



# Restaurant Home Delivery

In The Times Of COVID-19



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Before for the boom of 3<sup>rd</sup> party online delivery apps, the volumes of home delivery orders for a restaurant were not that large and the radius a restaurant could cover was limited. For urban middle-class Indians ordering food online through apps and restaurant websites has become the new fad.

The current global pandemic has affected the hospitality industry in a major way and temporarily shut down dine-in operations for hotels and restaurants across the country and made the restaurants follow a Home Delivery & Takeaway style of operations.

Shaw Hotels & Consultancy Services Pvt. Ltd. conducted a study to gauge the efficiency, quality, hygiene and safety and also measure the customer experience provided by restaurants during the times of COVID-19.

Our study was conducted from April 2020 to May 2020 across cities where home delivery was operational without any restrictions.

# Food orders were placed at various restaurants using the following channels:

-  Restaurant's own website.
-  Directly with the restaurant over a call.
-  Through a 3<sup>rd</sup> party online aggregator.

# Orders placed directly through the restaurant's website:

**29%** of the websites visited were not easy to navigate and it was difficult to find buttons and menu items.

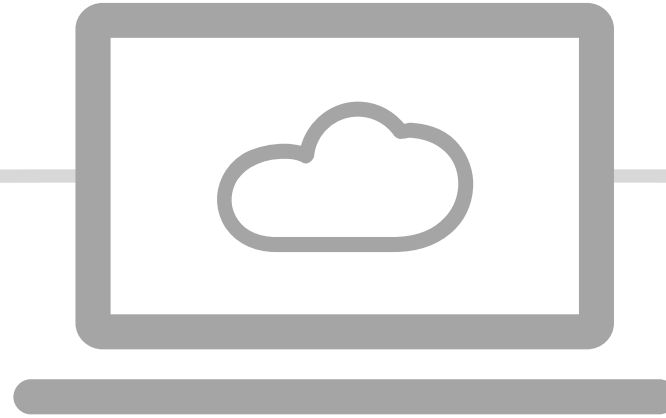
In **14%** of cases, there were certain menu items listed as 'not available', which created an impression of low stock.

**100%** of the websites visited had a smooth payment flow. Online payments went through in the first attempt. Payments were made through various wallets, UPI and cards.

1

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4

**14%** of the websites visited did not show complete order details with a summary once the transaction was complete.

5

**29%** of the websites visited were not able to handle directly raised queries, via live chat, in an appropriate manner. Either the information given was not precise, or then too much time was taken to respond to the queries.

6

**100%** of the websites were quick and easy to load and it was easy to find the desired restaurant locations.

# Orders placed directly through the phone:

**50%** of the times that an order was placed through a phone call directly at the restaurant, the call was not answered within 3 rings.

**1**

**50%** of the times that an order was placed through a phone call directly, the staff did not use a clear and audible greeting.

**2**

**0%** of the times there was no suggestion or an up sell attempt by the staff – they only noted the customer's order and ended the call.

**3**



**4**

**0%** of the times there was no estimated delivery time provided by the staff.

\* The results of the restaurant calling indicated that though the staff were aware of the menu items and could note down the order, they were not well-trained on handling telephonic orders. Only a few of the staff adhered to basic telephone standards on the number of rings in which to answer a call and the greeting to be used. There was an outright absence of suggestive selling and providing an estimated delivery time. The telephonic conversations were merely transactional and lacked any form of customer engagement.

# Orders placed through 3<sup>rd</sup> party online aggregators:

**100%** of the times it was easy to locate the restaurant on the app.

1

Of all the 3<sup>rd</sup> party apps visited **20%** of the times it was not easy to navigate through the menu and place the order – Menu items were not arranged logically, nor segregated into sections and at times, some items showed under incorrect headers.

2

Of all the 3<sup>rd</sup> party apps visited **9%** of the times the payment process was not smooth and the payment did not go through on the 1<sup>st</sup> attempt.

3



4

**40%** of the restaurants that were visited via 3<sup>rd</sup> party apps had non available items listed on their menu.

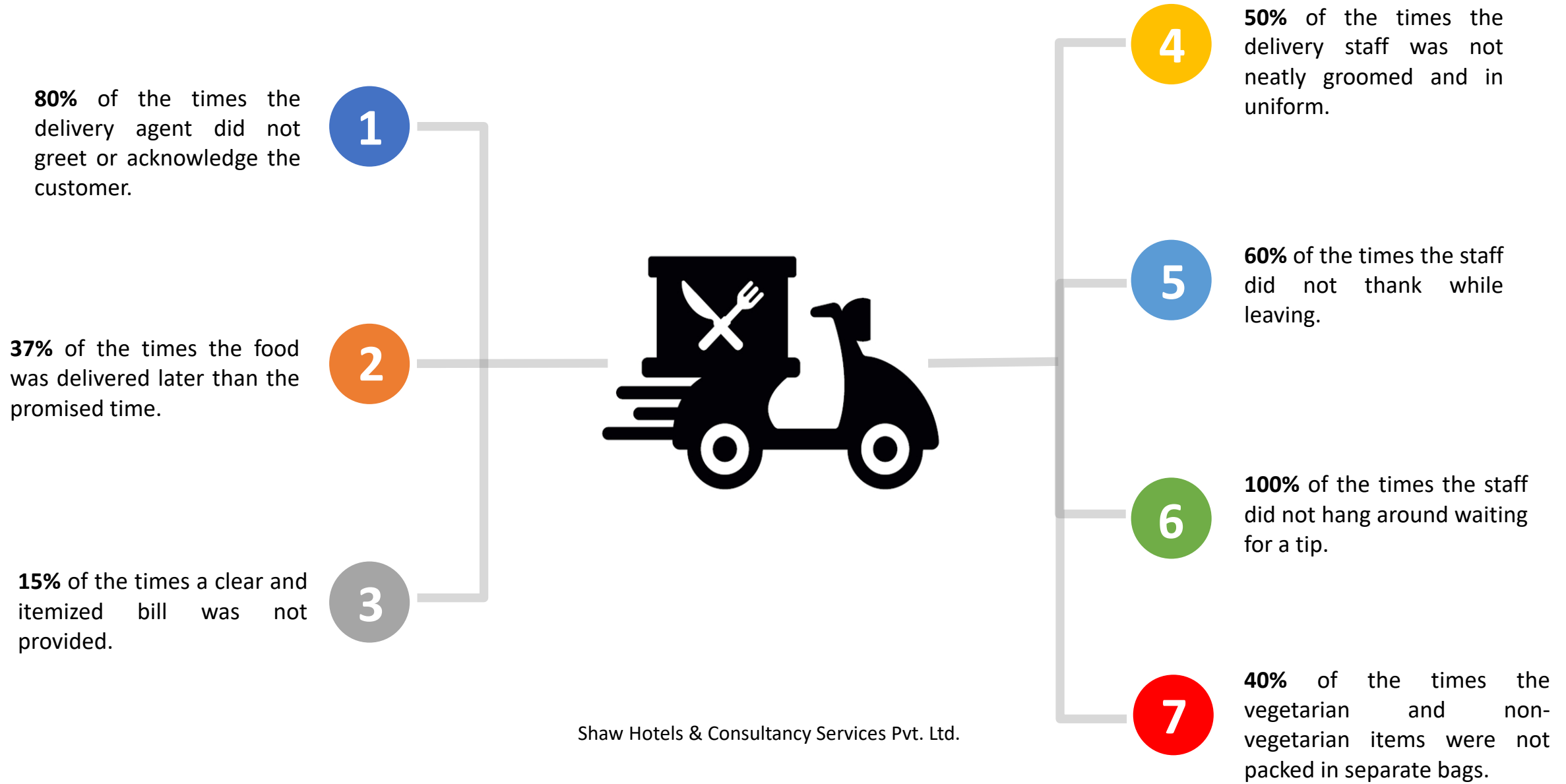
# The food delivery process was assessed on the following factors:

 Food Delivery

 Food Quality & Taste

 Hygiene & Safety

# Food Delivery - Direct & 3<sup>rd</sup> Party





# Food Quality & Taste

**38%** of the times the food delivered was not hot.

1

**5%** of the times appropriate containers were not used for packaging.

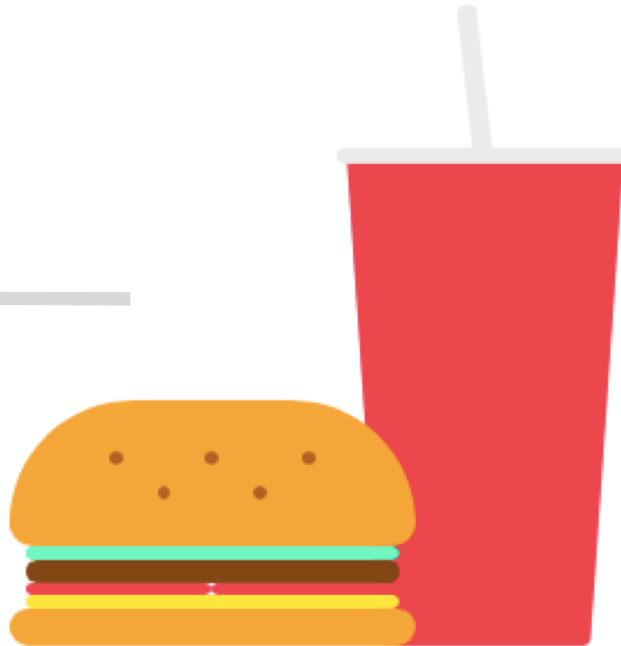
2

**21%** of the times the containers were not clean and there was spillage.

3

**19%** of the times no accompaniments were sent with the ordered food.

4



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5

**25%** of the times customers felt that the texture of the food items ordered was not appropriate.

6

**100%** of the times, there was adherence to special instructions provided at the time of ordering.

7

**5%** of the times was the order not served correctly, i.e. an item was missed or a wrong item was provided.

8

**90%** of the times there were no sanitizer/wet wipes provided with the food order.

9

**5%** of the times, the food ordered did not seem fresh.

# Hygiene & Safety – Self Delivery & 3<sup>rd</sup> Party

**20%** of the times the delivery boys/riders were not wearing the protective gear/the same was not worn in an appropriate manner.

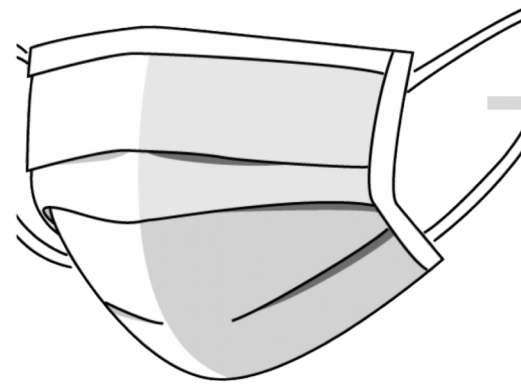
**90%** of the times the delivery boy/rider did not wear a fresh pair of gloves/did not wear gloves at all/either used the same gloves with which he rode the bike/did not sanitize his hands before handing over the food package.

**100%** of the times social distancing was maintained.

1

2

3



4

**60%** of the times the rider did not refrain from using the elevator in case of deliveries that were made to 5 floors and under and the customer's doorstep.







5

**0%** of the times were the items double bagged.

6

**80%** of the times the packages did not have any information displayed in regards to the rider's name and body temperature while leaving the restaurant.

# Anti COVID Services for Restaurants

-  **Online Training on Customer Service in the post-COVID era**
-  **Guidelines/SOP Document for COVID-19 measures**
-  **Restaurant Home Delivery/Pick-up Audits with special emphasis on Anti-COVID-19 measures**
-  **Onsite Audits with Anti COVID-19 checks**
-  **Kitchen Audits with Anti COVID-19 checks**
-  **Manpower Rationalization Studies**



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# Thank You!

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