

Getting a Dasher sense: How Emma Glazer at DoorDash builds customer understanding

Emma Glazer admits she is a little obsessive about gathering and monitoring customer feedback.



It's a fixation that comes with her job. As a marketing director at the largest online food delivery company in the US, Emma needs to understand exactly what drives the DoorDash delivery drivers. She is on a quest to grasp exactly what matters most to these drivers – or dashers – who are her customers. What annoys them? What puts them off the job or keeps them coming back for more delivery work? And, most importantly, which tweak might make the biggest difference?

The company's rapid growth has made her task huge. She has to consider feedback from more than a million delivery people visiting untold numbers of restaurants and homes across the United States every week. That's alongside opinions from product teams and the user experience research team and those Wednesday morning 'coffee and bagel' meetings with her dashers to talk about pain points face-to-face. Drawing meaningful conclusions is not easy with a pool of data on this scale.

Emma was immediately hooked and says Thematic's dashboard did just what it promised. Having processed thousands of pieces of feedback in minutes, it could clearly show everything from the root cause of a particular issue to the predicted impacts of a specific strategy that addressed that issue.

I'd had years of making my own pivot tables, searching key words," Emma says. "I'd spent the better part of a year digging into insights, trying to understand the customer experience till one day I saw this incredible dashboard flash up on the screen.

That was Thematic.



Emma Glazer
Head of Dasher Marketing

Suddenly, the marketing director and her team could see where best to focus their efforts and resources, then track results from any changes they made.

"It made it really quick and easy," she says. "I talk to dashers every day. But I rely on the work Thematic does to understand what themes are on the rise, what dashers are saying, in aggregate, about the product."