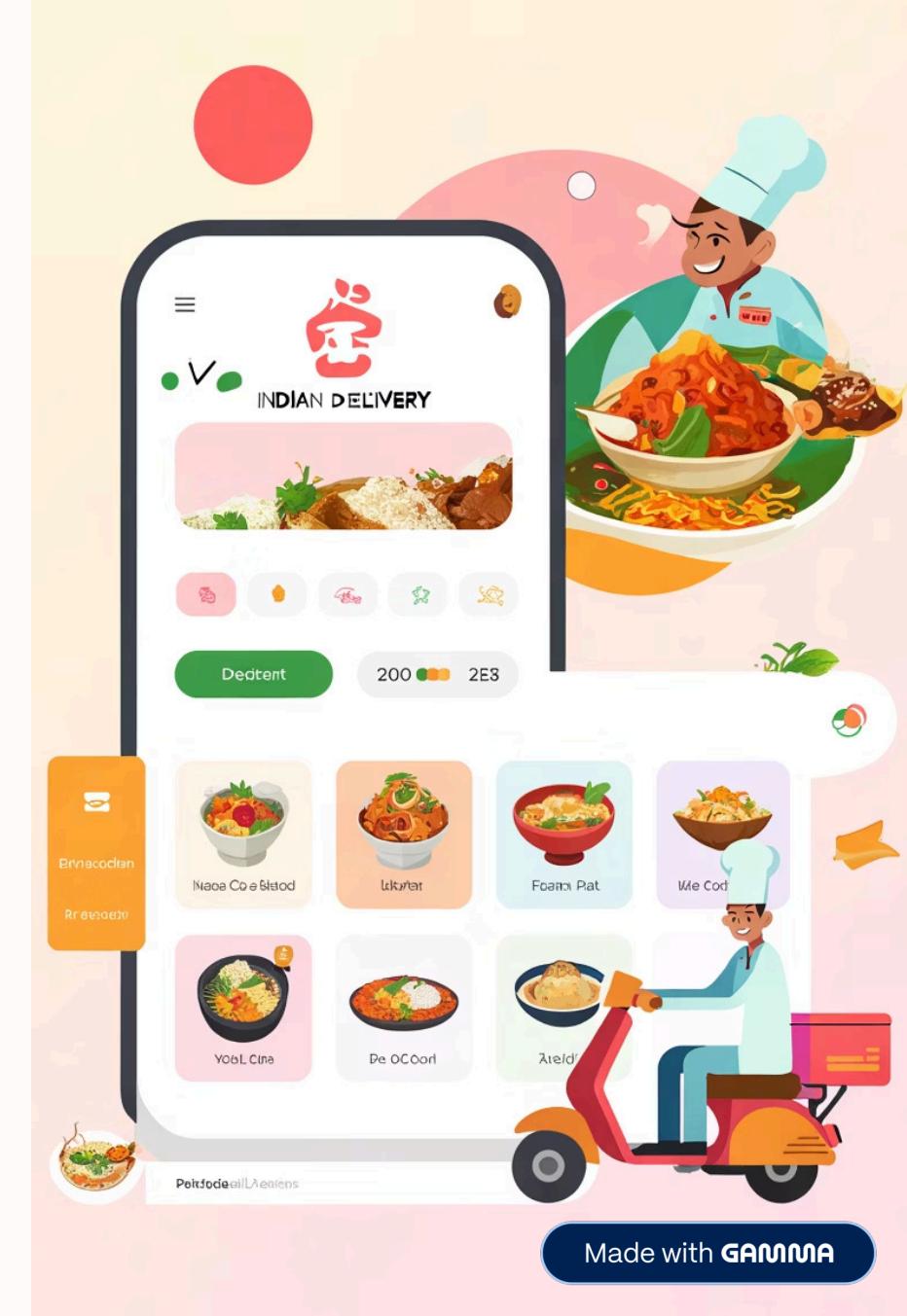


# QuickBite Crisis Analysis & Recovery Strategy

**Presenter:** Rita Mahato – Senior Data Analyst, QuickBite

A comprehensive examination of the June 2025 crisis and evidence-based recovery roadmap



# Executive Summary: Crisis Overview

In June 2025, QuickBite faced a severe operational and reputational crisis triggered by two concurrent events:

## Social Media Incident

Viral video highlighting food safety violations at partner restaurants  
→ immediate erosion of customer trust

## Monsoon Outage

Week-long delivery disruption during peak monsoon season →  
operational paralysis

**Impact:** Mass cancellations, delayed orders, plummeting revenue, and compromised service quality

69%

## Order Decline

Crisis period vs. pre-crisis baseline

0.36%

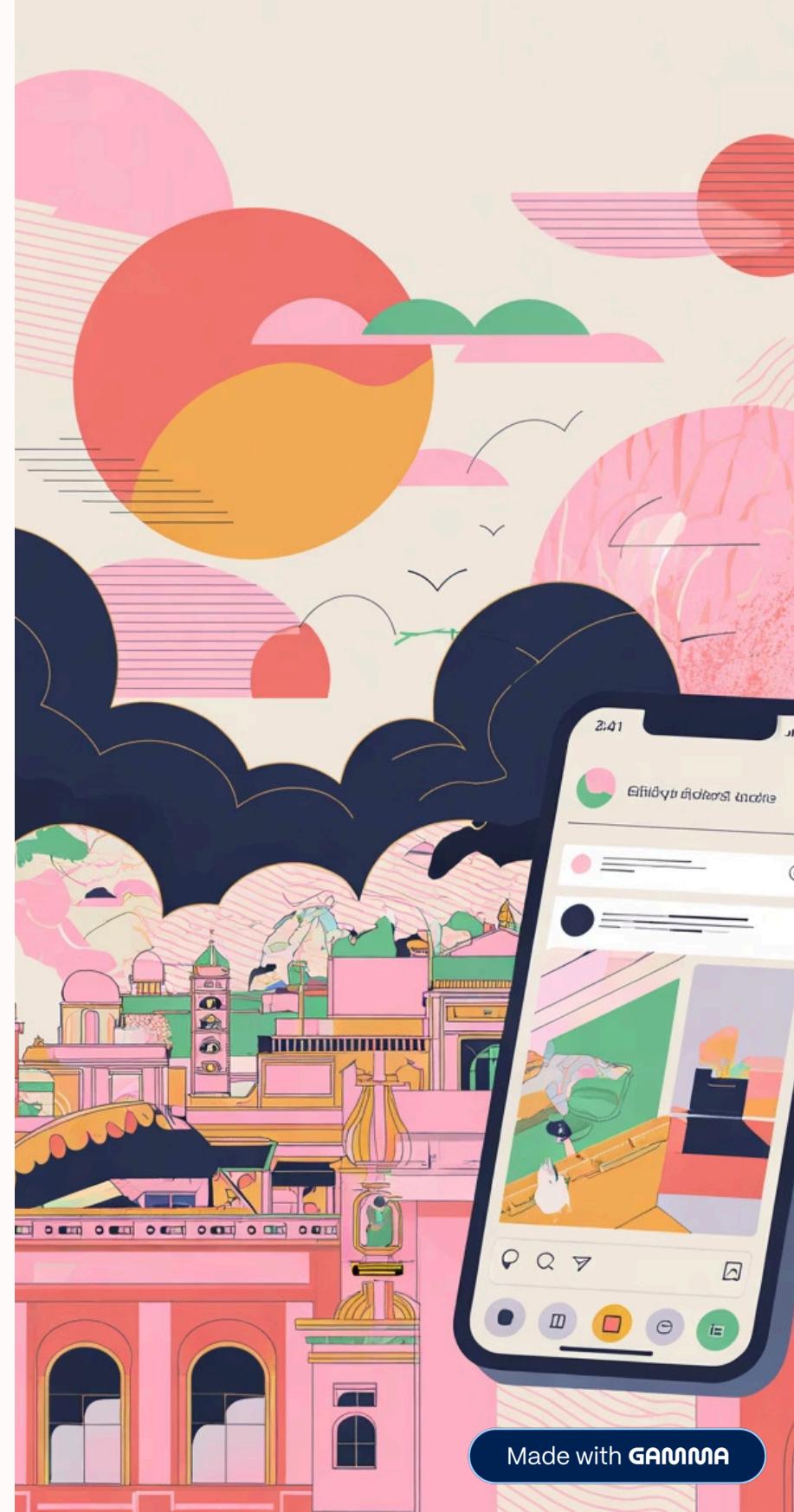
## SLA Compliance

Near-total service failure

# Crisis Timeline: Dual Trigger Events

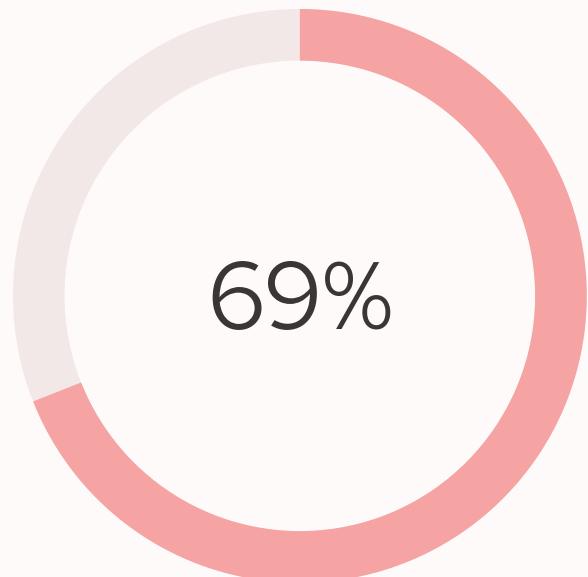
- 1 — May 2025  
Normal operations: 113,806 monthly orders, stable performance metrics
- 2 — June 2025  
**Crisis begins:** viral hygiene video breaks + monsoon outage disrupts deliveries
- 3 — July–Aug 2025  
Continued deterioration: customer trust eroded, operational struggles persist
- 4 — Sep 2025  
Stabilisation attempts begin, but damage assessment reveals 69% order decline

The convergence of reputational damage and operational failure created a compounding crisis effect across all key performance indicators.



# Primary Analysis: Order Volume Collapse

## Monthly Order Trends



Overall Decline

113,806 → 35,360 orders

## City-Level Impact

- **Bengaluru:** ~70% decline (highest volume market)
- **Mumbai:** ~70% decline (metro sensitivity)
- **Chennai, Kolkata, Hyderabad:** uniform ~70% drops

*Tier-1 cities demonstrated heightened sensitivity to reputational crises*

## Restaurant-Level Impact



Thindi Mane Pizza Corner



Spicy Sweets Cafe



Thindi Mane Grill Palace



Popular Chain Avg

Crisis affected both high-volume establishments and smaller cloud kitchens with devastating uniformity

# Primary Analysis: Cancellation Surge

Ahmedabad

**+6.95%** cancellation rate increase

Mumbai

**+6.48%** cancellation rate increase

Chennai

**+6.12%** cancellation rate increase

## Root Cause Analysis

Combined operational disruption from monsoon outage + reputational damage from viral hygiene incident drove unprecedented cancellation rates across major markets

## Customer Behavior Shift

Loss of confidence manifested in proactive order cancellations, even before delivery attempts, signaling deep trust erosion

# Primary Analysis: Service Quality Breakdown

## Delivery SLA Performance

44.4 Minutes

Average delivery time during crisis period

0.36%

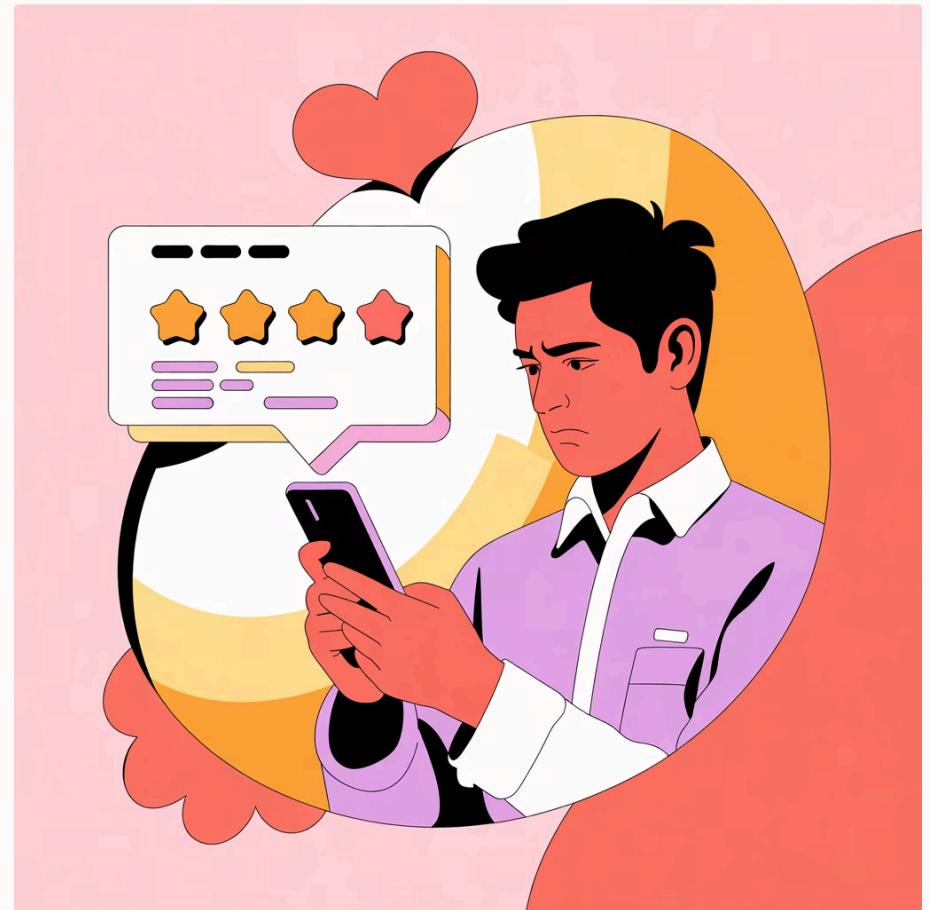
SLA compliance rate → near-total operational failure

- ❑ **Critical Insight:** Less than 1% of deliveries met service level agreements, representing catastrophic operational breakdown unprecedented in QuickBite's history

## Customer Ratings Collapse

### Crisis Timeline Impact:

- **June 2025:** sharpest ratings drop coinciding with viral incident
- **April & August:** secondary dips from monsoon-related delays
- **Overall trend:** sustained negative sentiment throughout crisis period



# Primary Analysis: Customer Sentiment & Revenue

## Sentiment Analysis

"Food arrived **stale** and completely inedible"

"**Cold** delivery after 90-minute wait"

"**Terrible** service, never ordering again"

Negative keywords dominated feedback: *stale, cold, terrible, late, unhygienic, disappointing*

## Revenue Breakdown Impact



### Order Subtotal

Major revenue decline from 69% order volume drop

### Delivery Fees

Declined proportionally with operational interruptions

### Discount Impact

Minor contributor; volume loss was primary driver



# Secondary Analysis: Market Context & CAC Crisis

Competitor Performance Comparison (Jun–Sep 2025)

QuickBite

**Severe decline:** orders -69%, operational + reputational crisis

Swiggy

**Revenue gain** but widened losses from escalating operational expenses

Zomato

**Revenue growth** yet sharp profit decline → intense competition pressures

## Customer Acquisition Cost Explosion



**Tripled CAC** driven by rising ad prices and platform fees



**18% GST** on delivery charges (effective Sep 22, 2025)

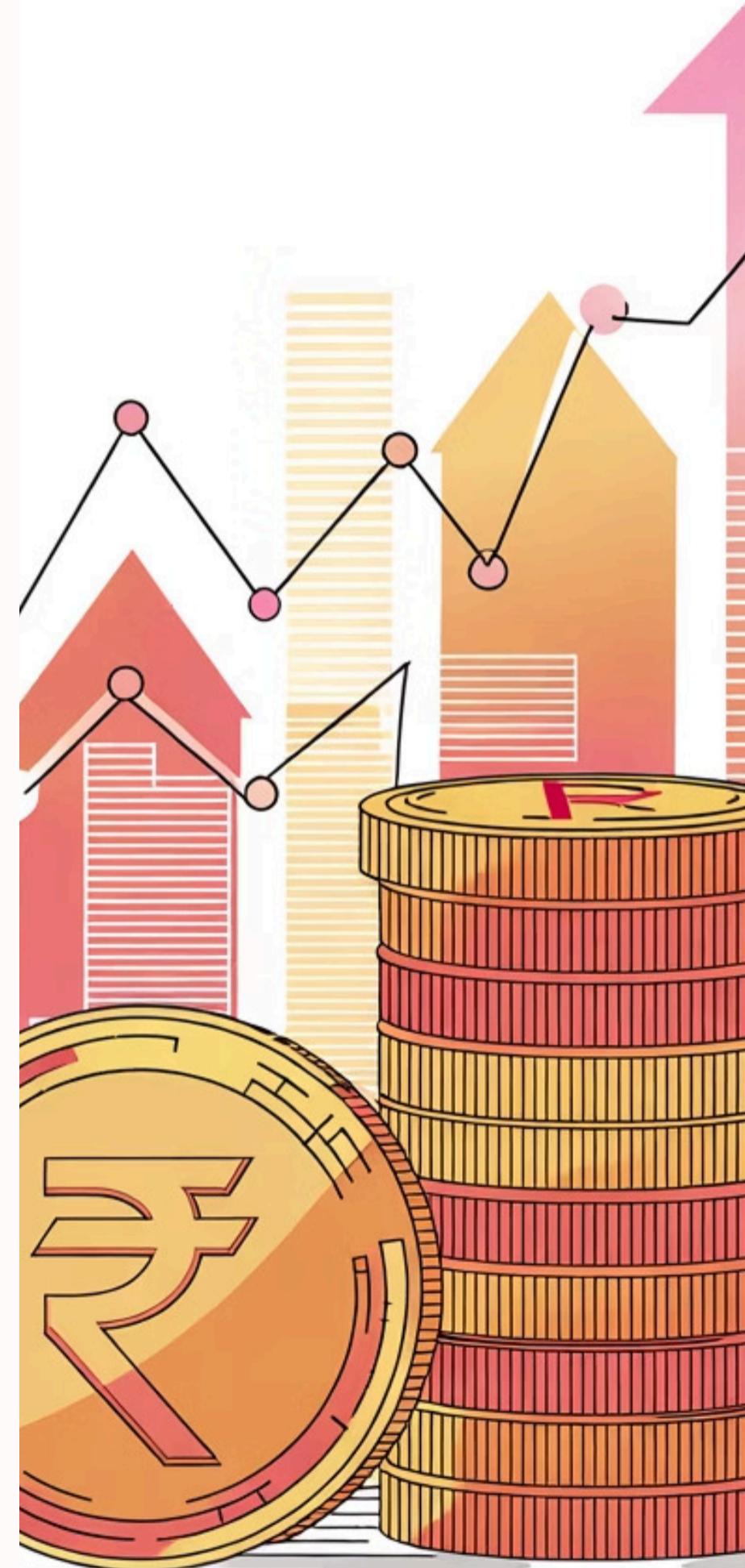


**Seasonal effects** increasing promotional spending requirements



### Industry

**Insight:** Crisis reflects broader sector vulnerabilities. Top-line growth ≠ profitability across all major players.



# 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