



Crisis to Recovery

A Data-Led Strategy for QuickBite's Post-Crisis Recovery

Codebasics RPC Oct - Nov 2025

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June 2025 crisis: Sudden, system-wide shock

What triggered the crisis?

- Viral food-safety incident at partner restaurants
- Week-long monsoon-driven delivery outage
- Competitors amplified backlash with aggressive campaigns

How the crisis spread?



How it impacted QuickBite?

- Active users disengaged rapidly
- Orders and revenue collapsed across cities
- Customer ratings and satisfaction plunged
- Partner restaurants migrated to competitors

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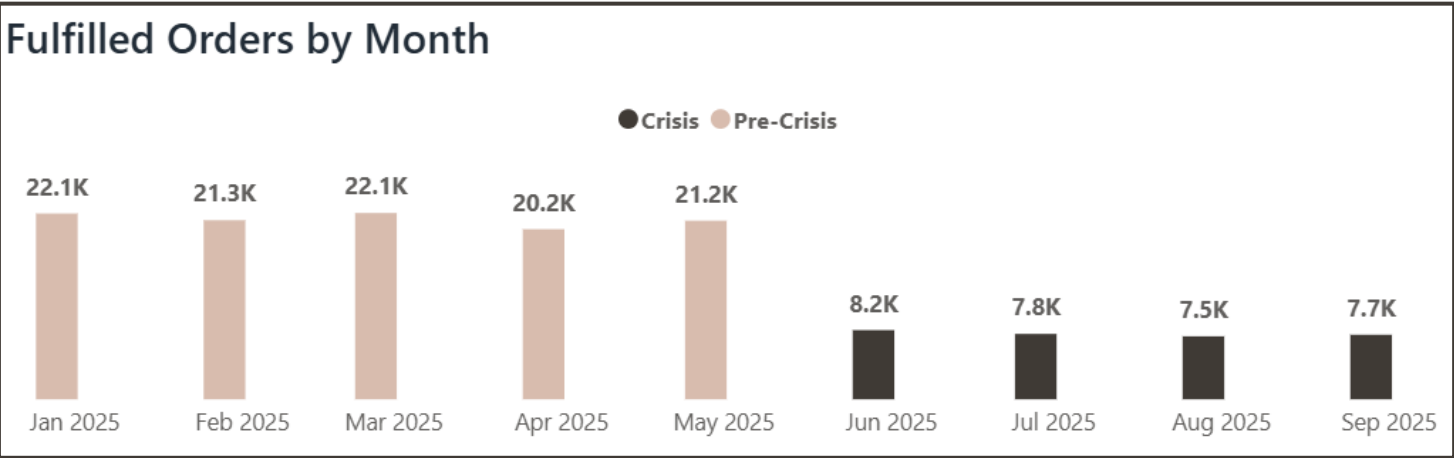
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 [LINK TO LIVE DASHBOARD](#)

Demand collapsed by ~70% during crisis

Fulfilled Orders 107K → 31K (~71%)



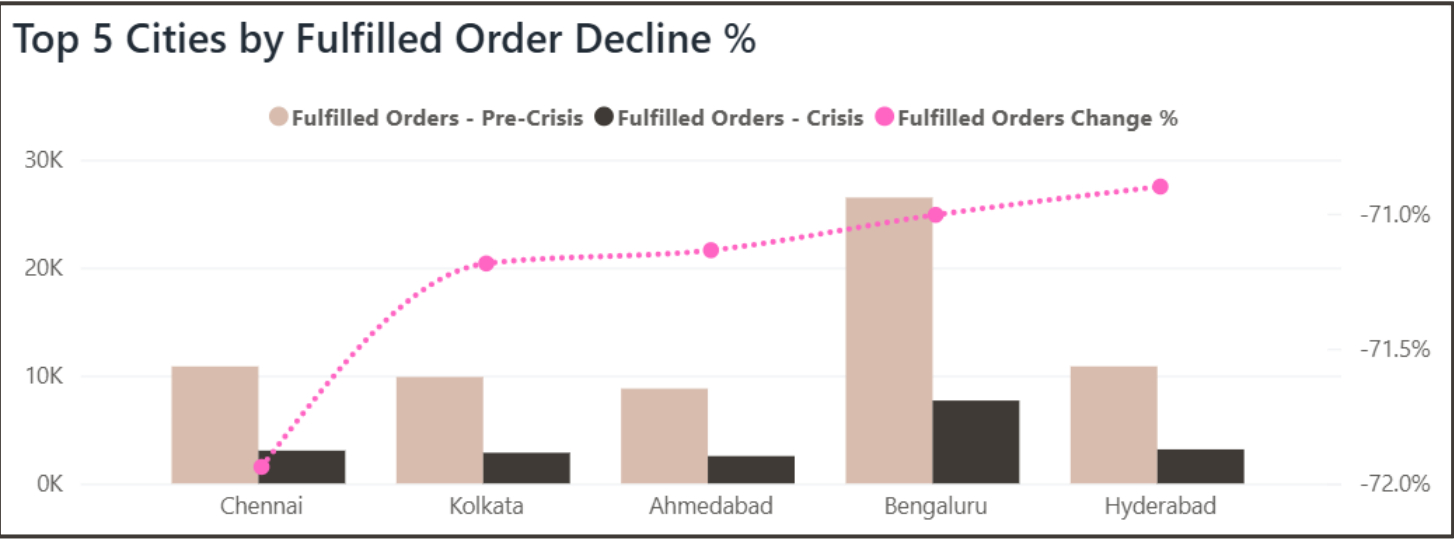
- Structural collapse, not seasonal
- Sudden drop aligns with crisis timeline
- Reflects both churn and lower order frequency

Trust Erosion Hypothesis:

Food-safety incident led to immediate avoidance, especially among frequent and high-value customers.

City-wide demand fell uniformly, pointing to systemic trust and brand reliability failures

% Decline Range of Fulfilled Orders [69.8% to 71.9%]



- Similar decline across all metros → crisis seen as platform-wide failure
- % decline of fulfilled orders tightly clustered → severity was uniformly high

Even high demand, trusted restaurants* suffered extreme collapse in orders

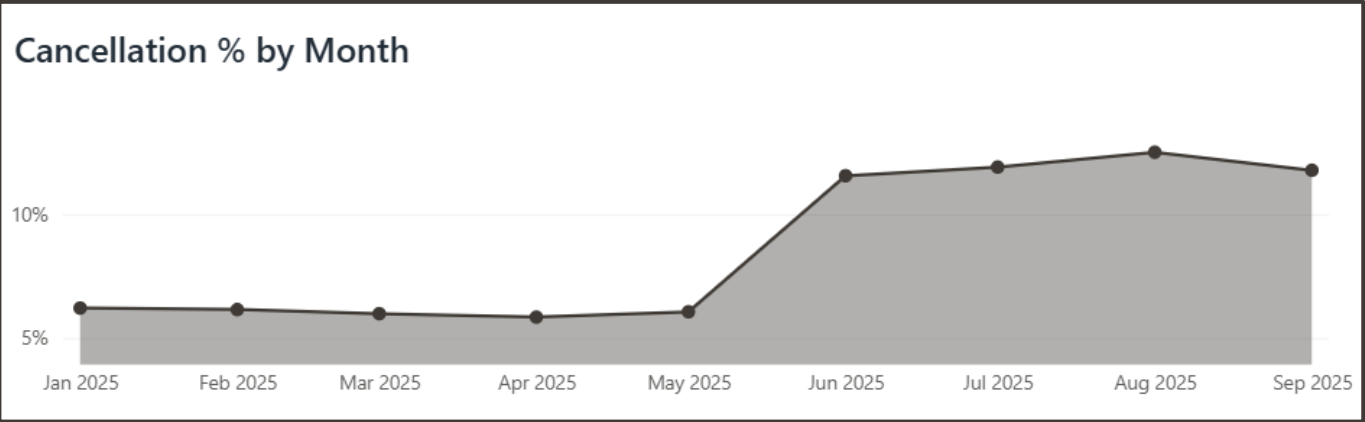
Top 10 Partners with Most Decline in Orders			
Restaurant	Pre-Crisis Orders	Crisis Orders	Decline %
Fresh Tandoor Delight	54	4	-92.59%
Urban Kitchen Zone	63	8	-87.30%
Flavours of Tandoor Central	62	9	-85.48%
Classic Sweets Heaven	55	8	-85.45%
Grand Cafe Clouds	60	9	-85.00%
Hot & Crispy Mess Mahal	56	9	-83.93%
Punjabi Sweets Cafe	56	9	-83.93%
Punjabi Curry Delight	53	9	-83.02%
Thindi Mane Darshini Heaven	53	9	-83.02%
Spicy Express Bhojanalay	51	9	-82.35%
Spicy Thali Cafe	51	9	-82.35%
Total	614	92	-84.95%

- Pre-crisis, these were high-demand, trusted kitchens
- A 90%+ drop suggests two possibilities:–
 - Food quality degradation from delays (cold food, packaging issues)
 - Severe operational lag making their orders vulnerable
- Collapse was platform-wide, not driven by restaurant performance

* Restaurant partners that had more than 50 orders pre-crisis.

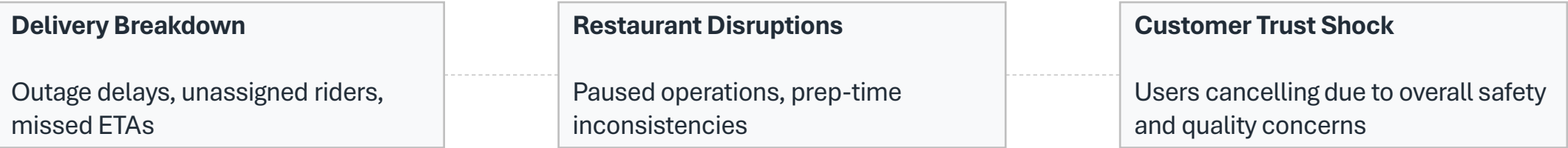
Cancellations nearly doubled, revealing a system-wide reliability breakdown

Cancellation % 6.1% → 11.9% (~97%)

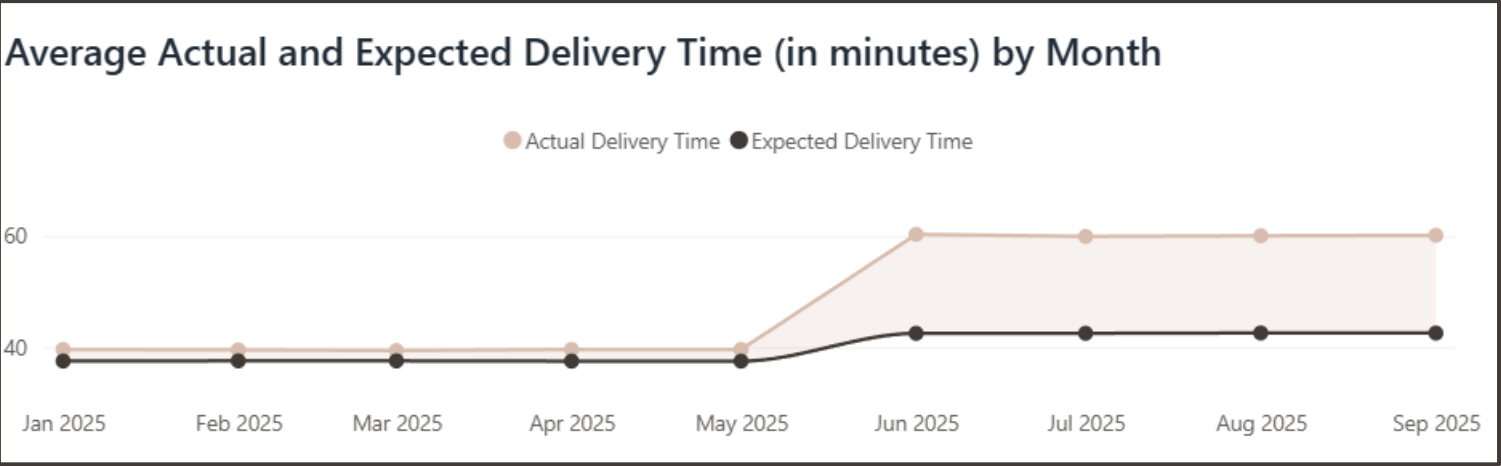


- Sharp spikes like this are strong predictors of user churn
- Reflects breakdown across kitchen, delivery, and customer trust

Potential root causes



Delivery delays spiked across the network, driving SLA collapse and trust erosion



- Delivery time increased 39.5 → 60.1 mins
- SLA compliance fell from 46.4% → 13.9%
- Most orders failed promised timelines
- Sustained delays contributed directly to dissatisfaction, cancellations, and trust erosion

Sustained System-Wide Slowdown:

Sustained delivery delays were a system-wide consequence of the crisis shock, not a localized operational glitch—directly driving trust erosion and customer churn.

Delivery delays were not driven by delivery partner availability or performance

By Delivery Fleet Size

Employment Type	January	February	March	April	May	June	July	August	September
Contract	4521	4285	4393	3957	4236	1699	1589	1572	1658
Full-time	11453	11157	11616	10658	11138	4470	4262	4099	4067
Part-time	6806	6504	6814	6218	6531	2586	2439	2331	2472

- Delays were uniform across rider types
- Order demand declined evenly across fleet categories
- No clear anomalies in rider performance, behaviour, or scheduling
- Labour shortage is not a plausible explanation

By Average SLA Deviation (minutes)

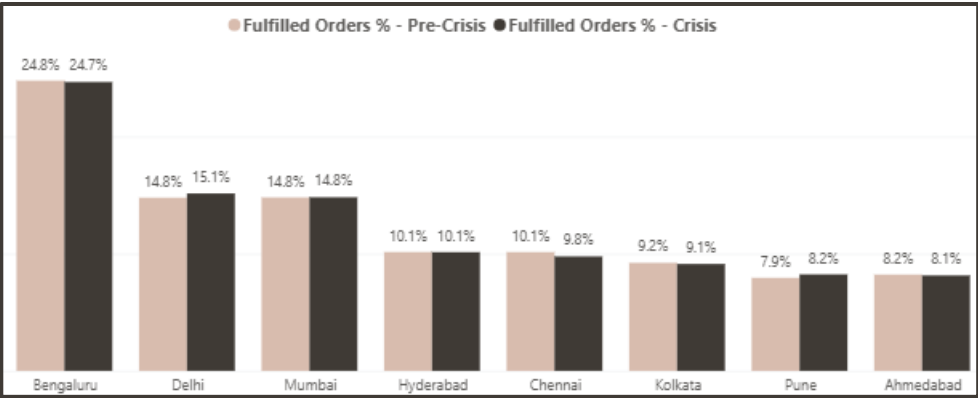
Employment Type	January	February	March	April	May	June	July	August	September
Contract	4.75	4.64	4.63	4.77	4.75	18.15	17.96	18.81	18.36
Full-time	4.65	4.76	4.69	4.78	4.82	18.28	18.21	17.84	18.00
Part-time	4.79	4.62	4.54	4.71	4.64	18.50	17.62	17.84	18.10

Operational failures were systemic, not labour-driven

Restaurant churn didn't change ordering patterns

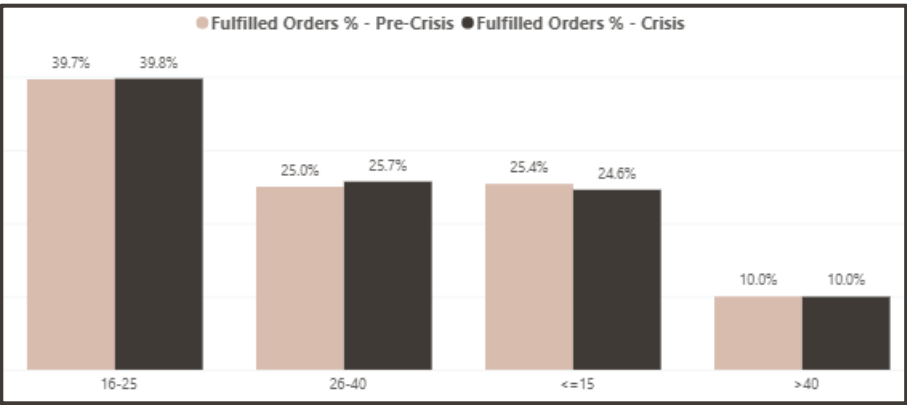
- crisis was trust-driven, not supply-driven

% Fulfilled Orders by City

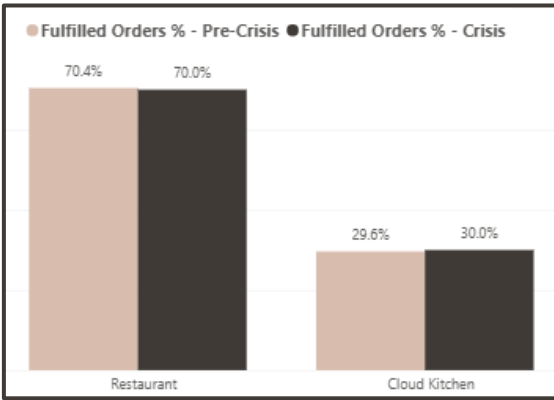


- Order distribution across cities, partner types, and prep-time bands stayed stable
- ~10% partner churn had no meaningful effect on customer mix
- Collapse was trust-driven, not supply-driven
- Recovery must focus on trust and operational reliability, not partner expansion

% Fulfilled Orders by Prep Time (minutes)

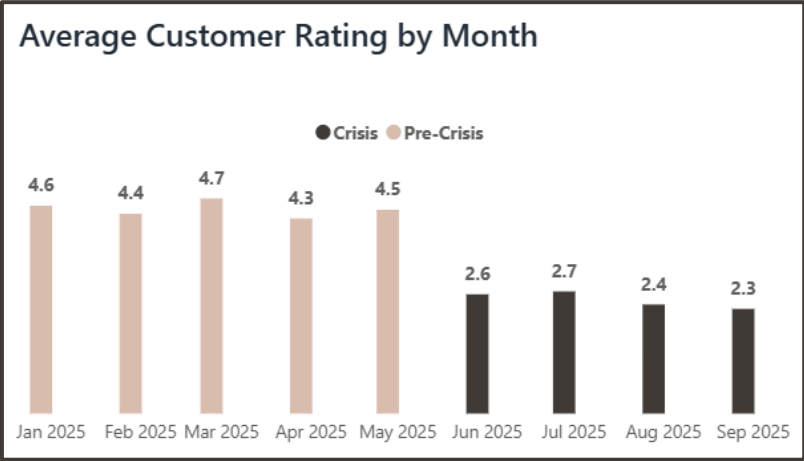


% Fulfilled Orders by Type

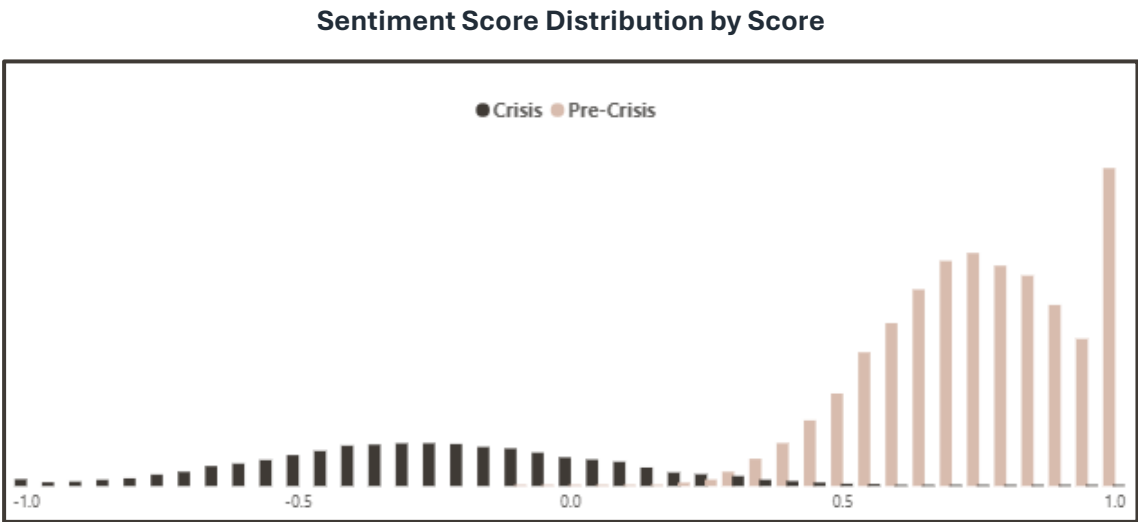
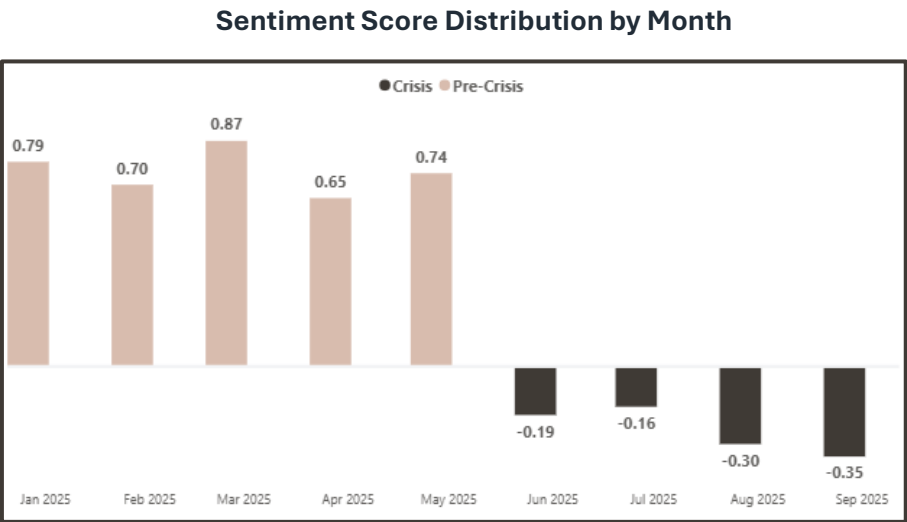


No meaningful shift in what or where customers ordered

Customer sentiment collapsed, confirming a deep breakdown in trust



- Widespread dissatisfaction across the customer base
- Drop aligned with delivery delays, cancellations, and food quality issues
- A 2.5 average represents a brand-level rejection, not a marginal decline
- Sentiment became the strongest predictor of customer churn



Delivery delays translated into food quality complaints



Customers blamed food quality, but the root cause was delayed delivery — making the crisis feel worse than it already was

- Poor food quality and packaging concerns were the most frequent complaint themes
- These issues are direct symptoms of longer delivery times, not kitchen errors
- Customers perceived the problem as a “food issue,” even though delays were the underlying cause
- Quality complaints compounded trust loss and accelerated churn

Demand collapse came from customer exit, not cheaper orders

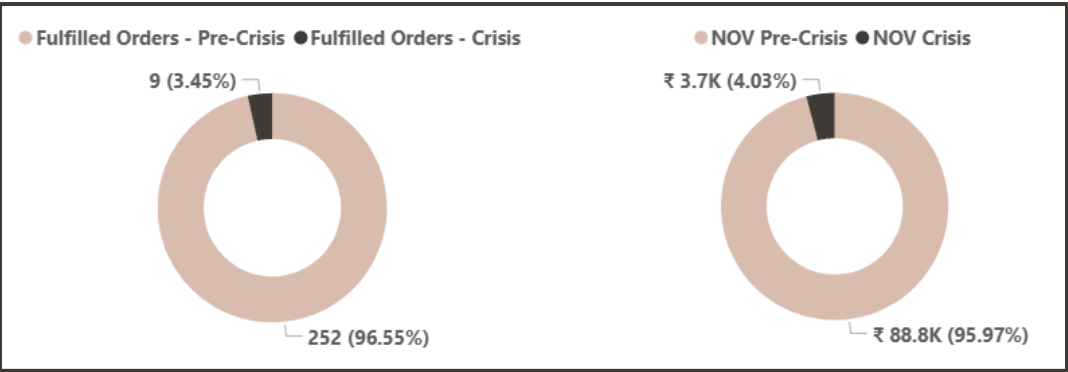
Key Revenue Metrics by City						
City	NOV Pre-Crisis	NOV Crisis	NOV % Change	AOV Pre-Crisis	AOV Crisis	AOV % Change
Pune	₹ 29,72,892.9	₹ 9,04,247.4	-69.6%	₹ 329.1	₹ 311.7	-5.3%
Delhi	₹ 55,79,254.0	₹ 16,44,878.4	-70.5%	₹ 331.4	₹ 310.3	-6.4%
Bengaluru	₹ 92,87,063.2	₹ 27,02,624.8	-70.9%	₹ 329.1	₹ 310.6	-5.6%
Mumbai	₹ 55,85,474.8	₹ 16,22,109.7	-71.0%	₹ 332.3	₹ 308.2	-7.3%
Hyderabad	₹ 38,25,621.7	₹ 11,10,409.7	-71.0%	₹ 331.3	₹ 309.4	-6.6%
Ahmedabad	₹ 31,06,440.8	₹ 8,95,900.8	-71.2%	₹ 332.1	₹ 307.2	-7.5%
Kolkata	₹ 34,56,482.7	₹ 9,92,264.1	-71.3%	₹ 330.1	₹ 307.6	-6.8%
Chennai	₹ 38,07,734.2	₹ 10,67,716.5	-72.0%	₹ 330.0	₹ 308.3	-6.6%
Total	₹ 3,76,20,964.3	₹ 1,09,40,151.3	-70.9%	₹ 330.6	₹ 309.4	-6.4%

Order Value Bucket	% Fulfilled Orders - Pre-Crisis	% Fulfilled Orders - Crisis
High Value	52.13%	51.31%
Mid Value	37.00%	38.21%
Premium	10.37%	9.95%
Low Value	0.50%	0.54%
Total	100.00%	100.00%

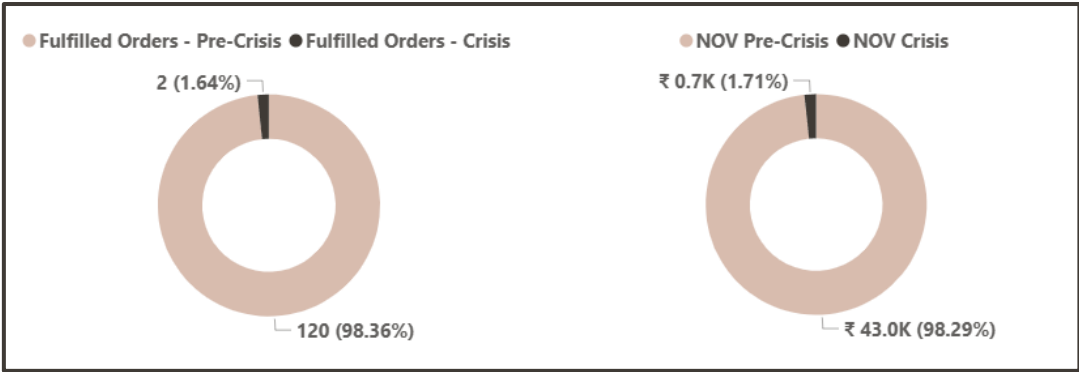
- AOV stayed stable; customers didn't downgrade
- NOV declined ~71% as active users fell sharply
- No spike in low-value “survival orders” – value mix remained flat
- Behaviour indicates a trust shock, not a value shock
- Users who disengaged stopped ordering altogether

The crisis drove out even the most loyal and satisfied customers*

ALL RATINGS



RATINGS > 4.5



- A 98% drop reflects a severe breach of trust strong enough to override loyalty
- Loyal-customer churn was driven by reliability and quality failure, not price
- Loss of this segment is the clearest indicator that the brand promise collapsed

* Customers who had placed more than 5 orders pre-crisis.

High-value customers* abandoned the platform, magnifying the revenue collapse

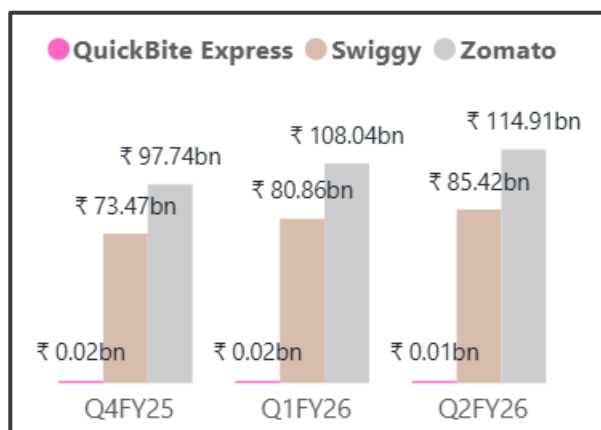
City	Fulfilled Orders Pre-Crisis	Fulfilled Orders Crisis	Order Decline %	NOV Pre-Crisis	NOV Crisis	NOV Decline %
Ahmedabad	886	47	-94.7%	₹ 3,68,835.6	₹ 17,206.7	-95.3%
Mumbai	2283	125	-94.5%	₹ 9,55,314.7	₹ 43,547.0	-95.4%
Pune	1075	61	-94.3%	₹ 4,48,903.7	₹ 20,758.7	-95.4%
Delhi	1940	112	-94.2%	₹ 8,10,290.0	₹ 39,441.5	-95.1%
Kolkata	874	51	-94.2%	₹ 3,70,923.5	₹ 17,758.0	-95.2%
Bengaluru	3974	232	-94.2%	₹ 16,58,540.0	₹ 83,813.4	-94.9%
Hyderabad	1278	84	-93.4%	₹ 5,38,541.3	₹ 30,222.8	-94.4%
Chennai	1377	98	-92.9%	₹ 5,73,423.5	₹ 33,608.9	-94.1%
Total	13687	810	-94.1%	₹ 57,24,772.3	₹ 2,86,357.0	-95.0%

- Crisis disrupted even the most committed, high-frequency users
- High spenders, normally resilient to inconvenience, stopped ordering entirely
- Trust breakdown (safety + quality concerns) triggered disengagement
- Experience failures (delays → cold food → low ratings) amplified their exit
- Prestige sensitivity may have worsened churn among premium users

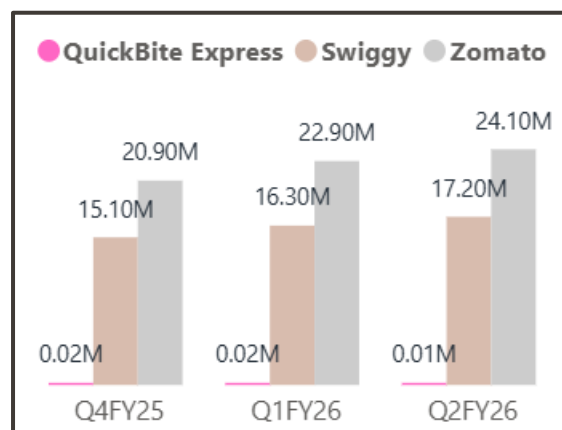
* Customers who are among the top 5% by spends ie. customers who spent over INR 882.1 through QuickBite Express.

Market is effectively a two-player arena led by Swiggy and Zomato* across core metrics

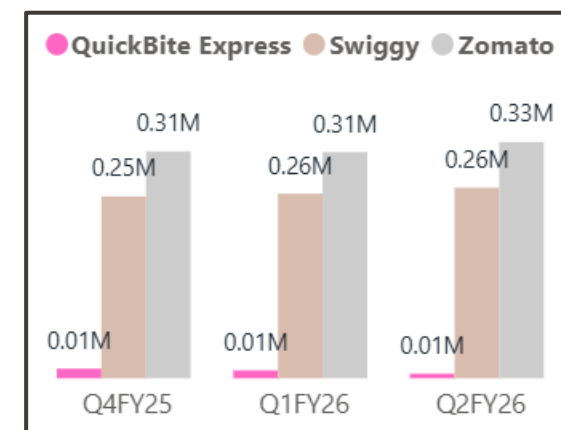
BY GROSS ORDER VALUE (GOV)



BY AVG MONTHLY TRANSACTING USERS (AMTU)



BY AVG MONTHLY TRANSACTING RESTAURANT PARTNERS (AMTRP)

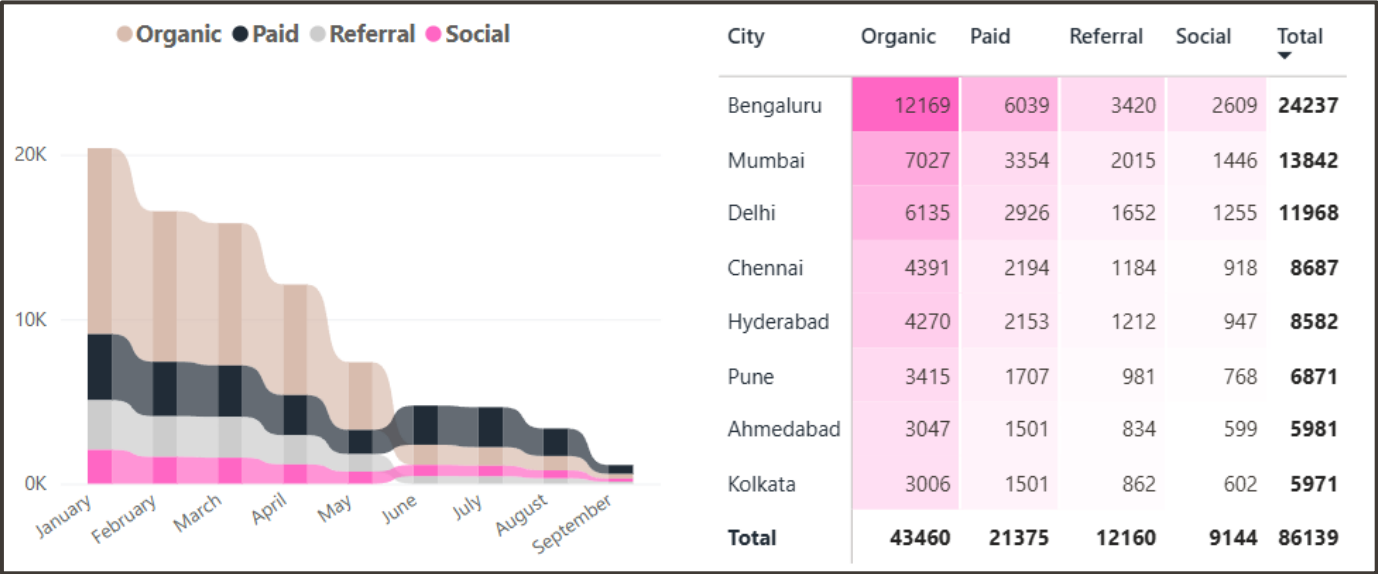


- Swiggy and Zomato dominate GOV, user activity, and restaurant supply
- The market operates as a duopoly with deep scale and network effects
- QuickBite should pursue a differentiated, trust-first recovery strategy rather than direct competition

Scale advantages make direct head-to-head competition unsustainable for QuickBite in the short term

* Source: Q2FY26 Shareholders Letter – Zomato and Swiggy

Shift from organic to paid acquisition drove CAC up significantly



- Organic acquisition, previously the dominant channel, declined sharply
- Paid ads became the primary source of new users
- Increased reliance on paid channels drove CAC upward
- Declining organic reach reflects weakened brand trust

OTHER EXTERNAL CONTRIBUTORS

Festive Competition

Industry-Wide Advertising Inflation

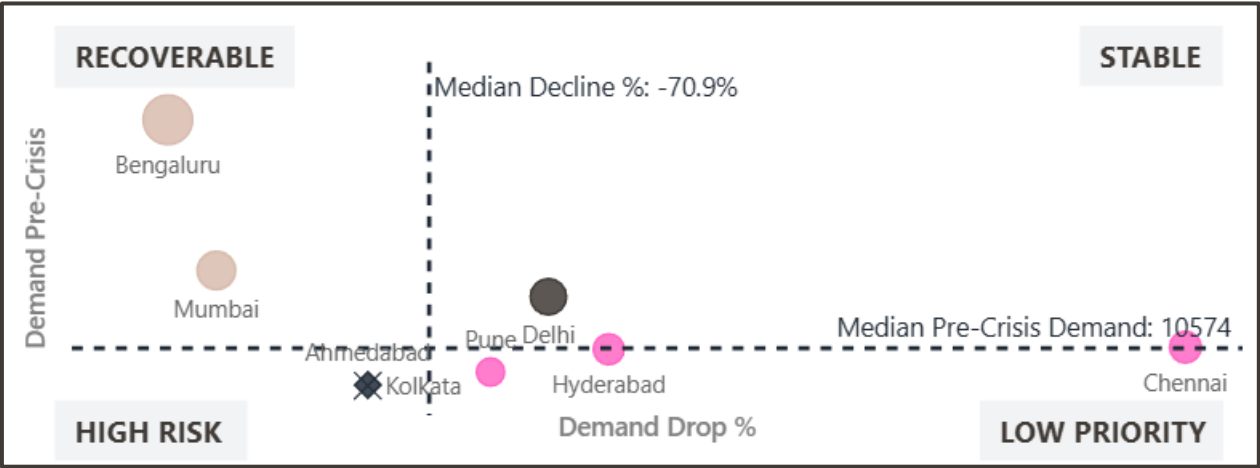
Decline in Organic Reach

Competitor Campaign Bursts

Economic & Market Conditions

Reduced Word-of-Mouth Momentum

Crisis impact was uniformly severe, but recovery potential differs by city



- Although the decline was uniformly steep across cities (–69% to –72%), underlying base strength reveals clear differences in recovery potential
- Recovery ROI will be highest in Bengaluru, Mumbai, and Delhi — while Ahmedabad and Kolkata require cautious, hyperlocal interventions

STABLE MARKETS

Delhi — large pre-crisis base with relatively lower decline; most resilient to shock

RECOVERABLE MARKETS

Bengaluru & Mumbai — strong bases but high drop; high potential with targeted recovery efforts

HIGH RISK MARKETS

Ahmedabad & Kolkata — small bases and high drop; long-term demand risk unless brand trust is rebuilt

LOW PRIORITY MARKETS

Pune & Hyderabad — smaller bases with moderate decline; Chennai sits on the base median but experienced a deeper decline, requiring targeted trust repair

Operational Recovery Blueprint:

Fix the delivery backbone to restore reliability

What Must Be Repaired

- **Delivery Timelines**
Average delivery time must return from 60+ mins toward pre-crisis baseline
- **SLA Adherence**
SLA compliance must recover from 13.9% upward to rebuild customer expectation accuracy
- **Cancellation Stability**
Bring cancellation % back down by stabilizing trust and reliability in operations



How to fix it

SLA & Routing Engine Upgrade

- Improve ETA accuracy
- Prioritize high-value customers

Kitchen–Pickup Synchronisation

- Real-time prep-time updates
- Skip batching for time-sensitive cuisines (pizza, desserts)

Delivery Network Efficiency

- Enhanced rider reward program (on-time bonuses, peak-hour incentives)
- Enable dynamic rebalancing across hot zones

Service Recovery System

- Auto-applied compensation credits or fee waivers when SLAs break
- Post-incident follow-up to restore confidence

Rebuild brand trust through transparency, safety and service assurance

What Broke Trust

- Food safety scare
- Cold food experience
- Sustained late deliveries
- Ratings collapse (4.5 → 2.5)
- Competitor amplification



Trust rebuilding framework

Visible Food Safety Assurance

- “Safe Kitchen” verified badges
- Published hygiene audit scores
- Dedicated Safe Kitchen category

Service Quality Reform

- Temperature-controlled packaging
- Better sealing for liquid items
- ‘Hot & Fresh’ guarantee for top selling cuisines

Transparency & Reliable Messaging

- Communicate SLA improvements in-app
- Monthly safety & reliability scorecards
- Highlight kitchens with the best hygiene + SLA records

Experience-Led Brand Reset

- Apology campaigns for affected users
- “We’ve changed how we deliver” messaging
- Local city-specific recovery stories

Recovery must prioritize high-ROI segments, not all customers equally

Customer Segmentation for Recovery Planning			
Recovery Segmentation	Customers Pre-Crisis	Revenue At Risk	Pre Crisis Orders
Fence Sitters	2296	₹ 8,88,062.9	5091
High-Value Recoverable	385	₹ 2,24,591.0	783
Light / Low-Intent Users	77197		91681
Unrecoverable	2983		9351
Total	82861	₹ 11,12,654.0	106906

- Fence Sitters**
Largest Revenue at Risk: trust repair, light incentives
- High-Value Recoverable**
Highest ROI: personalized reassurance, premium CX
- Low-Intent Users**
Low ROI: broad, low-cost automation
- Unrecoverable**
Minimal ROI: deprioritize, monitor for organic return

Most of recovery ROI sits in the Fence Sitter and High-Value Recoverable segments

Focus recovery on high-ROI segments, not all users equally

Customer Segment	Goal	Strategy
★ Fence Sitters	Recover early before they drift further	<ul style="list-style-type: none">Reliability messagingLight incentivesPersonalized nudges (repeat favorite orders, safe kitchens)
★ High-Value Recoverable	Reinstate trust + deliver premium experience	<ul style="list-style-type: none">Personalized callbacksPremium loyalty tier reinstatementPriority SLA and delivery creditsCurated list of Safe Kitchens they used before
Light / Low-Intent Users	Maintain presence economically	<ul style="list-style-type: none">Automated email/app campaignsBroad category promotionsSimple reactivation journeys
Unrecoverable	Do not spend to reactivate	<ul style="list-style-type: none">Passive monitoring onlyReactivate only if they re-download / open app

Recovery targets to validate turnaround progress (6–12 Weeks)

Reliability Targets (Ops)

- **SLA compliance:** 13.9% → 40%+
- **Average delivery time:** 60 mins → <45 mins
- **Cancellation %:** 12% → <7%

Trust & Sentiment Targets

- **Average Rating:** 2.5 → 3.8+
- Reduce negative sentiment scores by 40%
- **Safe Kitchen category adoption:** top restaurants certified across cities

Customer & Revenue Metrics

- **Monthly active users:** +30% increase
- **Repeat orders from Fence Sitters:** +25%
- **Reactivation of High-Value Recoverable:** 15–20%
- **Revenue uplift:** +40–50% in NOV from crisis baseline

The path to recovery is clear: restore reliability → rebuild trust → reactivate the right customers → stabilize long-term demand



THANK YOU