



POPULAR ONLINE FOOD DELIVERY PORTAL MAXIMIZES ORDER ACCURACY AND SERVICE DELIVERY QUOTIENT BY OUTSOURCING CRM MANAGEMENT

THE CLIENT

A very popular food delivery service portal, linking together restaurants and customers and providing an easy and efficient way to order different kinds of food, serving all over the UK

THE REQUIREMENT

The client needed help with managing their orders better: to improve the accuracy of order taking, and to ensure accurate and timely delivery of food to the customers

THE OUTCOME



500-1000 Orders processed per day



48% Cost saving by outsourcing



Improved focus on core business goals



Increased customer satisfaction



Increased restaurant partner satisfaction



ABOUT THE CLIENT

The client was a very popular food delivery service portal, linking together restaurants and customers and providing an easy and efficient way to order different kinds of food, delivering all over the UK.

The portal offered a list of restaurants along with the menu sheets on its website from where customers could make their pick. The orders from the customers were passed onto the restaurants, confirmed and the bill sheet was dispatched to the customer and the restaurant by sms and email. These would contain details such as the food items ordered, cost, payment mode and expected time of delivery of the food.

THE BUSINESS CHALLENGE

Being a popular food aggregator portal, the client was faced with a pressing need to improve its order management. Faced with inaccuracies in order taking and subsequent delivery of the wrong food to customers, leading to dissatisfied customers and hassled restaurants along with surmounting costs and food wastage, the client needed a clear-cut solution for its order management issues. In addition, it wanted to streamline its workflow and focus on its core business goals and expansion.

Outsourcing the CRM related to order management seemed to be the most appropriate way out. Invensis, a leading IT-BPO was approached in this matter.

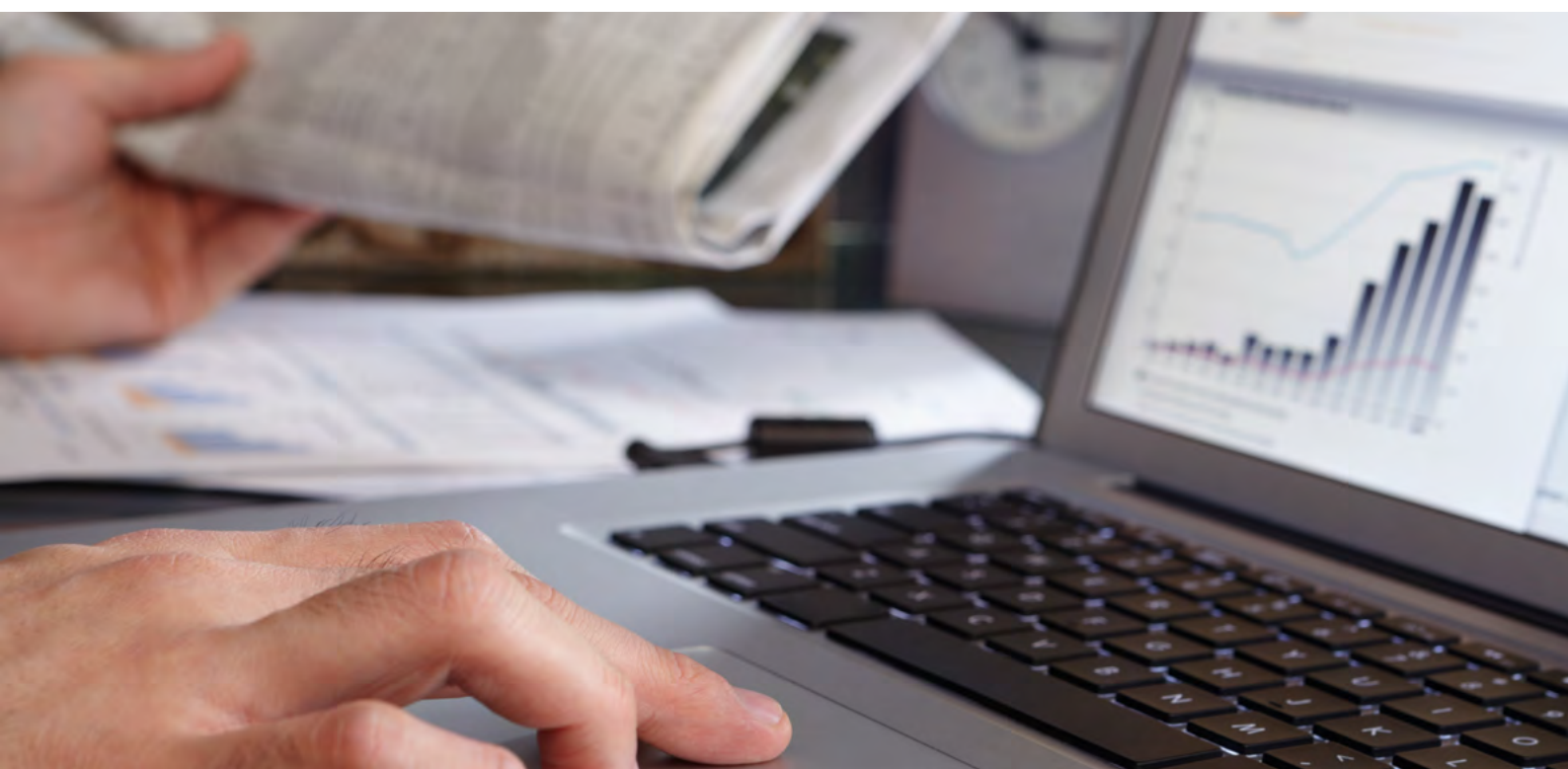
THE INVENSIS SOLUTION

Requirement Analysis

- Consultation with the client to understand their business challenge and their expectations from outsourcing
- The scope of the project included providing support in managing the backend of the portal i.e. the CRM database, to ensure that the orders are accurately processed and delivered.

Process Implementation

- Assignment of experienced personnel to manage the call center based project
- Ensuring that all security guidelines and confidentiality protocols were in place to guarantee the safety and confidentiality of data
- Ensuring secure transmission of data between the client and the Invensis team
- Complete CRM database management including data entry, data processing and data cleansing related to customer orders, carried out by the team
- Ensuring complete communication of all matters related to the customer order between the client, the restaurant and the customer
- Ensuring accurate order placement and order deliveries



THE OUTCOME



500-1000 Orders
processed per day



48% Cost saving



Improved focus on core
business goals



Increased customer
satisfaction through
enhanced accuracy



Increased restaurant
partner satisfaction and
growth of goodwill

At the time of approaching Invensis, the client was finding it difficult to focus on its core business goals of technology, marketing and expanding the restaurant network because of the tedious order taking and order management process.

By outsourcing to Invensis, the client benefited in several ways:

- Reduced number of errors in order taking and order management due to the double confirmation of order: two copies sent to customer and the chef. This reduced financial loss to the restaurant and loss of customer and partner faith.
- The reduced waiting time for customers to give orders, lead to enhanced customer satisfaction and increased the reliability and trustability of the client.
- On-time delivery of food to customers
- Accurate and updated status of delivery provided to customers, again leading to enhanced customer satisfaction. Customers were so happy that they gave 4/5 ratings for customer satisfaction with the whole process.
- 100% operational control of order taking and management by Invensis ensured that the client was able to focus on core strategic goals such as marketing, business expansion as well as boost their business process efficiency.
- Achievement of 48% cost savings by cutting costs on manpower and infrastructure

INVENSIS FACT FILE

- ▶ 16+ years of experience
- ▶ ISO 9001 and 27001 certified
- ▶ Multiple delivery centers
- ▶ 2000+ trained professionals
- ▶ 9+ service verticals
- ▶ 200+ clients served around the world

OUR WORLDWIDE CLIENTELE



CONTACT INVENSIS

For more information on how Invensis' Call Center Outsourcing Services can streamline your business operations, contact us today.





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