

QuickBite Express

Crisis Impact Analysis & Strategic Recovery Roadmap

November 2025 Executive Report

Context: The "Perfect Storm"

| How a market leader lost momentum in 30 days.

Founded in 2020, QuickBite Express became Bengaluru's preferred food-tech partner. However, **June 2025** marked a critical turning point.

- **Event 1:** A viral food safety incident damaged brand reputation.
- **Event 2:** Simultaneous monsoon storms caused a week-long delivery outage.
- **Result:** Competitors capitalized with aggressive campaigns, leading to immediate user churn.



The Problem: "The June Cliff"

Visualizing the collapse in daily order volume.



Analysis Mandate

| Five key pillars guiding our recovery strategy.



Segments

Identify recoverable vs lost users.



Patterns

Analyze volatility in ordering.



Delivery

Pinpoint operational failures.



Partners

Retain high-value restaurants.



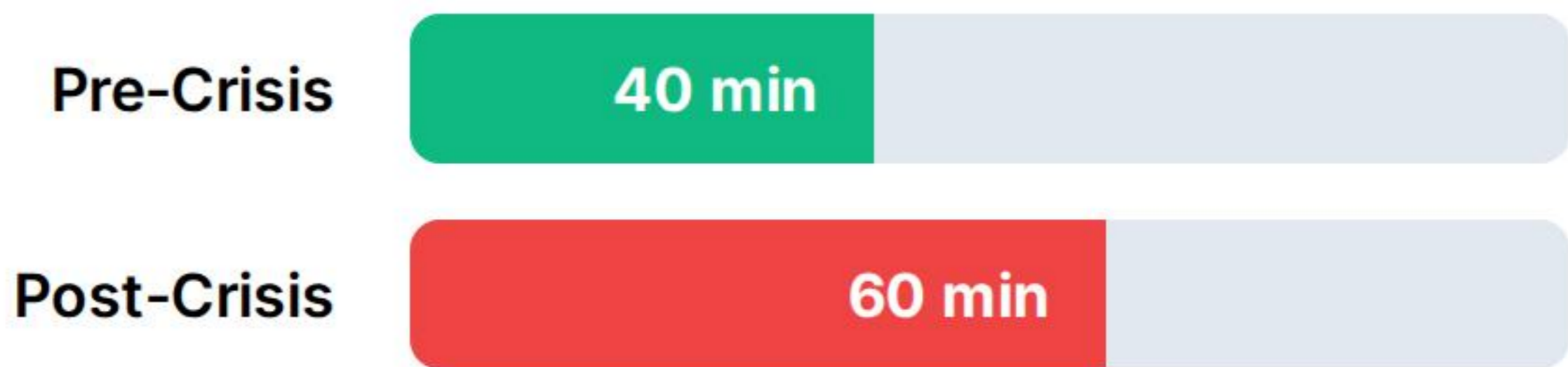
Sentiment

Monitor trust & feedback.

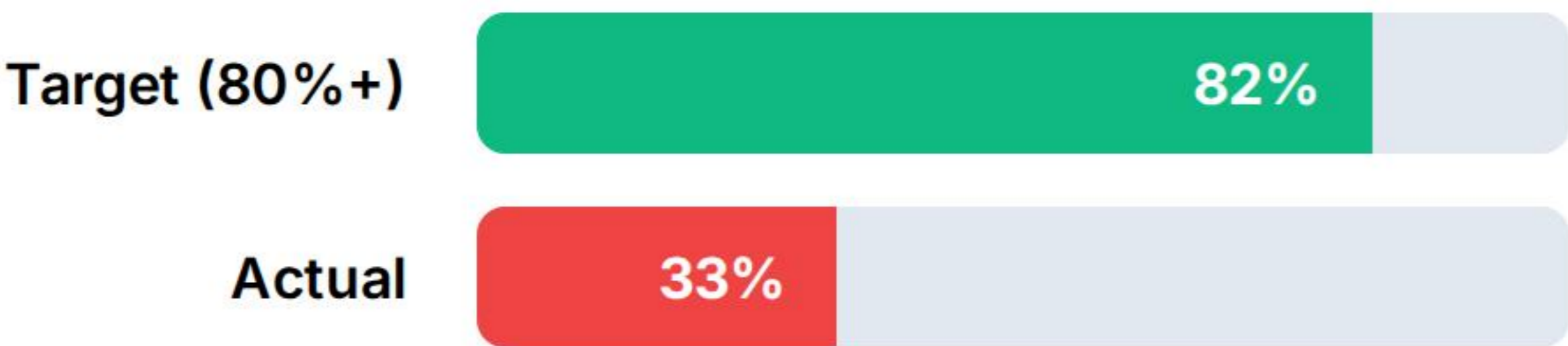
Insight 1: Operational Collapse

| Logistics failure was the primary driver of the crisis.

Average Delivery Time



SLA Compliance



The "20-Minute Gap":

The increase in delivery time from 40 to 60 minutes directly correlates with the spike in cancellations. Customers are not willing to wait an hour for "Express" food.

Insight 2: Trust Erosion

| Operational failure led to immediate sentiment crash.



Cancellation Rate Doubled

6% → 12%

Customers lost patience. The spike was highest in Hyderabad and Ahmedabad.



Ratings Plummeted

4.3 → 3.1

Reviews shifted from "Tasty" to "Late", "Cold", and "Unreliable".

Insight 3: Geographic Impact

| Crisis was nationwide, but key hubs were hit hardest.

City	Order Decline	Cancel Rate	Status
Chennai	- 70.0%	High Spike	CRITICAL
Kolkata	- 69.2%	High Spike	CRITICAL
Mumbai	- 68.5%	Moderate	AT RISK
Bangalore (HQ)	- 61.0%	Stable	MANAGEABLE

Insight 4: Customer Flight

High-value customers were the first to leave.



The "Quality" Drain

While we lost volume across the board, the exit of **High-AOV (Average Order Value)** users is most concerning.

- **Premium Users:** 49 top-tier users lapsed immediately.
- **Survival Mode:** Remaining orders shifted to lower-value, single-item baskets.
- **Acquisition Cost:** CAC has risen significantly as organic word-of-mouth turned negative.

Short-Term: Stabilization (0-3 Months)

Objective: Stop the bleeding and fix logistics.

1

Logistics Surge

Recruit 500+ riders in Chennai & Kolkata immediately to reduce delivery times to <45 mins.

2

Safety Audit

Complete hygiene audits of top 50 partners. Delist repeat offenders to restore safety trust.

3

Win-Back Ops

"We're Sorry" campaign with free delivery for affected users. Real-time delay alerts in-app.

Long-Term: Growth (6+ Months)

Objective: Rebuild brand authority and loyalty.



Premium Subscription

Launch "QuickBite Gold" prioritizing delivery slots for subscribers to lock in high-value users.



Exclusive Partners

Sign exclusivity deals with top-rated local restaurants to differentiate supply from competitors.



Image Sources



https://external-preview.redd.it/rideshare-delivery-drivers-who-battled-torontos-winter-v0-xPECj4G3RHMJzrzN5q16D6K_AoivyVZcwu_t1uqhv0.jpg?auto=webp&s=83415dd5d2ca1e7a558e813dd4ed522f67ee434d

Source: www.reddit.com



https://miro.medium.com/v2/resize:fit:1400/1*VYPgyXlpxjFq8ddX60gN5A.jpeg

Source: medium.com



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Source: unsplash.com