

To use or not to use third-party delivery apps

Meeting demands

The demand for food delivery service has skyrocketed! Deciding which delivery method works best takes research and a thorough examination of a restaurant's needs.

Food delivery demand is on the rise

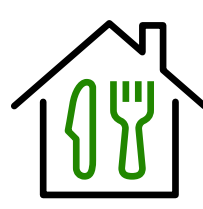
- Since 2014, traffic from digital ordering and delivery has grown **300%** faster than dine-in traffic.
- **31%** of consumers use third-party delivery services at least twice weekly.
- **11%** of total quick-service restaurant sales came from mobile orders in 2020.
- Offering delivery generated incremental sales for **60%** of restaurant operators.
- Restaurants saw sales increase **10% to 20%** after working with a third-party delivery service.

Source: appsthatdeliver.com/insights/food-delivery-statistics



Advantages of third-party delivery apps

- Integrates with most point of sale (POS) systems
- Reduces costs associated with vehicles, insurance, and wages
- Provides access to more drivers
- Streamlines the ordering and payment process
- Expands reach to new customers and boosts brand awareness



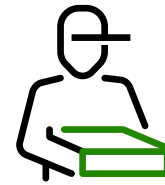
Advantages of in-house delivery service

- Offers more control over the customer experience
- Minimizes delivery times and delayed orders
- Encourages customer loyalty and consistent brand awareness
- Increases profits by saving on fees or commissions from third parties
- Helps avoid communication issues and ordering mistakes



Disadvantages of third-party delivery apps

- Reduces income due to high service fees averaging 15% to 30%
- Presents risk of mishandled food during transport
- Increases potential for order errors
- Minimizes control over customer experience
- Makes it difficult to promote customer loyalty



Disadvantages of in-house delivery service

- Requires time and money to set up delivery service
- Poses challenge to hire delivery drivers in tight labor market
- Requires purchasing vehicles or ensuring staff has reliable transportation
- Increases overhead with fuel, insurance, and vehicle maintenance costs
- Risks being overwhelmed and losing business during peak times

How to partner with third-party apps

- Research various partnering options to determine suitability
- Verify if there is an app integration with your POS system
- Create an account
- Select menu items and products to be featured in online menu
- Run tests to confirm ordering and POS integration works properly

How to set up in-house delivery service



- Hire, train, and insure delivery staff
- Procure safe and dependable vehicles
- Invest in a reliable tracking system
- Establish a secure payment process
- Market delivery services