



7 Insider Secrets To Make your Food Delivery Business a Success!

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Secret #1

Simplify Your Menu

By simplifying your menu and avoiding the inclusion of complex or niche dishes, you can optimise your operations, cater to customer preferences, and provide a consistent and efficient food delivery service. Following the footsteps of major brands like McDonald's, you can achieve success in the competitive food delivery industry while maintaining quality service. Here are several ways you can simplify your menu along with some of the benefits that you'll reap:

- 1 Streamlined Operations:** By removing complex dishes and focusing on core menu items, you can streamline your kitchen operations. This eliminates the need for multiple ingredients and reduces the complexity of preparation. Additionally, it allows your staff to work more efficiently and coordinate better, ensuring timely order fulfilment.
- 2 Cater to Customer Preferences:** Avoid the temptation to add dishes that only appeal to a few customers or reflect personal preferences of the chefs. Instead, prioritise customer preferences and popular choices. This ensures that your menu resonates with a broader audience, increasing the likelihood of repeat orders and customer satisfaction.
- 3 Efficient Inventory Management:** With a simplified menu, you can optimise your inventory management. By reducing the number of ingredients required, you can minimise waste and control costs. This allows for better stock management, fresher ingredients, and improved overall efficiency.
- 4 Consistent Customer Experience:** A simplified menu ensures a consistent customer experience. By focusing on your core offerings, you can consistently deliver on quality, taste, and presentation. Customers will know what to expect from your restaurant, fostering trust and loyalty.

- 5 **Faster Delivery Times:** Simplifying your menu enables quicker order preparation, leading to faster delivery times. Also, think about removing dishes that are unpopular or cause delays. By offering dishes that can be prepared within 10 minutes, you can minimise wait times for customers and ensure prompt responses from drivers.
- 6 **Customer Satisfaction:** A simplified menu ensures that all dishes are simple and quick to prepare. This not only satisfies hungry customers but also enables prompt and speedy deliveries as mentioned above, as drivers can efficiently pick up orders. By providing a streamlined and efficient experience, you can increase customer satisfaction and encourage repeat orders.
- 7 **Enhanced Branding:** A focused menu helps you establish a clear brand identity. Customers can easily understand your specialty and recognise your expertise in specific dishes. This strengthens your brand reputation and distinguishes you from competitors.
- 8 **Reduced Waste:** Offering a limited selection of dishes allows you to manage your stock effectively. By specialising in certain ingredients, you can minimise waste and optimise inventory control. This leads to cost savings and improved profitability.

Remember, focus on the items that are most loved by your customers and align with your restaurant's strengths. By simplifying your menu, you can optimise your operations, improve customer satisfaction, and drive success in food delivery.

Secret #2

Optimise Your Delivery Radius

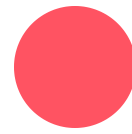
Consider keeping your delivery radius within 3 miles to maximise efficiency, keep produce fresh, minimise travel time, and reduce delivery costs. While some restaurants may believe that expanding their radius will attract more customers and increase sales, it's important to understand the potential drawbacks as well as the benefits of a smaller delivery area.

Timely Deliveries and Operational Efficiency

By concentrating on a smaller geographic area, you can ensure prompt deliveries and maintain operational efficiency. Longer distance orders not only consume more driver time but also increase the likelihood of delayed local deliveries. By focusing on a compact radius, you can optimise driver routes, reduce transit time, and fulfil orders more efficiently.

Food Freshness and Customer Satisfaction

As the delivery distance increases, the freshness of the food may be compromised. Customers expect their meals to arrive fresh, at the right temperature, and appetising, regardless of their location. By limiting the delivery radius, you can guarantee that customers receive their orders in optimal condition, preserving the taste and quality of your food. This commitment to freshness enhances customer satisfaction and boosts your restaurant's reputation.



Cost-Effectiveness and Driver Efficiency

Delivering orders within a shorter radius reduces transportation costs and improves driver efficiency. For in-house delivery services, you can allocate resources more effectively by focusing on nearby areas. Additionally, if you are using third-party platforms, the cost and commission associated with longer-distance deliveries can significantly impact your profitability. By optimising your delivery radius, you can minimise these expenses and enhance the overall financial health of your business.

Multiple Locations vs. Extended Radius

Instead of stretching your resources and delivery capacity by expanding the radius, consider opening multiple locations strategically. This approach allows you to cater to a broader customer base without compromising on efficiency or the quality of your offerings. By establishing additional locations, you can serve customers in different areas more effectively and maintain the high standards that define your brand.

In conclusion, managing your delivery radius within a compact area offers numerous advantages. It ensures timely deliveries, maintains food freshness, reduces costs, and increases customer satisfaction. By prioritising a smaller radius, you can optimise your delivery operations, enhance efficiency, and create a positive customer experience. Consider the long-term benefits of a focused delivery area and explore the possibility of expanding through multiple locations rather than stretching your resources thin.



Secret #3

Ensure Order Accuracy

Assign dedicated staff to inspect each order before it leaves, avoiding missing items and ensuring a seamless customer experience.

Ensuring order accuracy is a critical aspect of running a successful food delivery service. Let's explore the challenges associated with this practice:

- 1** **Customer Frustration:** Nothing is more disappointing for a hungry customer than receiving an order with missing items or an incomplete meal. Such incidents can lead to frustration and dissatisfaction, potentially resulting in negative reviews and loss of future business.
- 2** **Operational Disruptions:** Inaccurate orders require additional effort to rectify the situation. The kitchen must prioritise missing items, which can delay the preparation of other orders and cause disruptions in the workflow. Moreover, a driver may need to make a return trip to deliver the missing item, incurring additional costs and negatively impacting delivery efficiency.
- 3** **Customer Expectations:** Customers have high expectations when it comes to accurate and complete orders. Failing to meet these expectations can harm your restaurant's reputation and customer trust, making it challenging to retain loyal customers.

Now, more importantly, here are some of the benefits you'll discover by improving the accuracy of your orders:



1

Enhanced Customer Experience: By diligently inspecting each order before it leaves your establishment, you can provide a seamless and satisfying customer experience. Accurate orders lead to happy customers who are more likely to order again and recommend your restaurant to others.

2

Improved Efficiency: Assigning dedicated staff to order inspection ensures that any missing items are identified and addressed promptly. This reduces the need for re-deliveries and helps maintain operational efficiency. The kitchen can stay focused on preparing orders without interruptions caused by missing items.

Secret #4

Packaging is Crucial

Poor packaging can negatively impact the customer's experience, leading to spills, compromised food quality, and dissatisfaction.

To address the packaging challenges and ensure customer satisfaction, consider the following steps:



Quality Packaging Materials: Invest in high-quality packaging materials that are specifically designed for food delivery. Choose containers, bags, and wraps that are sturdy, leak-proof, and capable of preserving the freshness and temperature of the food.



Secure Packaging: Properly seal the packaging to prevent spills and leaks during transit. Use appropriate closures, such as lids, seals, or tapes, to ensure that the food remains intact and in its best condition upon arrival.



Protective Measures: Implement additional measures to protect the food during delivery. For example, use separators or dividers within the packaging to prevent different food items from mixing or getting damaged. Include appropriate packaging elements like napkins, utensils, or condiment packets as needed.





Branding and Presentation: Use packaging as an opportunity to enhance your brand and create a positive impression. Incorporate your logo, design, or branding elements on the packaging to reinforce your identity. Ensure that the packaging is clean, presentable, and visually appealing, contributing to the overall customer experience



Transparent Communication: Clearly communicate any special handling instructions or precautions to the delivery personnel to ensure proper care and handling of the packaged food. This may include instructions on keeping the food upright or avoiding excessive jostling.

By focusing on high-quality packaging and its proper execution, you can enhance the customer's perception of your brand, minimise spills or damages, and preserve the quality and presentation of the food during delivery. Investing in good packaging is a worthwhile investment that can lead to increased customer satisfaction and loyalty.

Secret #5

Maximise Customer Loyalty with Direct Orders

Direct loyal clients to order from your own platform or website, offering incentives and benefits. This will help you keep more control over your own delivery supply chain, reduce costs and get repeat business from positive customer feedback and referrals.

High commission fees charged by third-party delivery platforms can eat into your profits and limit your control over the customer experience. Additionally, relying solely on these platforms increases the risk of losing customers to competitors or other offers. However, inflating prices to compensate for these fees can negatively impact customer satisfaction and deter potential orders.

To overcome these challenges and maximise customer loyalty and control, consider the following steps:

- 1 Incentivise Direct Ordering:** Encourage your customers to order directly from your website or own platforms by offering incentives such as exclusive discounts, special offers, or loyalty rewards. Clearly communicate the benefits of ordering directly, including cost savings and a more personalised experience.
- 2 Transparent Pricing:** Maintain fair and competitive pricing for your products while avoiding the need to inflate prices to cover high commissions. Communicate the value customers receive by ordering directly, such as direct access to your quality food, faster delivery, or additional perks.



3

Highlight Customer Benefits: Emphasise the advantages of direct ordering, such as better customer support, customisation options, and the ability to provide immediate feedback. Showcase the convenience and reliability of ordering directly from your platform, ensuring customers feel valued and appreciated.

4

Strengthen Brand Identity: Direct ordering allows you to showcase your brand identity and build a stronger connection with your customers. Customise your website or own platforms to reflect your unique branding, story, and values. This helps differentiate you from competitors and enhances the overall customer experience.

By encouraging customers to order directly from your platform instead of inflating prices, you can reduce the high commission fees associated with third-party platforms, retain valuable customer data, and establish a more direct and personal relationship with your customers. This strategy empowers you to maintain control over the customer experience, promote loyalty, and provide a value-driven service that sets you apart from the competition.

Secret #6

Utilise customer fees

Redirecting the money charged by delivery platforms towards your own delivery service can have a significant impact on your profitability and overall delivery operations. While marketplace platforms like Just Eat, Deliveroo, and Uber Eats are popular for discovering your business, it's important to recognise that you don't have to share a substantial portion of your sales with them.

The main advantage these platforms offer is the marketplace itself, serving as a shared marketing partner for which they typically charge around 12%. However, when it comes to the delivery side, where they charge between 18% and 25%, you have the option to handle it through your own team or a more competitive delivery partner. By outsourcing the delivery aspect to a specialised food delivery service like [MealShift](#), you can reduce your commission fees from 30% or more to just 12%, and you only pay for the actual deliveries made.

Furthermore, when customers order through marketplace platforms, they are often charged a separate delivery fee. By transitioning to MealShift, you can retain these delivery charges, allowing you to allocate them towards covering your own delivery costs. This not only helps you save on commission fees but also grants you greater control over your pricing and customer experience.

The transition to MealShift can be seamless for your restaurant. In fact, you'll hardly notice the difference since MealShift often shares the same pool of drivers as most of these other platforms. This ensures that you can continue to enjoy a reliable and efficient delivery service without any disruptions or complications.

By making this change, you can significantly increase your profitability by saving on commission fees and utilising the retained delivery charges. This shift gives you greater financial control and enhances your overall delivery operations. Don't be afraid to make the switch - the benefits are substantial, and you can continue to provide exceptional service to your customers while enjoying greater financial gains.



Secret #7

Harnessing Customer Feedback for Continuous Improvement

Actively seeking feedback from your customers is essential for gaining valuable insights and driving continuous improvement in your restaurant's delivery service.

Many restaurants overlook the importance of customer feedback, particularly when it comes to orders placed through delivery platforms. They perceive these customers as belonging to the platform rather than their own, and as a result, they often shift the responsibility and disregard the feedback, missing out on valuable insights that could help them improve.

It's crucial to recognise that customer feedback is an invaluable resource. By actively soliciting feedback from your delivery customers, you can gain insights into their experiences, preferences, and areas for improvement. This feedback allows you to identify any issues, such as missing items, packaging concerns, or delivery delays, and address them promptly to enhance the overall customer experience.

Moreover, customer feedback provides an opportunity for innovation and refinement. By understanding what your customers appreciate and what can be improved, you can make informed decisions to optimise your delivery operations, menu offerings, packaging solutions, and customer service. This continuous improvement cycle will not only boost customer satisfaction but also drive customer loyalty and attract new customers through positive word-of-mouth.

Don't underestimate the power of customer feedback. Make it a priority to actively seek feedback from your delivery customers, whether through surveys, reviews, or direct communication channels. Embrace their input, learn from it, and use it to refine and elevate your delivery service to new heights of excellence. Your customers will appreciate being heard, and your restaurant will reap the rewards of continuous improvement.

About the Author

Said, MealShift's founder, started in 1997 with his first pizza delivery venture, and he later established multiple successful businesses. Despite exploring other paths, Said's memories of delivery service challenges persisted, particularly in balancing costs and maintaining a high-quality service. He grappled with optimising drivers for efficiency without unnecessary expenses and faced difficulties in hiring backups for peak times, emphasising the need for staff efficiency in small businesses. Motivated by gig economy shortcomings, Said launched MealShift to revolutionise delivery services, providing restaurants flexibility in hiring drivers and connecting them with individuals seeking income opportunities. The platform prioritises prompt food dispatch, ensuring quick delivery, customer satisfaction, and empowering restaurants and drivers.



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Want to learn more about how Mealshift can help reduce delivery costs and scale your delivery business? Schedule a demo today to learn more.

Schedule Demo

