

Training Guide for Sales and Customer Support

Background:

During this pandemic of COVID-19, the team at DoorDash has come to a solution which might just be the future of food delivery services. Today, there are 2 major problems that arise on a daily basis, one of them being that customers hate waiting for their food and the second being the fact that our Dashers definitely don't like delivering orders within 2km radius as they don't gain any income from that and they feel like it's a waste of gas money for them. To fix this, the company has been researching into the concept of having self-driving robots delivering the meals to our customers within the 2km range. This idea will solve the two biggest problems in this industry, and we look forward to solving these challenges. Keep in mind though that this concept will also have a few problems associated with it as no idea comes without any problems. Some of these problems might be as follows:

- Connectivity problems in rural areas between the robot and our Operations Team
- Delivery might sometimes be arriving later in unusual circumstances
- Accuracy in the tracking of the order

Description of the product (DoorBot):

We have built an application for our Operations team from which they will be able to track, navigate, manually control and assist the support team through the help button to ensure deliveries are made successfully within the timeframe to ensure upmost customer satisfaction.

The product DoorBot will ensure that we can always assist our customers at any point of time. The delivery through our robots might cause our customers to be hesitant at first to use our services, but through DoorBot we will ensure our customers that they will get constant updates upon their order whenever needed.

Some of our high-level features include:

- Manually controlling the robots
- In-built voice control system to help our customers in case of any concerns
- Surveillance within the food cart to ensure the safety of the customer's order

Market Background:

Our ideal customers are both College students as well as working professionals.


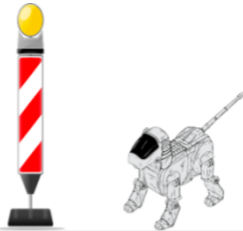




For College Students:

The Sales team will need to target the campus restaurants whether it might be the most popular bar in the area or the best restaurant that students come to on a weekly basis. Students can be very impatient with their food and so this demographic segment is an ideal segment for us to introduce our new product to. With low delivery rates and faster delivery time, students will love our product. The sales team can easily sell this product to students by giving informative sessions on campus.

For Working Professionals:

Working professionals who work long hours, especially the ones who work overtime in their jobs literally have no time for cooking. Their life seems to be always on the get go and so our product can hugely benefit these people by taking one task off their shoulders. The Sales team will have to get the demographic data of in which city do most people do overtime. The data will then provide the pathway to ensuring that these people become our loyal customers.

Depiction of an Ideal User:

 <p>SCRIPT 1</p> <p>Steven has a 7-10pm class and at around 5:30pm. He gets extremely hungry and so decides to use DoorBot for their fast delivery service. He lives less than 2 miles away from the restaurant and so he knows his order will be there in no time. DoorBot's best robot, TBot picks up</p>	 <p>SCRIPT 2</p> <p>DoorBot's Operations Team gets a ticket issued and they get a warning sign for TBot's sensors. One of DoorBot's best Operations Specialist, Blake takes over the manual control of TBot to make sure Steven's delivery is still on time.</p>	 <p>SCRIPT 3</p> <p>Blake follows the directions from the GPS and ensures that TBot's speed is changing with the estimated delivery time. Blake also makes sure to give timely updates to Steven representing good customer service.</p>
 <p>SCRIPT 4</p> <p>Blake manually brings TBot to Steven's apartment and TBot drops off the food delivery. Steven is surprised at the fact that TBot was still able to delivery on time even the fact that it's sensors are not working.</p>	 <p>SCRIPT 5</p> <p>Steven presses on the "Feedback" button which is on the screen of the robot. The robot also takes a selfie and sends it to Steven. Steven uploads the selfie on his Instagram.</p>	 <p>SCRIPT 6</p> <p>Steven has left TBot with some feedback. Blake goes under the analytics section and looks at the most recent feedback by Steven in which he seems very happy with the service and is fully satisfied.</p>

Describe your targeted market: Anything specific sales need to know?

To play it safe and in order to understand our product's market better, we will begin to operate in the top 10 cities where the company has a well-established rapport. These top 10 cities should contain our maximum sales units. The source below highlights the top 10 cities where our company has landed its maximum sales units.

Source: <https://www.statista.com/statistics/916783/cities-where-doordash-is-the-most-used-food-delivery-service-us/>

Our Competitors:

1. PostMates: (PostMates Serve)

- Serve is Postmates' new autonomous stroller that it hopes can cut costs and speed deliveries
- The rover uses cameras and Lidar to navigate sidewalks, but always has a human pilot remotely monitoring a fleet of Serves who can take control if there's any problem
- Serve delivers to customers that unlock its cargo hatch with their phone or a passcode
- Currently active in San Francisco
- Funding of \$40M USD

Source: <https://www6.royalbank.com/en/di/hubs/tech-and-culture/article/paving-the-way-for-sidewalk-delivery/k11cl27q>

2. Nuro:

- Nuro is a fully autonomous, on-road vehicle designed to transport goods and services quickly, safely and affordably
- The front-end of the product is designed to protect pedestrians as it will collapse inwards in the event of a collision
- Nuro also has temperature control to help keep food fresh
- Currently active in Arizona and Houston
- Funding of \$1B USD

Source: <https://www.crunchbase.com/organization/nuro-2>

Product Background:

Our Three Key Features:

- **Ability to navigate the robots:** The most vital feature of our product will be to give our Operations team the ability to navigate our robots from the restaurant to the delivery destination (F1)
- **Manual Control:** The operations team will require this feature in any situation where the robot does not respond to the commands. Through the feature of manual control, our operations team will be able to take manual control and guide our robot to its destination (F2)
- **Emergency Response:** The Emergency response feature will help the Operations team take a decision if there is any conflict that arises with our robot. This may be the fact that the Operations team member might need to call a Dasher, the cops or may just call the restaurant to ensure the order was correct (F3)

Mention any known issues that the Sales team or Customer Support team may need to address with users:

- Tracking system can have a glitch if the delivery is being made in a rural area
- During high volumes, the delivery may take longer than the estimated time given
- The robot's sensors might not respond which may cause delays
- Someone might harm the robot which may cause us to use the emergency response

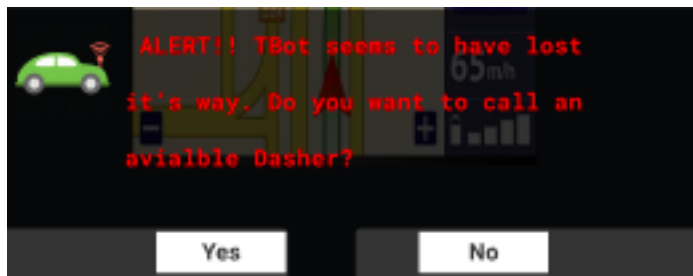


Figure 1: Delays as an available Dasher is being called because the Robot might have been harmed by someone walking on the sidewalks

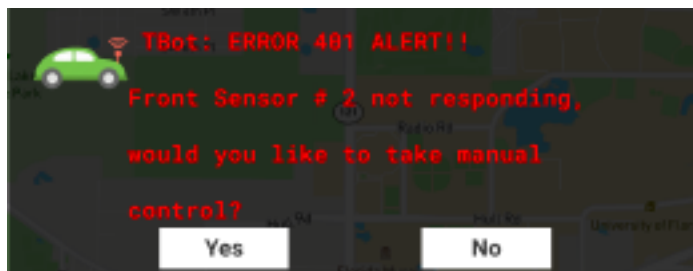


Figure 2: Robot's sensor not responding which might cause a delay for moments until manual control by an Operations team member has been taken

Benefits:

F1: The benefit of this feature is the fact that both our Operations team as well as our customers can track the robot while it's being operated. The Operations team has the ability to navigate and track the robot whereas our customers can only track the delivery but cannot navigate it to the delivery point. The customer can get regular updates though just as our Operations team will and each customer can set the kind of updates, they would like to receive whether it's for every check point or it might be only when the food is delivered and is at their place.

F2: This feature is mostly to be used by the Operations team when there are some incurring issues with the robot. Issues might include failure to response from one or all of the sensors on the robot. Although our customers might not be able to use this feature, they can definitely control the in-built voice system by changing their language preference according to their needs from the front-end of the robot. The robot will have a tablet like screen attached to it and from there our customers can change the language preference to better suit their needs. This feature for our customer will come in extremely handy when we plan to expand into different countries.

F3: The emergency response feature is one of the most vital features needed for our product. On one hand, it helps our Operations team whenever there might be an issue when the situation might be out of their reach. Through this feature, they can easily get any help they would like from the Operations side. On the other hand, our customers will get a simple "Help" button displayed on the robot and they can hit this button at any time if there are any issues with the order that needs to be addressed.

How to use DoorBot:

For Customers:

1. Download the application from either IOS App Store, Google Play Store, or download it via Desktop
2. Enter your address
3. Browse through the available restaurants within your 2km radius range
4. Select a restaurant and browse its food menu
5. Select items and add it to your cart
6. Input your card details and wait for your order to process
7. Congrats!! The restaurant is preparing your order
8. Set up the kind of notification updates you would like to get
9. Check the live location of the robot
10. Enter the CVC number on your credit card to unlock the food carton
11. Please leave a review

For our Operations Team:

1. Enter your login credentials on DoorBot's landing page
2. Select "GMU" to get the most urgent support request
3. Click yes to take manual control of the robot
4. Select which robot you would like to take manual control of
5. Use the controlling functions to manually drive the robot

6. Use manual controlling to deliver the food
7. Pick up a new request

Product Availability:

For customers, the application will be available on various platforms such as IOS app store, google play store and etc. For our Operations team, the application will be pre-installed in their work laptops/desktops to save their time with the installment process.

Pricing Strategy:

Currently, the cost for each last-mile delivery is \$1.60 via human dashers which can be easily scaled down to \$0.60 through robotic dashers. For our pricing strategy, if the order amount exceeds over \$25 then the delivery charge will be waived but if the order amount is less than \$25, our customers will have to pay delivery charges of \$3.50 on their orders.

Partnerships:

- We should look into partnering with SpaceX to use their upmost engineering technology to better equip our robots
- Key partnerships with restaurants will be highly favorable for our company as well as the restaurants
- Offering sponsorship money to various student organization on campuses to raise awareness within the student community would help us significantly

ROI:

Cost:

Assuming we launch 43 robotic dashers:

- 20,000 (Manufacturing + Delivery) + 3,000 (\$ maintenance per robot every 6 months)
- Application Development Cost = (\$20,000) *4 months = \$80,000
- Marketing Cost = 15,000 (Marketing expenses) per month
- Total Cost = \$ 880,000

Impact

- 43 robotic dashers*4 deliveries per hour*8 hours a day* \$3.50 per delivery*365 days
- First Year Revenue \$1,506,720 (1.5M)
- ROI for first year is 71%

Subscription Model:

1. **Referral Subscription Model:**

In order to get more customers, we can use a referral code for each customer that they will be able to share with their friends/family. The friends or family can then use this code when they make their first order on our platform. This will cause in a free delivery for the first-time user and also give a DoorBot credit of \$5 to the customer who gave their referral code.

2. **Membership Model:**

Customers can get memberships through our DoorBot platform. The membership will cost \$25/month which will cover every delivery for that month. Basically, if customers decide to go with the membership model then, they can order as often as they want in a month without paying the delivery charges for every single order. We can have some limits on the amount of orders though depending on the type of plan customers aim to go for.