

CASE STUDY:

Global restaurant aggregator and food delivery company, improves delivery executive onboarding with Gupshup

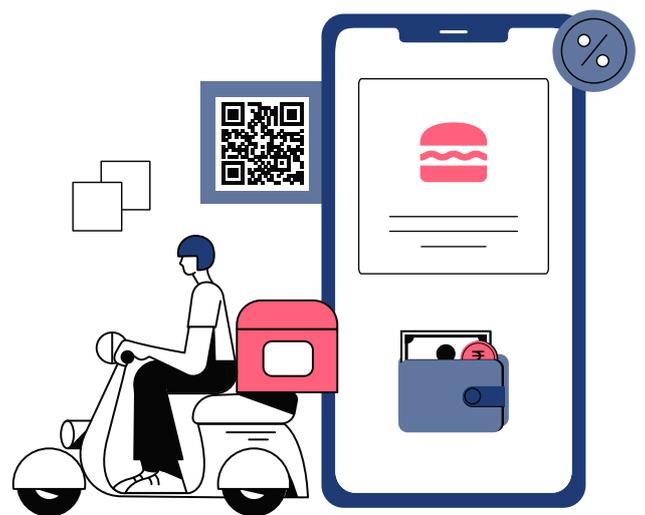
Introduction

Global restaurant aggregator and food delivery company mainly uses messaging apps and web-based interface for providing information, menus and user-reviews of restaurants as well as food delivery options from partner restaurants in select cities.

The Challenge

Global restaurant aggregator and food delivery company has been hiring delivery executives on a regular basis. In order to reach out to the right target audience, the company advertises through various platforms like their own Website, Facebook, Hiring Portals, etc. Once a person clicks on the ad or link displayed, they are redirected to fill the basic details. Once done, they have to download an app via a link to complete the onboarding journey.

During this process, the company was experiencing many drop-outs out of the total people who showed initial interest as they were not either downloading the app or moving ahead in the process of being onboarded.



Conversational Messaging Solution on WhatsApp

The company wanted to make the entire delivery executive onboarding process more conversational to make it easier for the target audience to understand the process and onboard the delivery executives as per their desired shift timings and zone. Gupshup helped the company address the problem by completing the user journey on WhatsApp because of its adaptability and ease of use. They redirected the potential audience to WhatsApp to get basic KYC information and process payment of initial fees for onboarding within WhatsApp itself. Post this confirmation, interested people can download the delivery executives app, go through the training process and follow next steps.

Gupshup helped develop an end-to-end workflow for the delivery executive onboarding on WhatsApp to be tested out in two markets initially, Bangalore and Pune. The flows included Gupshup's 1-click bill payment solution that enabled the users to make the onboarding payment faster and securely.

Impact of Conversational Messaging

The Global company saw an improved number in the onboarding journey for the delivery executives. They reached out to 10000+ potential delivery executives via WhatsApp out of which 30% initiated payments to be onboarded on the platform.

On average, response time and onboarding time reduced significantly for the delivery executives when compared to the earlier app-led registration process. Quickest onboarding time noticed was in under 30 minutes for a delivery executive.

The Road Ahead

Global company plans to add vernacular languages to make the delivery executive onboarding process much easier for tier-1 and tier-2 cities. Another plan is to drive higher conversions through WhatsApp QBM referral campaigns using existing delivery executives on their payroll.