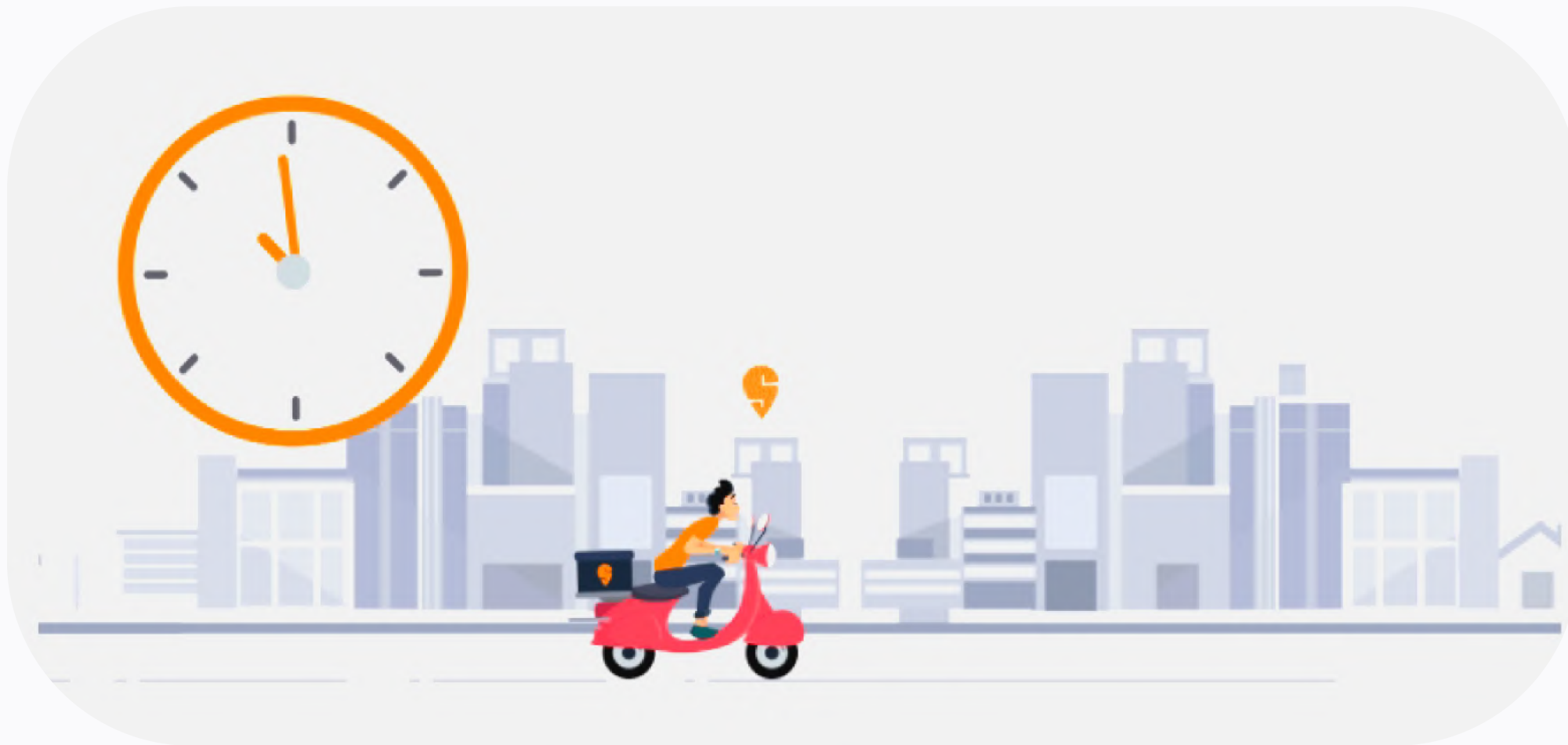


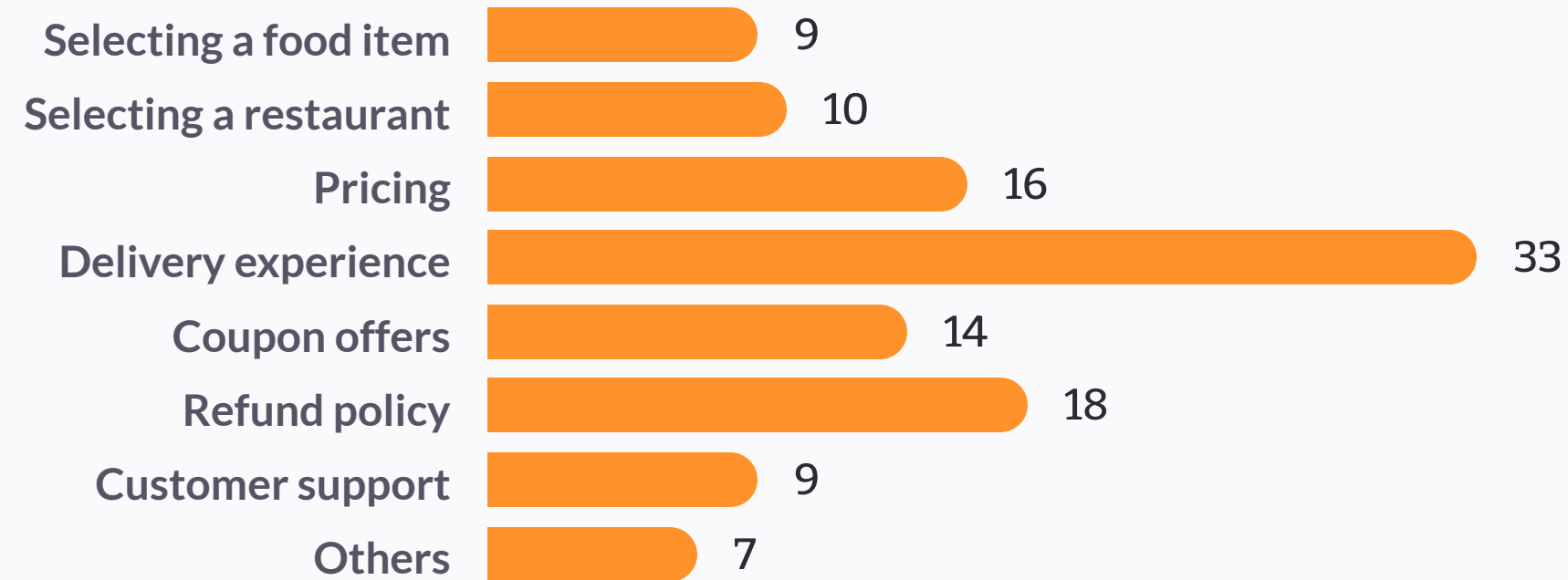
SWIGGY RESERVE



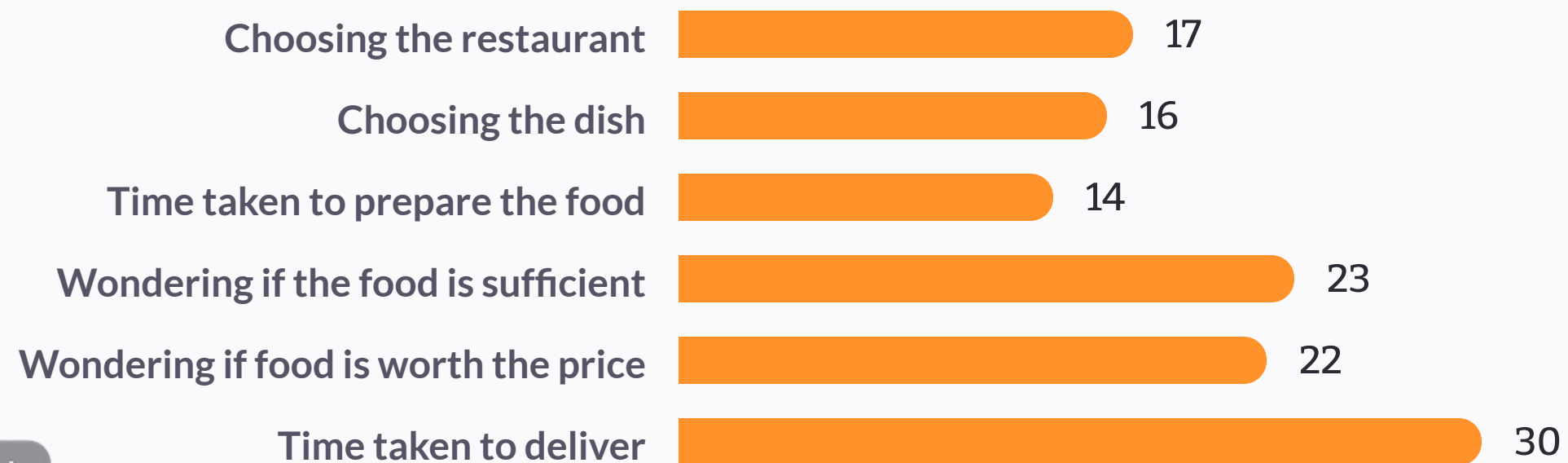
Problem Statement - Customers want the order to be delivered when they want to eat but they end up hungry because the order is delayed, canceled, or delivered post their breaks.

Validation - In a survey conducted among 67 respondents,

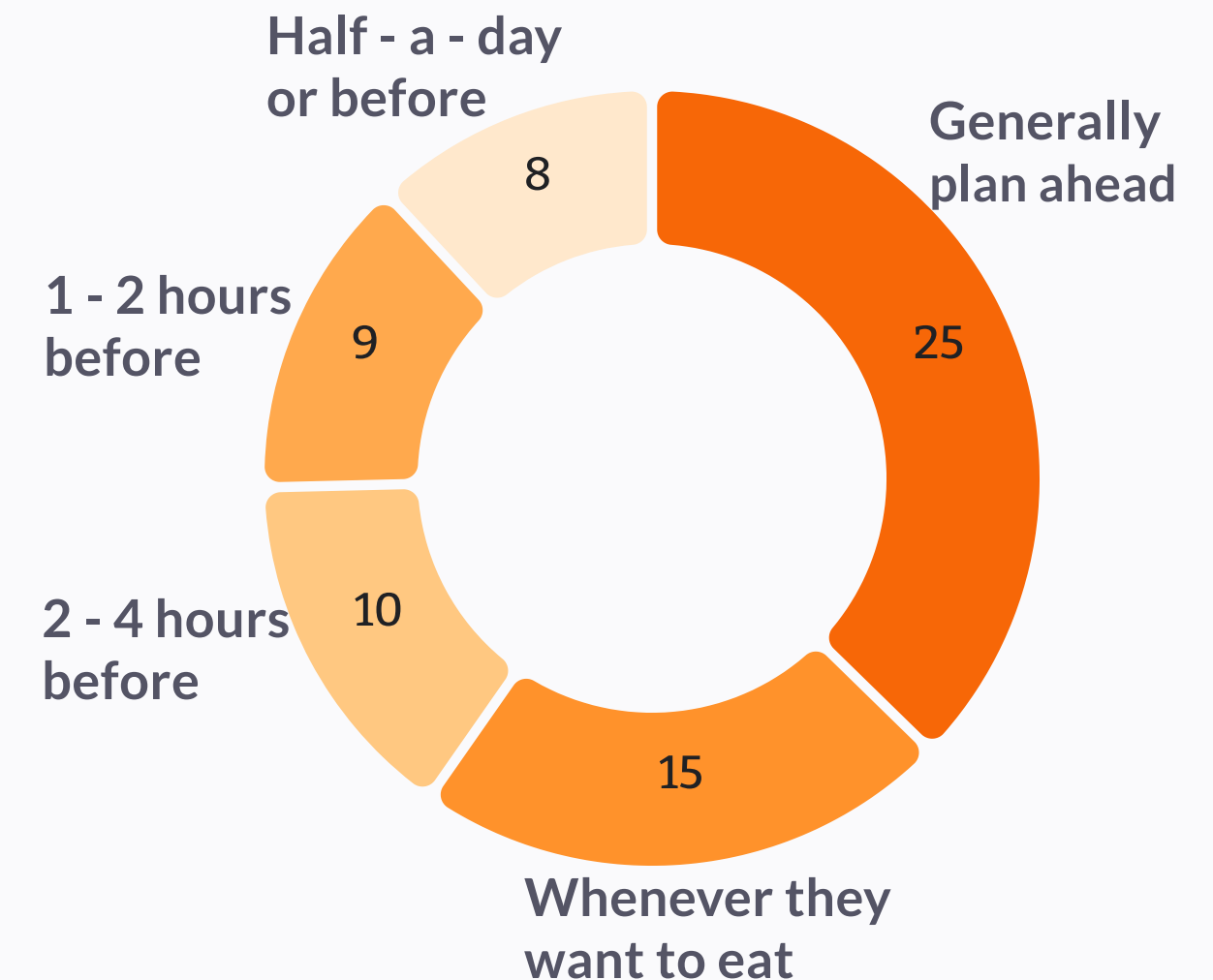
The user problems are as follows :



They also felt that few from the below took the longest time :



Deciding to order food:



Target Users - In Metro cities,



Single and working Employees



Students and Interns living away from away

Why NOW - In a survey conducted by First Orion among 2000 individuals,

- 50% of the respondents complained that the delivery was late.
- Over 80% said if it takes longer than expected to resolve an issue with their delivery, their overall satisfaction with that service would go down.

Business Value - Noticeable change in 3 key metrics

- Increase in DAU and MAU
- Increase in retention rate
- Increase in NPS



Increase in number of daily orders



Increase in Revenue

For Restaurants,

- Optimizing workforce during peak demand hours.
- Accept more orders and batch timely orders.

Solutions

1. **Self-Pickup:** Enabling customers to pick up their orders if valets are unavailable or if the delivery time is very high due to user demand.
2. **Reserve:** Users can book a delivery slot ahead of time, after which the order is enqueued. Once the order gets active, Swiggy can assign a delivery boy in advance.
3. **Unification of Delivery partners:** Whenever there is a peak demand in orders, Swiggy and Zomato can come together to allocate their respective delivery partners to assist the other.

Prioritization -

	Reach	Impact	Confidence	Effort	Total score
	(1 - 5)	(1 - 5)	100 - High 80 - Medium 50 - Low	(1 - 5)	$\frac{\text{Reach} * \text{Impact} * \text{Confidence}}{\text{Effort}}$
Self pickup	3	2	80%	2	2.4
Reserve	4	4	100%	3	5.34
Unification	2	1	50%	4	0.25

Chosen Solution - Reserve

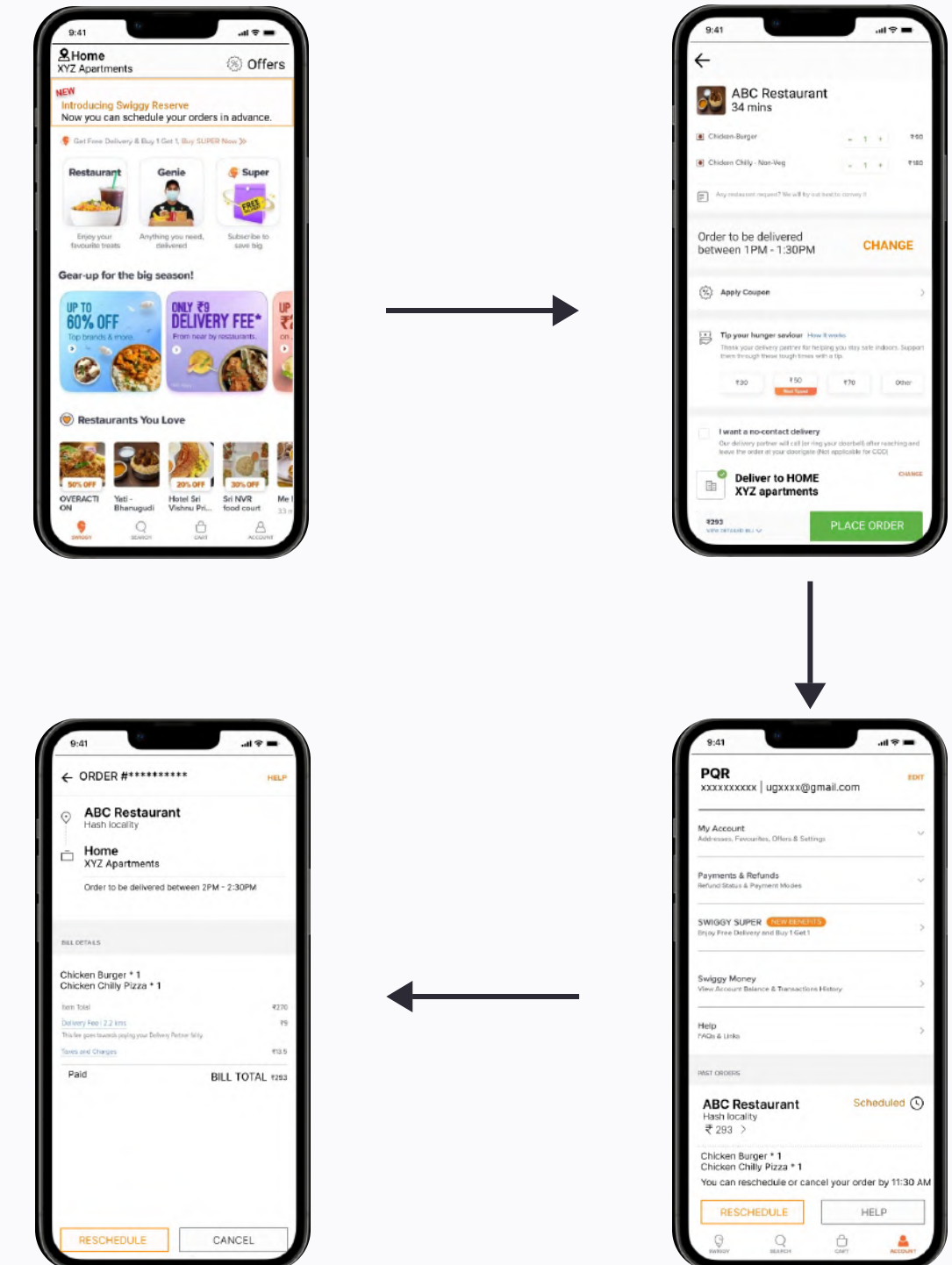
Schedule your order 2 - 12 hours in advance and pick a delivery slot to avoid delay.

Reschedule or cancel up to 2 hours before the scheduled delivery time

Choose similar alternatives from Top restaurants if an item is unavailable/ if a restaurant is closed.

Receive notifications and timely updates to keep a check on the order.

- ❑ Ordering food in advance ensures that the meal gets delivered according to break timings so that they can stay carefree about the delivery.
- ❑ Scheduling takes place on phone calls right now so most users will be tilted to use this feature from their mobile application.
- ❑ The process of scheduling is quite simple and easily available at their fingertips.
- ❑ It is feasible in terms of the tech side and operations to execute scheduling in association with the partner restaurants.
- ❑ When one schedules an order in advance it ensures delivery in the time slot chosen while scheduling.



Working prototype - <https://vimeo.com/644412784>

Landing Page - Swiggy Reserve

Page Views

506

Bounce Rate

57.35%

Users

176

Avg. Session Duration

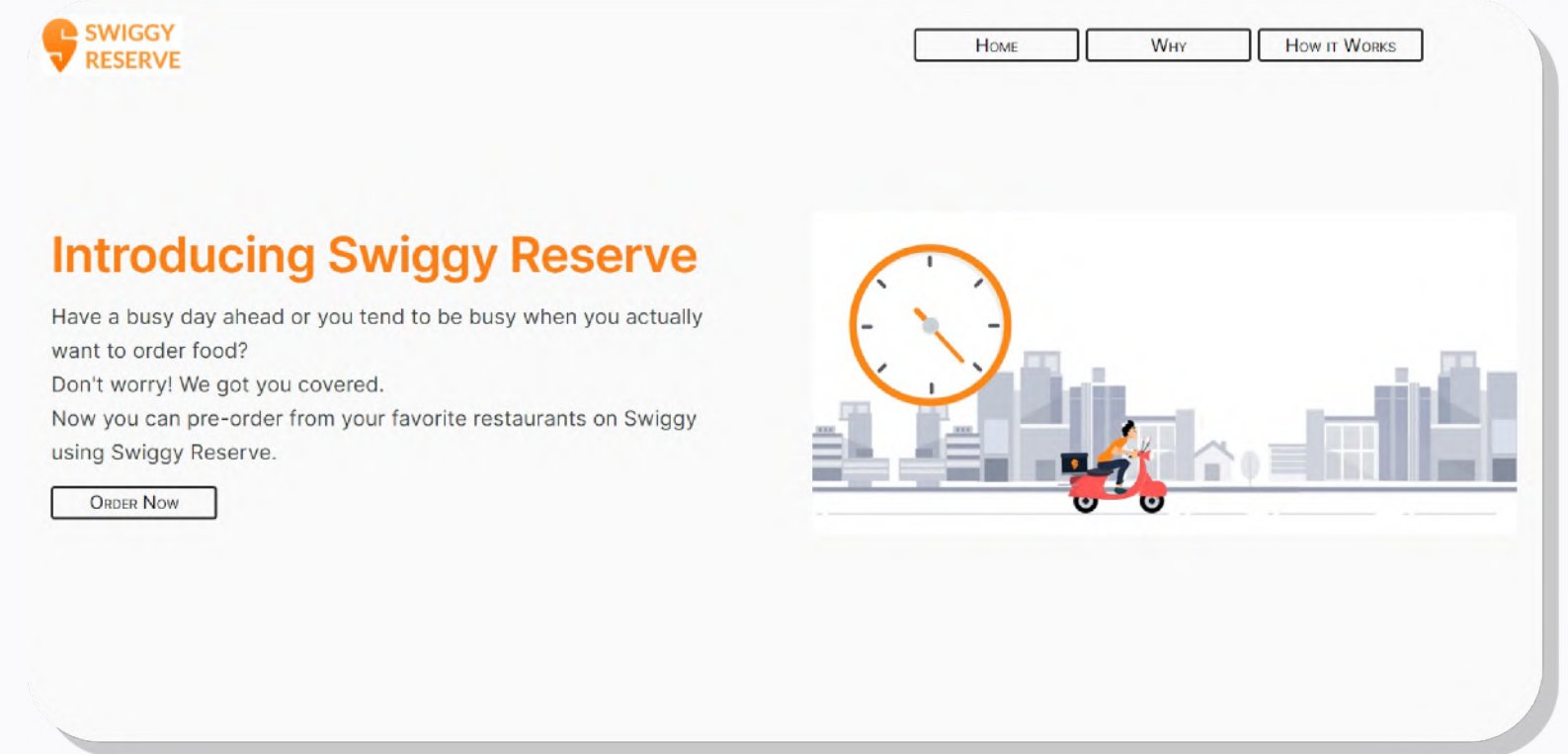
01:40 min

Interested responses

77

No. of Clicks on Interested

103



"Amazing solution to one of the basic problems we face as a customer, given that we order food regularly"

~ Chaitanya Teja
Canara Bank, Mumbai

Testimonials

"Now I can stay carefree about the food delivery and enjoy my meal as soon as the break commences"

~ Suresh
Technical Head, ITC

Success Metrics -

	Adoption	Engagement	Retention	Satisfaction
L1 Metrics	# of new users who successfully ordered food using the feature per week.	# of Daily active users that used the feature in the past 7 days.	Average # of Reserved orders per user per month.	Customer Satisfaction Score
L2 Metrics	# of new users that used the feature at least once in the past 7 days.	Ratio of DAU to MAU	# of users who order 2nd time within 30 days of the 1st order.	Net Promoter Score

In the times of the digital world, fidelity means the most to customers. More the choices, the more they love it.

Customer management is one of the major problems with food delivery startups. Those who don't focus on maintaining their customer base are certain to face the consequences bitterly.

However, when a delivery service or restaurant treats its customers with exclusive deals and features, they instantly gain their loyalty at that very moment.

Pitfalls

#1

There might be a case that even when you are delivering the order on time, customers should be able to identify who the caller is.



- ☑ Renaming all the mobile numbers of delivery partners or their work-related numbers to an affiliation i.e. Swiggy, or communicating with the customers through Whatsapp from an official business account might result in more happy customers.

#2

Uncharacteristic delivery timing i.e. delivering too early or sending too many notifications.



Timely delivery should be ensured as its opposite may tick-off customers. Also, annoying users too might end up being a pinpoint to the business.

Step - 1

Step - 2

Step - 3

Step - 4

Step - 5

Step - 6

Step - 7

Value

Launch Strategy

Testing

Launch feature in one of the Tier 1 cities.

Rollout

Gradually expand to Tier 2 cities.

Future

Deploy to all of the Tier 1 cities.

Build a Subscription model for the target user base who schedule their meals regularly.