Premature Status Updates

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Revised Status System: Introduce an "in progress" or "almost ready" status for customers.

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Automated Kitchen Timers: Integrate Grubhub with the restaurant's POS/Kitchen Display System to auto-update status based on cook time.

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3. **Staff Training & Incentives:** Train staff on the negative ripple effects and create performance metrics based on accurate timing, not speed of clicking "ready."

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Negative Customer Experience

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Proactive & Accurate ETAs: Provide customers with a live, dynamically updated ETA based on the "ready" status and driver proximity.

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Compensation for Delays: Automatically offer small credits or loyalty points if the order is significantly late compared to the original promise.

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Chaotic In-Store Environment

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Staggered Pickup Times: The platform's algorithm should schedule orders to avoid all customers arriving at once.

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Dedicated Pickup Area: Create a separate, well-signed area for ready orders away from the main counter.

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Operational & Quality Risks

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Order Throttling: Allow restaurants to set a maximum number of simultaneous orders based on their capacity.

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Staff Workflow Optimization: Redesign the kitchen workflow to have a dedicated station or staff member for orders to improve focus and efficiency.

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