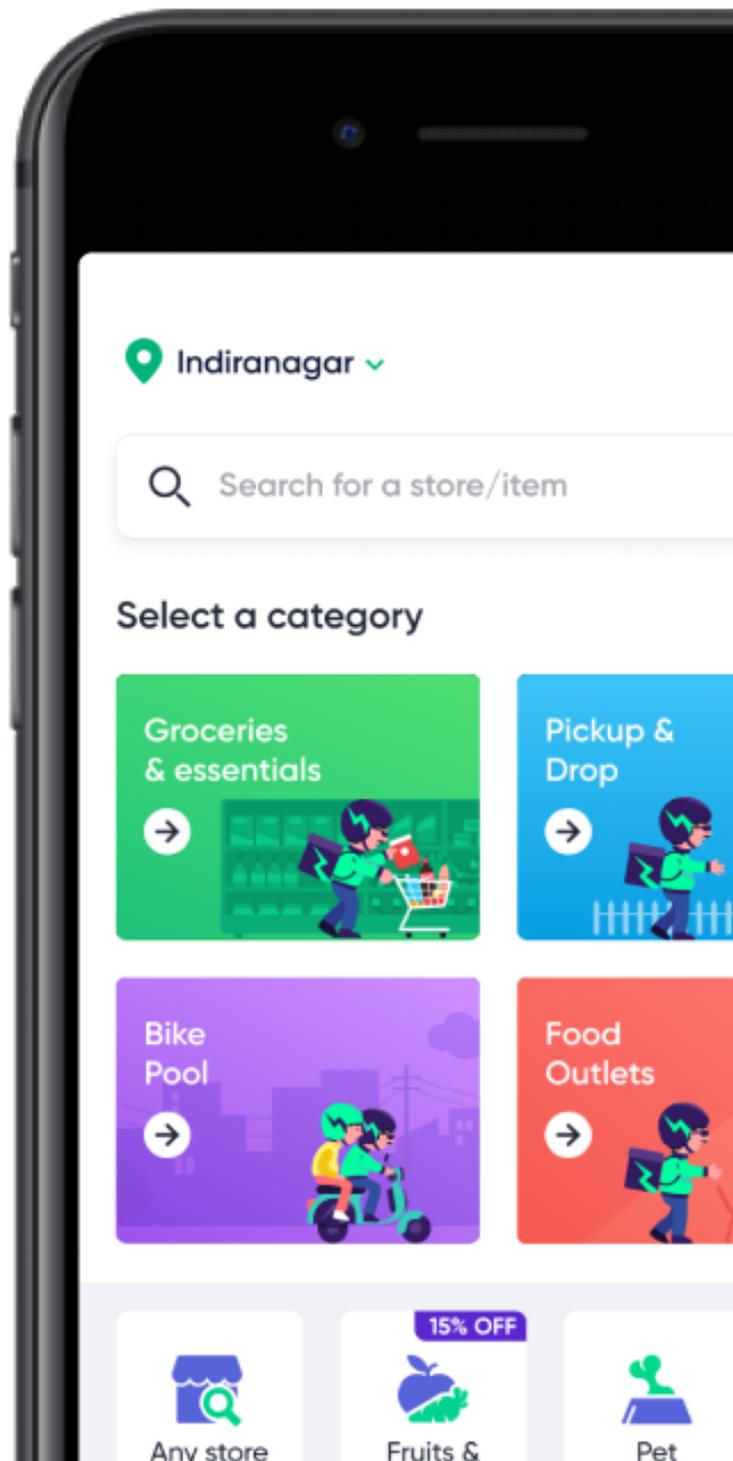
These queries indicate a lack of knowledge about the brand among the public and a doubts that the app is running on loss

Employee morale is also influenced by the life share video (>25,000 views) as well as news Interviews with leadership (880 views)

**SCORE - 8.8**

Channels	Traffic
Direct	237,090
Referrals	10,554
Organic Search	286,119
Paid Search	2,424
Social	12,588
Email	935

- Total Online Visitors: 549,710
- Bounce Rate: 43.92%
- True Visitors : ~308,277



## Search on Dunzo Leadership

- Search on Dunzo leadership primary generated links which carry a positive tonality
- The content included News, Blog, Videos, and Interviews relating to the Dunzo leadership and their achievements
- YourStory appears to be leveraging the names of the Dunzo leadership as keywords to promote other video content

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# INVESTOR RELATIONS

Dunzo is grabbing on opportunities to grow in count the brands it is associated with by

- Collaborated with the 'Grow with Google' initiative to reach more merchants.
- Brands are connecting with Dunzo over platforms in order to explore the opportunity to collaborate to expand their business.

A supporting element to the same is the fact that it is expanding its employee base

- After the launch of Google had launched Kormo Jobs companies like Zomato and Dunzo had posted over 2 million jobs on the platform.

Another positive note to this are the statements by Dunzo's leadership and the steps it is taking to reach its mentioned target

- Kabeer Biswas based on the currently observed overgrowth of 35% in Q2 over Q1, cut burn by 60% expects Dunzo to become entirely profitable in 2 years time.
- Most frequently ordered items in the last few months include fruits and vegetables, bread, Maggi, medicines, and contraceptives.
- Shortlisted startups will soon receive a green light from the Ministry of Civil Aviation BVLOS flights as part of the State's plan to deliver medicines through drones.
- Dunzo set to raise \$30 Mn from existing backers



**SCORE - 6.5**

**2014**

**Creation of brand & SM accounts**

**\$28M invested in Series E funding**

**2020**

**2016**

**Genesis of the mobile app.**

**Expansion to 7 cities**

**2019**

**2017**

**Google's first Series B investment**

**First \$70M debt funding**

**2018**

# BRAND MESSAGING

## Dunzo on Social

- Instagram is well harvested for marketing purposes with an engagement per post of 1,682 (High numbers means better content and more engagement from users)
- A third-party post of multiple brands gained significant attention from users on Twitter and Instagram, Dunzo actively posted the same on its page and it was well appreciated by users as content for friendship day.
- Twitter audience appears to maintain a neutral to negative tonality towards Dunzo brand, they feel the content is funny but does not benefit the brand in its core business.

## Dunzo Leadership on Social

- CXO's of Dunzo are very inactive on social media which means they are probably missing out on the benefits a brand can enjoy. Hence taking their risk meter a bit lower than the competition
- WeFast & Swiggy Genie both have fairly active leadership, however, swiggy genie enjoys a very good brand image because of their core business making their risk meter go lowest of the 3.

**SCORE - 6.9**

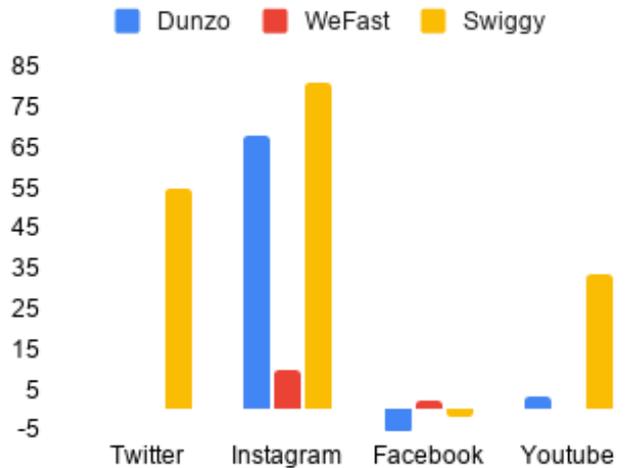


# DUNZO SOCIAL CHANNELS

## Total followers

Platform	Followers
Twitter	12,152
LinkedIn	129,218
Facebook	153,261
Instagram	55,712
<b>Total</b>	<b>350,343</b>

## Followers per day



## Engagement per post

	Twitter	LinkedIn	Facebook	Instagram
Followers	12,152	129,218	153,261	55,712
Posts per month	75	8	33	37
Engagement*	975	4,004	1,593	62,242

\* Engagement- It is calculated by adding a weighted count of Likes/Views, Comments, and Shares garnered by a post; If a post has both Likes and Views, likes is given preference

# ACKNOWLEDGEMENTS

We thank you for your  
interest in our Digital  
Risk Assessment Report

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