



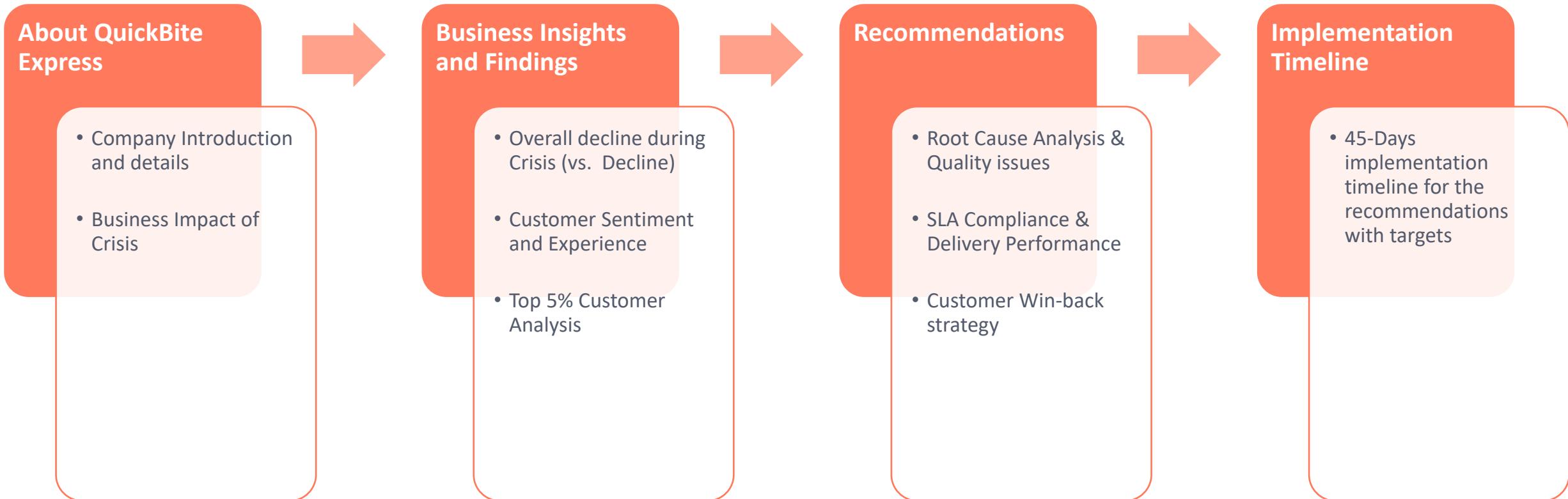
# Crisis Management

Business Analytics Report

November 2025



# Presentation Flow:



# About Quick Bite Express:

**QuickBite Express** is a Bengaluru-based food-tech startup, established in 2020 that connects customers with local restaurants and cloud kitchens through its food delivery platform.

## Mid-2025 Operational Crisis:

In June 2025, they faced a major crisis that impacted operations and brand value.

1. A viral social media incident involving food safety violations at partner restaurants, combined with a week-long delivery outage during the monsoon season, triggered massive customer backlash.
2. Competitors capitalized with aggressive campaigns, worsening the situation.

## Crisis impact on Business:

1. A large portion of active users disengaged within a short period.
2. Daily orders saw a sharp decline compared to earlier months.
3. Customer satisfaction scores fell sharply, signaling trust issues.
4. Many partner restaurants shifted to competing platforms.
5. Customer acquisition costs rose significantly.

# Recommendations:

## A. Root Cause Analysis & Quality Reinforcement

1. Execute thorough food & safety audits across the top 10 kitchens in each of the 8 cities to identify root causes of quality issues.
2. Introduce a “*Quality Verified*” badge to partner restaurants meeting strict hygiene and safety standards.
3. Launch “*We Heard You*” — a social media campaign acknowledging feedback and showcasing corrective measures.
4. Roll out “*Quick Bhi, Quality Bhi*” — emphasizing fast yet quality assured delivery standards.

## B. SLA Compliance & Partner Performance

1. Introduce a new “*Dispatch Time*” metric to track kitchen efficiency and handover speed.
2. Enable real-time order tracking for customers and partners to increase transparency.
3. Deploy a Real-Time SLA Compliance Dashboard with performance-based bonuses for partners achieving defined SLA targets (Expected Delivery Time).

## C. Customer Win-Back & Retention

1. Use customer purchase history to send targeted push notifications and product recommendations to re-engage dormant users.
2. Introduce “*Aur Quantity Bhi*” weekend promos (numeric discounts or BOGOF offers) to drive weekend traffic.
3. Launch Reward Points for customers with more than three completed orders, redeemable for discounts.
4. Partner with regional food reviewers, lifestyle, and fitness creators to promote new offerings.
5. Fitness creators will spotlight our high-protein and vegan meal catalogue, positioning the brand as a healthier choice.

# 45-Day Implementation Timeline

