



DOORDASH Launches New Personalized Loyalty Program to its Dashers

Oct 24th 2023. Doordash is glad to announce the addition of a new benefit to its Dashers. The new program “Personalized Loyalty” is designed to recognize the hard work and dedication of our Dashers by incentivizing them with rewards and exclusive benefits, which are detailed inline. We will roll out an invitation via their registered email in order to enroll in this program.

Doordash releases the program to empower Dashers, increase dasher satisfaction, improve their engagement with the Doordash platform, and increase dasher loyalty and retention. It is expected to solve existing disputes related to worker rights, labor disputes, and inconsistent service quality. The program will be launched worldwide across the United States and Europe. The program offers dedicated one-on-one support to resolve each Dasher’s disputes and train them on time management, safe driving, and customer service.

To evaluate the dasher’s performance we use metrics such as on-time deliveries, dasher ratings, tenure associated with Doordash, and delivery completion rates and categorize them into different tiers Dasher’s Club, Dasher’s Prime, and Dasher’s Gold. Dasher’s Gold is rewarded the highest. Dashers who receive an aggregate of 4.5 customer ratings and above are categorized in the Dasher’s Club category and rewarded with two free meals a week or a gift card from their groceries. Dashers who complete more than 60 deliveries per week are granted monetary bonuses and fall under the Club category as well. The ones who serve at least 1 year exclusively with Doordash and with a minimum of 4.2 customer rating, a minimum of 40 deliveries per week are Dasher’s Prime and they get a benefit to Access Partner promotions with Doordash. Each Dasher who satisfies all the above requirements is Dasher’s Gold and qualifies for a lottery to get a free international vacation deal along with 1 family member which will be announced yearly.

Dashers will additionally be awarded a referral bonus of 100 USD when they bring in new delivery agents to the platform. Dashers are provided with a social platform to connect with fellow dashers to connect and share tips on the application. Dashers can also benefit The personalized recommendations based on predictions on any local events in the city so they are likely to expect to receive more order traffic, insights on historical order trends based on number of orders placed on a specific day, and weather conditions. This would help them manage their deliveries better. We celebrate with quarterly awards to identify these outstanding performers.

Dashers can now start using this feature today. The loyalty program is integrated with the Dasher application which allows dashers to track their performance and rewards. When they log in to the Dasher application, dashers would receive an invitation under the Notifications

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tab. Alternatively, all Dashers would receive an invitation via their registered email ID. They can use this feature for free. We are excited to support our Dashers with this new feature.

Public FAQ :

Q1. Can I track my progress and rewards?

Absolutely! We provide a dedicated section within the app where you can track your performance, tier, and available rewards.

Q2. Do rewards expire?

Yes rewards expire after a span of 3 months. Please ensure you use them before that.

Q3. What happens if I have a complaint or issue with the Loyalty Program?

If you encounter any issues or have questions, feel free to contact our dedicated customer support team. We're here to help and address your concerns.

Internal FAQ :

Q1: What is the core concept of the "Personalized Loyalty" program, and how will it benefit DoorDash?

Business perspective: The program will promote Dasher's performance which will lead to an increase in brand value, higher recurring orders, and generate net positive revenue on the bottom line - higher revenues will offset the expenses incurred in the reward program.

Technology Perspective: The loyalty program requires a dedicated portal within the application to assess the tiers, and track performance and rewards. It also involves training provided to the dashers.

Customer Perspective: The program has a positive impact on dashers which results in dasher retention, satisfaction, and efficient, reliable service delivery.

Q2. What is our MVP strategy for the "Dasher Excellence Rewards" program?

Business Perspective: Conduct a survey and roll out the program only in the Pilot market viz states where there are more experimental users such as California to see whether acceptance of this program is contributing to higher recurring orders, high end-user reviews, and ratings and increase in brand value, collect reviews from dasher and end-user, then scale and implement the program further to different states to positively impact our OKRs. Engaging and rewarding Dashers will lead to net positive revenue, increased customer satisfaction, and brand value.

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Customer Perspective: Dashers expect recognition and rewards for their performance is an assumption here. Start with a simplified version of tier-based recognition such as basic value adds for the Club category to test whether Dasher's responds positively and then extend the recognition to additional features and rewards. Test whether the program is contributing to dasher engagement and satisfaction and consider feedback. Providing a tiered system will encourage Dashers to make a positive impact on the brand by rendering high-quality service.

Technology Perspective: The initial MVP focuses on building the tier model which is a potential MVP and a very basic reward-tracking feature. Gather data and feedback and focus on further improvements. Having a social platform to engage dashers to communicate with their peers and providing early access to new features for top-tier Dashers could be a potential MVP. Having an online chat facility option enables dashers to chat with a customer support agent to schedule call for training or for any issues they face. This could also be a potential MVP.

About Doordash

DoorDash (NASDAQ: DASH) is a technology company that connects consumers with their favorite local businesses in more than 25 countries across the globe. Founded in 2013, DoorDash builds products and services to help businesses innovate, grow, and reach more customers. DoorDash is building infrastructure for local commerce, enabling merchants to thrive in the convenience economy, giving consumers access to more of their communities, and providing work that empowers. With DoorDash, there is a neighborhood of good in every order.

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