

Training Guide for Sales and Customer Support

Background:

Background: The food delivery industry is looking for more efficient and reliable delivery solutions.

Problem Statement: Current delivery methods are costly and inconsistent.

Product Goals: DoorDash's autonomous delivery robots aim to:

1. Reduce costs.
2. Improve reliability.
3. Enhance efficiency.
4. Enable scalability.

Market background:

Ideal Customer:

- **Description:** Tech-savvy individuals who frequently order food delivery and appreciate innovative solutions.
- **Where to Find Them:** Primarily in urban and suburban areas, reachable through digital marketing channels like social media, email campaigns, and targeted online ads.

Target Audience:

- **Potential Customers:** Young professionals, families, and individuals who value convenience and fast service.
- **Characteristics:** Typically aged 18-45, with disposable income and a preference for technology-driven services.

Targeted Market:

- **Geographic Focus:** Urban and suburban regions where DoorDash operates, with high delivery volumes and a tech-friendly population.
- **Sales Insights:** Emphasize the benefits of faster, reliable, and contactless delivery options in marketing materials.

Competitors:

1. Uber Eats:

- **Market Position:** Operates in over 6,000 cities worldwide.
- **Sales Data:** Generates significant revenue and has a large user base.

2. Grubhub:

- **Market Position:** Major player in the U.S. food delivery market.
- **Sales Data:** Substantial revenue and a broad customer reach.

Product Background:

Product Value Proposition:

DoorDash's autonomous delivery robots provide a cost-effective, reliable, and efficient delivery method, reducing operational costs and improving delivery consistency. This innovation enhances the overall customer experience with faster, predictable delivery times and contactless service.

Main Features:

1. Real-Time Delivery Monitoring:

- **What It Does:** Allows the operations team to track delivery robots in real-time, ensuring timely and efficient deliveries.
- **Importance:** This feature is crucial for maintaining oversight of the delivery process and addressing any issues promptly.

2. Remote Control and Intervention:

- **What It Does:** Provides operators the ability to manually control delivery robots in case of obstacles or unexpected situations.
- **Importance:** Ensures reliable service by allowing human intervention when robots face challenges, maintaining customer satisfaction.

3. Optimized Route Planning:

- **What It Does:** Uses advanced algorithms to determine the most efficient delivery routes, reducing travel time and operational costs.
- **Importance:** Helps maximize delivery efficiency and speed, enhancing the overall user experience.

Known Issues:

1. Intervention Frequency:

- **Issue:** Autonomous robots may still require manual intervention in certain scenarios, such as navigating complex obstacles.
- **Addressing It:** Sales and support teams should inform customers about the initial stages of deployment and the potential need for occasional manual control.

2. **Navigation Challenges:**

- **Issue:** Robots might face difficulties in densely populated or unpredictable environments.
- **Addressing It:** Emphasize ongoing improvements and updates to the navigation system to enhance performance over time.

3. **Scalability:**

- **Issue:** Initial deployment might be limited to specific areas with high delivery volumes.
- **Addressing It:** Highlight future plans for expansion and scalability to cover more regions.

Visual Elements:

<https://www.figma.com/proto/MDNcSycprqmTKUQgefXQpd/Doordash?node-id=2-233&node-type=canvas&t=LhU2OK9kFDB0KOFo-1&scaling=scale-down&content-scaling=fixed&page-id=0%3A1&starting-point-node-id=30%3A104&show-protocol-sidebar=1>

Pricing:

Pricing Packages:

1. Basic Package:

- **Description:** For small-scale users with low delivery volumes.
- **Cost:** Affordable pricing per delivery or monthly subscription.
- **Features:** Real-time delivery monitoring and basic remote control.

2. Standard Package:

- **Description:** For medium-sized businesses with moderate delivery volumes.
- **Cost:** Mid-range pricing, discount for annual subscriptions.
- **Features:** Enhanced remote control, optimized route planning, priority support.

3. Premium Package:

- **Description:** For large businesses with high delivery volumes.
- **Cost:** Higher pricing, significant discounts for long-term commitments.
- **Features:** Advanced analytics, custom route optimization, dedicated account management.

Special Discounts/Offerings:

- **Introductory Discount:** 10% off the first month for new customers.
- **Volume Discount:** Tiered discounts based on usage for high-volume businesses.
- **Annual Subscription Discount:** 15% off for annual subscriptions.