3. Which strategies (cashbacks, partnerships, food safety audits) could be most effective to rebuild trust?

BUILDING AND MAINTAINING CUSTOMER TRUST WILL BE CENTRAL TO LONG-TERM RECOVERY

LAST UPDATED JUNE 11, 2024 | 8 MIN READ

Crisis Management: How to Rebuild Trust After a Setback

Request a Demo   BY CHERIE FOO

A final word on rebuilding trust with customers

In closing, it's important to recognize that all companies make mistakes. However, it's how these mistakes are addressed that truly defines a company's character.

When handled effectively, setbacks can serve as opportunities to rebuild trust and strengthen relationships with customers.

By demonstrating accountability, transparency, and a genuine commitment to rectifying errors, companies can prove their worth and regain the loyalty of their customers.

Conversely, failure to address mistakes adequately can lead to irreparable damage to trust and reputation.

In essence, the way a company handles setbacks can determine whether it retains its customers' loyalty or loses them forever.

The most effective strategies for **QuickBite** to rebuild trust following a crisis are a blend of **transparent communication**, visible **food safety measures**, **focused loyalty incentives** (such as cashbacks), and **strategic partnerships** with reputable food chains.

Transparent Communication & Hygiene Badges
Introduce **third-party food safety audits** (e.g., FSSAI-approved) with verified hygiene badges on partner restaurants to visibly assure consumers of improved standards and compliance.

Smart Incentives and Cashbacks
For price-sensitive segments, **comeback deals** such as **"20% off on the second order"** or **app reactivation coupons** can encourage return orders.

4. Which types of restaurants (cloud kitchens vs dine-in, small vs large brands) are most likely to churn?


Restaurant
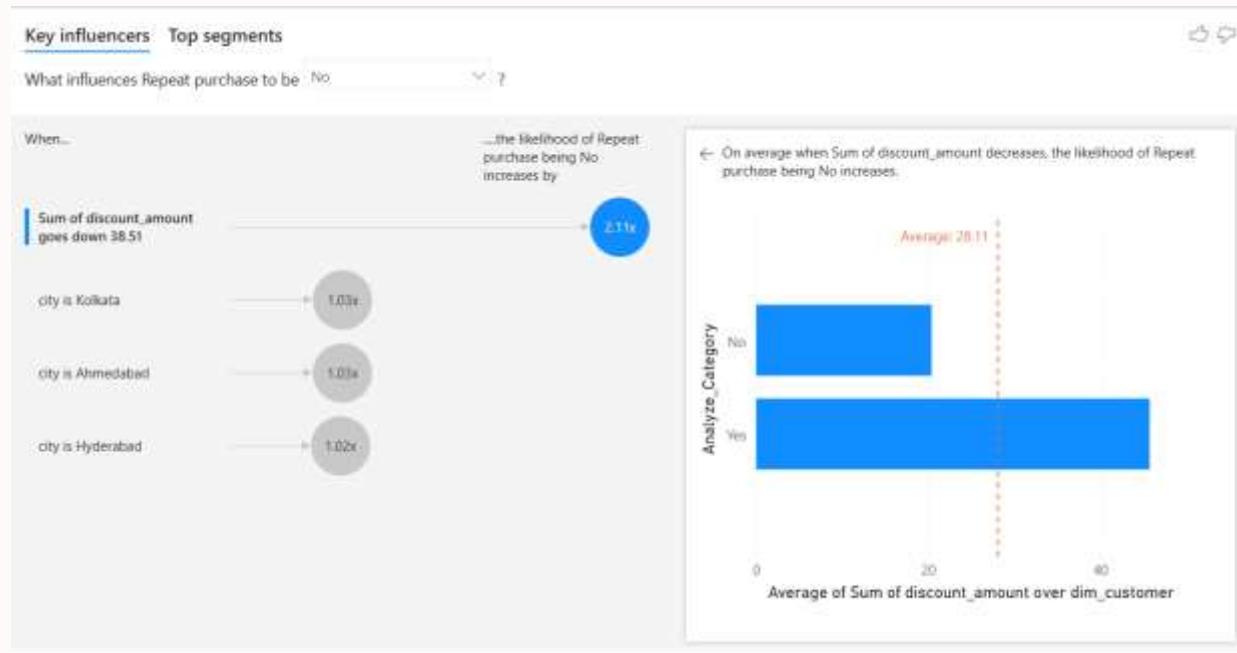
How Cloud Kitchens are Disrupting the Indian Restaurant Industry

Published by - Saptopriya Ghosal
Junior Writer
Mar 26, 2025 / 12 MIN READ

Cloud kitchens—especially small and less-established brands—are at a much **higher risk** of **churning** compared to large dine-in brands and prominent restaurant chains in India's current food delivery ecosystem.

Co-Relation of Discount and Repeat Purchase

Cities offering moderate to **high discounts** show a significantly **higher repeat purchase rate**, highlighting the impact of discount strategies on customer loyalty.

Recovery Strategy: Trust Rebuilding Framework

Transparent Communication

Hygiene badges powered by third-party audits displayed prominently on restaurant listings, real-time compliance scores, public audit reports

Smart Incentives Programme

20% discount on second order, app reactivation coupons for lapsed customers, loyalty rewards tied to consistent usage

Service Guarantees

Proactive credits for late deliveries (automatic refund >15 min delay), cashback for quality issues, no-questions-asked return policy
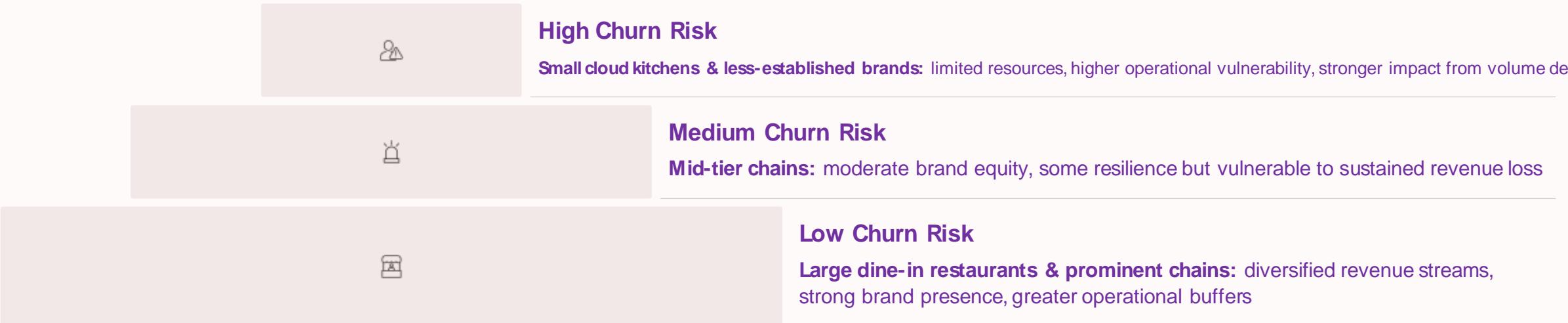
Implementation Timeline

1. **Week 1-2:** Launch hygiene badge programme across top 100 restaurants
2. **Week 3-4:** Roll out incentive campaigns to lapsed customer segments
3. **Month 2:** Full service guarantee system implementation

Expected Outcomes

- 15-20% customer reactivation in first quarter
- Improved trust scores and ratings recovery
- Reduced cancellation rates by 40-50%
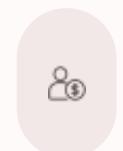
Restaurant Partnership Risk Assessment

High Churn Risk

Small cloud kitchens & less-established brands: limited resources, higher operational vulnerability, stronger impact from volume decline

Medium Churn Risk

Mid-tier chains: moderate brand equity, some resilience but vulnerable to sustained revenue loss

Low Churn Risk

Large dine-in restaurants & prominent chains: diversified revenue streams, strong brand presence, greater operational buffers

Mitigation Strategies

Priority support for high-risk partners

Reduced commission rates during recovery

Co-branded marketing campaigns

Next Steps

1. Partner outreach programme launch
2. Quarterly business reviews with top 50 restaurants
3. Restaurant success team expansion
4. Monthly churn risk monitoring dashboard