



WHO IS IN CHARGE AFTER THE
ORDER IS PLACED?

CUSTOMER SERVICE FOR A FAST GROWING INDUSTRY: FOOD DELIVERY



A complete case study by  **valoris**
BUSINESS PROCESS OUTSOURCING SERVICES

ONLINE FOOD DELIVERY

A POPULAR SERVICE FOR RESTAURANTS AND CUSTOMERS

There is no doubt that there is a rising preference for online food ordering all over the world.

This specific market will reach a value of 120,82 million euro by the end of 2020.

A revenue of 161,47 million euro is expected from this industry by 2024, with the largest segment being the Platform-to-Consumer Delivery.*

With so many options to choose from and millions of customers happy to order online, what can go wrong?

One out of three customers will consider switching companies after just one **bad customer experience** interaction.

*<https://www.imarcgroup.com/online-food-delivery-market>

2015
European start-up

NOW
7.4 million
customers
worldwide

Our customer owns one of the best on demand platforms in Europe. Launched in 2015, the service is now available in 22 countries.

During the pandemic, the need for such services increased. In April 2020 our customer's app ranked 1st in the most downloaded apps in Google Play.

This is a business with complex logistic, fierce competition and high customer expectations.

>100 million orders delivered
46k active couriers
53k local shops and restaurants

Initial customer requirements

Full customer service for two emergent European markets. One was handled in-house, but the rapid growth demanded for a professional service. The other one needed a BPO provider that could offer state of the art customer service and a real competitive price advantage.

Happy customers

Lower costs

Our solution

With an experienced team and deep knowledge in customer service, we delivered a fast kick off for the project and as the business grew on both markets, we adapted and continue to fulfill the needs to this day.

Scalable customer support
cost effective solution

THE JOURNEY

From zero to HERO

Started with 90 agents

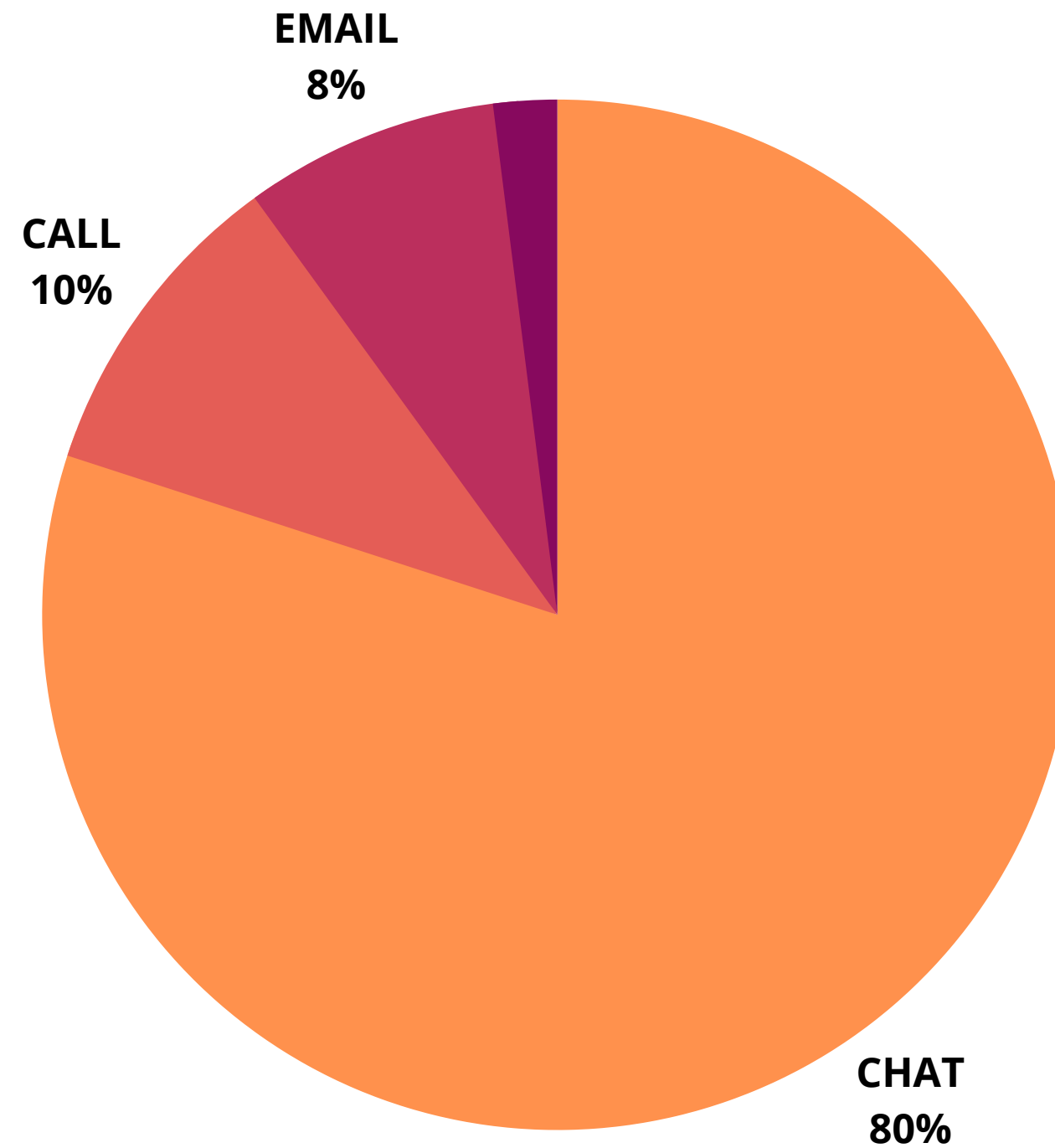
Current team > 350 people

Providing support for three stakeholders

✓ consumers

✓ delivery staff

✓ restaurants



>22%
COST
SAVING

HIGHLIGHTS & KPI

ONE BPO PROVIDER

Ready to offer the best customer experience.

TWO LANGUAGES

Multilingual service.

THREE MARKETS

European markets

FOUR DIFFERENT SERVICE LINES

First line support

Back office

Partners onboarding

Real time monitoring

230,000 Monthly interactions

PEAK TIMES

After noon: 25% increase vs the rest on the day

Evening: 35% increase vs the rest of the day

One specific European market strikes with a very unusual aggressive peak time, with 45% of the daily volume happening in the evening.

85% CSAT

(customer satisfaction score)

86% SLA

(call, chat and email service level agreement)

90%

**SUCCESS RATE
ONBOARDING**

**1.5
months
INITIAL RAMP-UP**



3 X

**SCALE-UP THE TEAM
IN THE FIRST YEAR**

Consumers are now choosing to support companies that offer good customer service.

Our business partners knew that delivery speed and food quality cannot always be 100% be in their control. By choosing us, they got the guarantee that they get a safe space: customer experience.

With four dedicated teams, we deliver best results, by answering calls and chat inquiries in 30 seconds, in an industry where lack of answering speed is often mentioned by end-users as a reason to pursuit another delivery service. Our experts know how to handle the project fluctuations, by adapting to new challenges, as they emerge.

And we don't stop here.

Globally, more than 50% of the customers are expecting improvement in post sale service, compared to last year. Do you have the means to fulfil this expectation?

What about your business?

Do you have more than 10,000 monthly interactions?

Let's get in touch!

CONTACT US

VALORIS CENTER

www.valoris.ro

contact@valoris.ro

+4 021 529 99 29

FOLLOW US ON

