



How to Measure the Effect of Third-party Delivery on Your Brand

Today's restaurant brands can't deny it: third-party delivery services are now a staple in the food service industry (especially since the novel Coronavirus made its debut).. Every day, your guests are eating restaurant-prepared meals from the comfort of their own home, all courtesy of companies like Uber Eats, Doordash, GrubHub, and more. In fact, 34% of diners have had food delivered in the last 30 days.

Guests may have more accessibility to your restaurant, but on the flipside, the existence of a third-party can pose an issue. Before these companies skyrocketed in popularity, restaurants handed food directly to the guest, meaning they had full control over their brand.

Now, there is a full section of the guest experience where brands have virtually zero control: what happens from the time a meal leaves your restaurant to the moment it arrives on your guest's doorstep. For example, if the third-party driver takes a sharp turn, the mess that follows could reflect poorly on the restaurant, even though the fault lies with the driver.

Placing the reputation of their brand in the hands of someone else is a risk that some brands simply are not willing to take. With the growth of

third-party companies, however, it is becoming apparent that these services are reaching guests and are therefore essential to future success.

It's obvious that third-party can affect your brand, but the question for today's restaurant brands is, "how can I measure the effect third-party delivery is having on my brand?" This is where a powerful guest experience management platform can step in and give brands actionable intelligence that will help them succeed with this new trend.

Here are a few examples of how you can leverage guest experience solutions to measure the effect of third-party delivery on your brand:

SEND EMAILS AFTER THE FACT

As with any new trend, feedback methods that have worked traditionally may not be as effective when it comes to third-party guests.¹

Typically, your frontline employees would hand food directly to the guest along with the receipt, complete with a survey link requesting guest feedback. Add third-party to the equation and suddenly brands can't be sure the receipt

even makes it into the bag, much less into the hands of the guest.

To get necessary feedback, restaurants have to change their approach from receipt-based requests to follow up emails. One of our restaurant clients recently adopted this approach with InMoment's Experience Intelligence (XI) Platform.

Using the email and contact information obtained through their third-party partners, our client set up email surveys that would be triggered to send to guests the day after delivery.

Setting up email feedback requests gives you direct access to your guests and gives you the opportunity to hear exactly what they thought of their experience.

Survey Relevance

When setting up triggers to survey a specific group of guests, it's especially important to make sure the questions in the survey are directly relevant to that group. For instance, you wouldn't want to send third-party guests a question about the cleanliness of your restaurant. Instead, you should ask them if their food was warm when it arrived. Relevant questions will give you the data you need to perfect the experience.

COMPARE AND CONTRAST

Another approach restaurant brands can take to measure the effect of third-party is by comparing and contrasting data between dine-in and delivery. Specifically, brands could use their guest experience platform to build a dashboard that specifically reports average guest satisfaction for guests who dine-in versus guests who order via third-party.

They could even create a dashboard for each specific third-party delivery partner—whether that's Doordash, Uber Eats, or others—in order to understand which company does a better job upholding brand reputation.

Revenue at Risk

Another data point you can compare and contrast is the revenue at risk between dine-in guests and third-party guests. Brands would work with their CX team to determine average spend per guest for each group, then multiply that number by the amount of negative experiences in each group. This comparison gives you a glimpse into exactly what you stand to lose if these guests churn—and gives you the opportunity to rescue those guests.

UNCOVER KEY DRIVERS

Finally, it is absolutely vital that restaurant brands make an effort to understand this new frontier of third-party delivery by uncovering key drivers. Studies—and guests themselves—tell us that the typical dine-in experience is all about people. In fact, more than six out of ten (65%) of US guests report that "staff interaction" highly influences their decision to buy more products from a brand.

This is all well and good, but what is the determining factor when it comes to third-party delivery? This is where your follow up email surveys will come in handy. It will allow you to directly ask third-party guests what is important to them. Is it the packaging? The friendliness of the driver? The delivery time? These are all questions you can answer with your survey.



What Is Influencing Business Outcome?

When it comes to identifying those key drivers, InMoment's Key Driver analysis is the perfect tool. It works by applying a variety of optimal mathematical models that help to determine the relative impact of each factor—whether its driver friendliness, delivery time, food presentation, etc. This information can then be displayed in a dashboard to help you understand exactly what's important to third-party guests.

Looking for more tips and tricks to help you measure your overall brand experience? InMoment experts are waiting to help you further understand your guests, employees, and the market, so you can make decisions that create great experiences and positively impact your bottom line. Chat with them today at www.inmoment.com/demo.

¹Kashanchi, S. (2019, April 26). How to make third-party delivery companies work for you. Retrieved from <https://www.fastcasual.com/blogs/how-to-make-third-party-delivery-companies-work-for-you/>