



# Crisis Recovery Strategy for Quick Bite Express

*Data-Driven Insights & Strategic Analysis for Stakeholder Decision-Making*

# Executive Summary

## The Crisis

Viral food safety incident combined with week-long delivery outage triggered severe customer backlash in June 2025

## The Impact

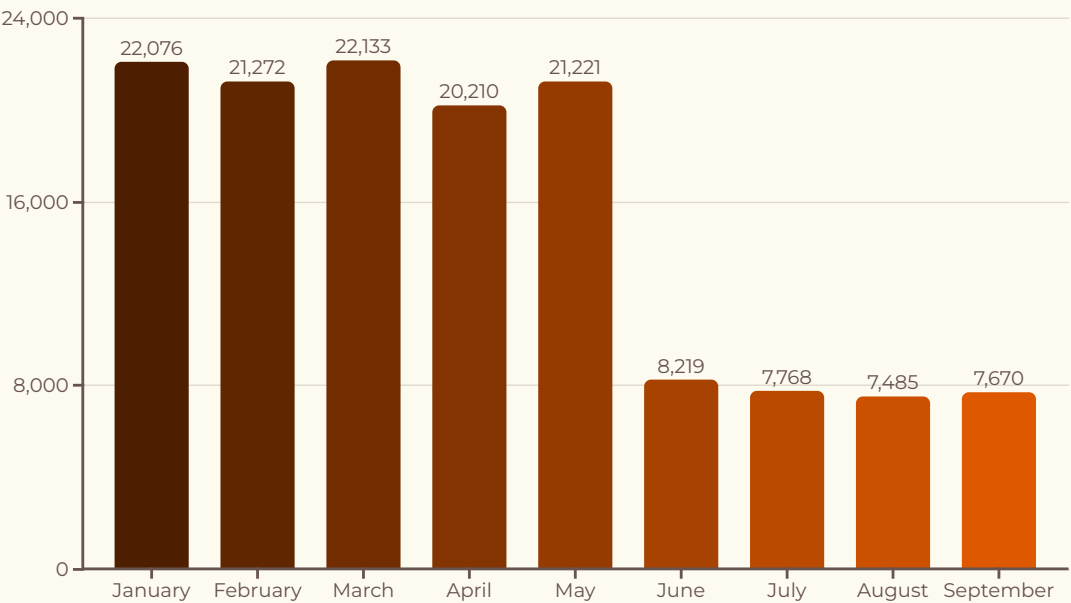
70.9% order decline, ratings dropped from 4.3 to 2.6, and cancellation rates doubled to nearly 12%

## The Response

Comprehensive recovery framework targeting trust restoration, operational excellence, and customer reactivation

Quick Bite Express, a Bengaluru-based food delivery startup founded in 2020, faced an existential crisis that fundamentally challenged its market position. The convergence of a viral food safety scandal and operational failure created a perfect storm that devastated customer trust across all major markets. This presentation outlines the full scope of the crisis impact and presents a detailed roadmap for recovery based on comprehensive data analysis of 138,000 orders and customer behaviour patterns.

# Order Volume Collapse: The Numbers Behind the Crisis



## Catastrophic Decline

Pre-crisis monthly orders averaged 21,382. The moment crisis hit in June, orders plummeted 61% to just 8,219 — a loss of over 13,000 orders in a single month.

The following three months showed sustained suppression at approximately 7,600 orders per month, representing a complete breakdown in customer confidence and platform reliability.

107K

Pre-Crisis Orders

Jan–May 2025

31K

Crisis Orders

Jun–Sep 2025

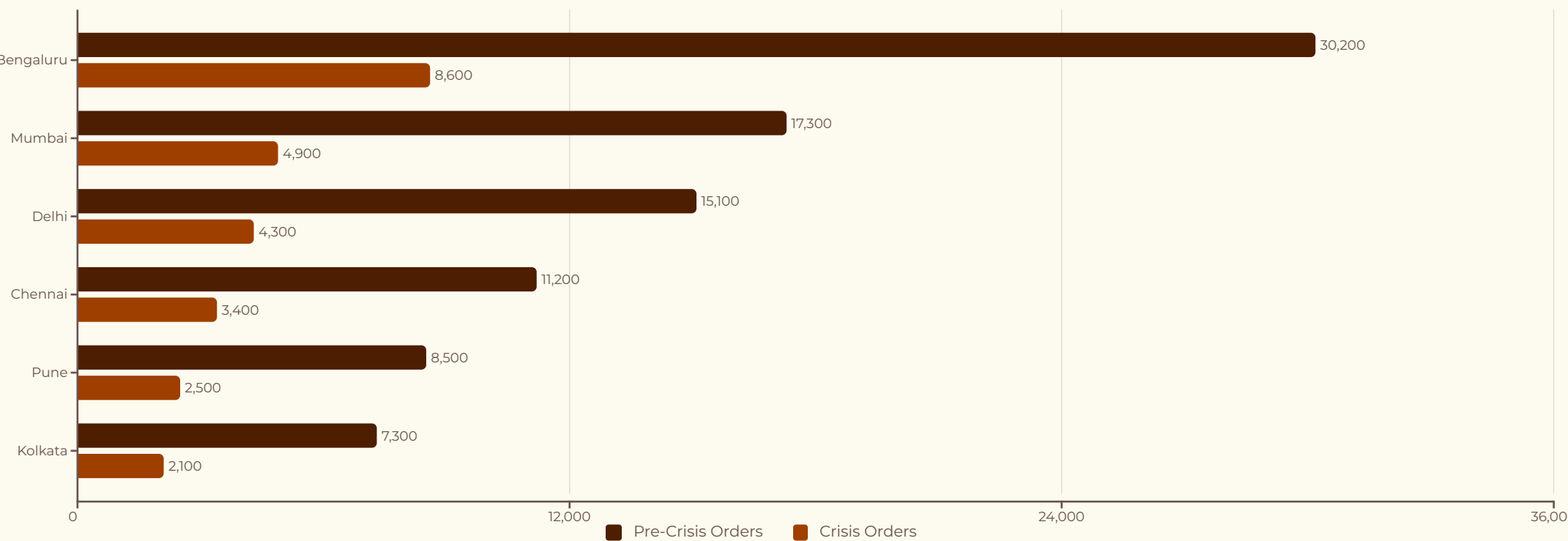
-70.9%

Overall Decline

Severe impact

# Geographic Impact: Crisis Rippled Nationwide

The crisis wasn't localised — it devastated performance across all major metropolitan markets with remarkable uniformity. This consistency reveals that the damage was reputational rather than operational, spreading through social media and news coverage rather than being limited to areas directly affected by service disruptions.



## Bengaluru: Home Market Betrayal

As Quick Bite's founding city, the 71.4% decline here cuts deepest. Loss of 21,600 orders signals fundamental trust erosion in our core market where brand equity should have been strongest.

## Metro Markets: Uniform Collapse

Mumbai, Delhi, and Pune all experienced 70-71% declines, demonstrating that negative sentiment spread virally through urban centres regardless of local operational performance.

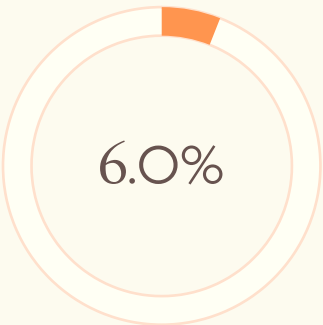
# Restaurant-Level Devastation

Amongst our highest-performing restaurant partners — those with at least 50 orders pre-crisis — several experienced near-total order collapse. This granular view reveals how individual restaurant reputations became collateral damage in the broader platform crisis.



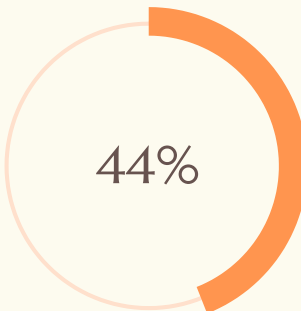
**Critical Insight:** Even restaurants unrelated to the original food safety incident suffered massive declines, indicating a spillover distrust effect where customers avoided the entire platform rather than specific problematic partners.

# Operational Breakdown: Cancellations and Delivery Failures



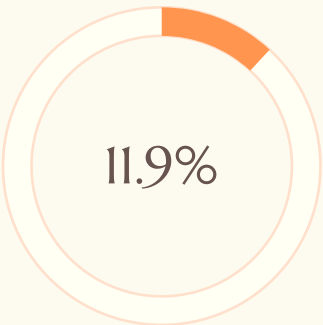
Pre-Crisis Cancellation Rate

Jan-May 2025



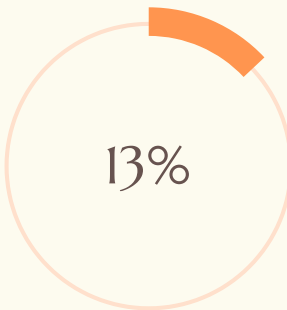
Pre-Crisis SLA Compliance

On-time deliveries



Crisis Cancellation Rate

Jun-Sep 2025



Crisis SLA Compliance

Massive deterioration

## Cancellation Rate Nearly Doubled

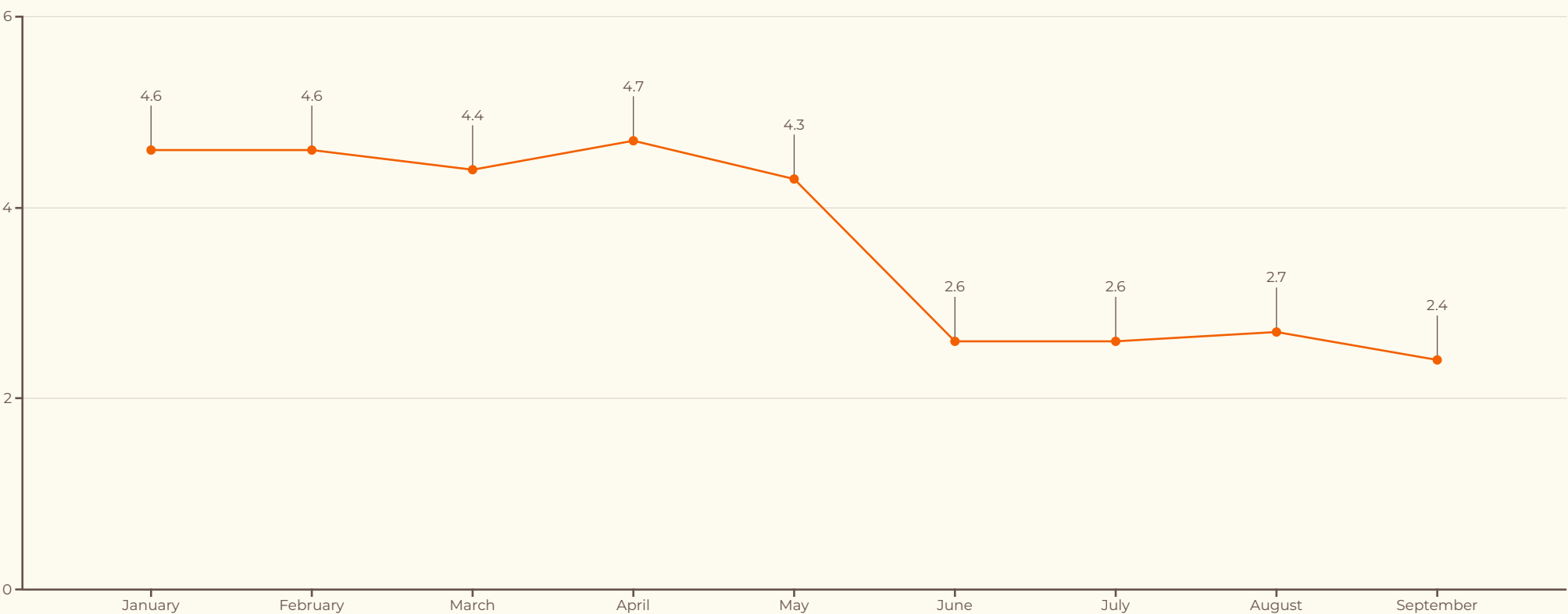
The 99% increase in cancellation rate reflects both delivery-side instability and customer hesitation. Orders were cancelled mid-process due to delays, unavailability, and lingering fear about food safety.

## Delivery Time Catastrophe

SLA compliance collapsed from 44% to just 13%, meaning 87% of crisis-period orders arrived late. This operational failure compounded trust issues and drove customers to competitors.

These metrics reveal a vicious cycle: the initial crisis created operational strain, which led to poor delivery performance, which further damaged customer satisfaction, which increased cancellations and reduced repeat orders. Breaking this cycle requires simultaneous improvement across trust restoration and operational reliability.

# Customer Sentiment Collapse



"The 1.9-point rating drop in June represents not just dissatisfaction, but a fundamental breach of customer trust. Ratings remained suppressed at 2.4–2.7 through September, showing that operational improvements alone weren't enough to restore confidence."

- **Pre-Crisis Stability**

Consistent 4.3–4.7 rating range demonstrated strong customer satisfaction and reliable service delivery before the incident

- **Crisis Onset Shock**

Immediate 1.9-point collapse in June as food safety concerns and delivery failures hit simultaneously

- **Persistent Negativity**

Failure to recover ratings through Q3 indicates deep-seated trust issues requiring more than operational fixes

# Voice of the Customer: Negative Review Analysis

Text analysis of customer reviews during the crisis period reveals dominant complaint themes that go beyond typical service issues. These phrases represent the emotional and practical barriers preventing customer return.



## Food Quality Breakdown

- "Bad taste" and "stale food served"
- "Food quality not great"
- "Not worth the price"
- "Portion size smaller than expected"



## Delivery Failures

- "Delivery was late" (most frequent)
- "Tiny but a bit late"
- "Cold food" upon arrival
- "Terrible service"



## Hygiene & Safety Fears

- "Poor hygiene" (directly related to viral incident)
- "Unhygienic packaging"
- "Not recommended"
- "Bad experience"

The prevalence of hygiene-related complaints confirms that the food safety incident created lasting psychological barriers. Even customers who didn't experience problems directly absorbed the negative narrative through social media exposure. Recovery messaging must directly address these specific concerns with visible proof of improvement.



# Revenue Impact: 22.5 Million Lost

37.0M

Pre-Crisis Revenue  
Jan-May 2025 total

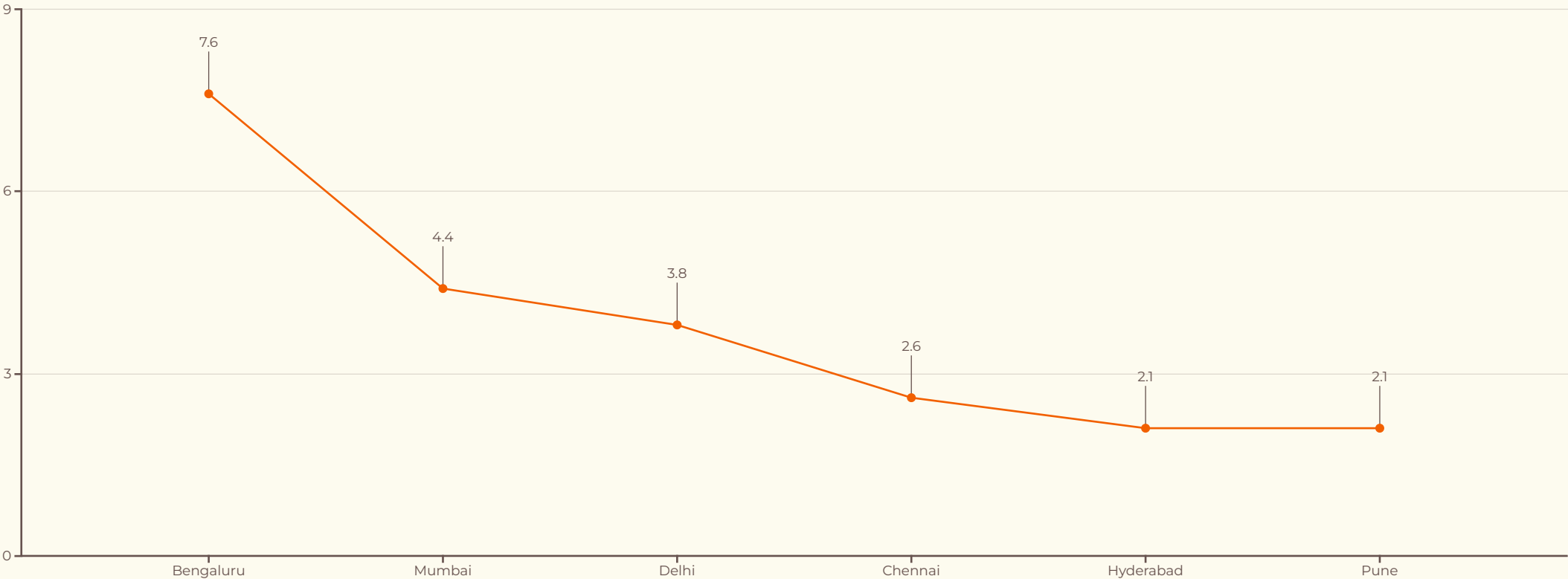
10.7M

Crisis Revenue  
Jun-Sep 2025 total

-71.1%

Revenue Decline  
Mirroring order collapse

The revenue decline closely mirrors the order volume collapse at -71%, indicating customers didn't shift to higher-value orders during the crisis. Average order values remained stable, meaning the entire revenue loss came from customer attrition rather than changed purchasing behaviour.



Bengaluru, Mumbai, and Delhi alone represent 15.8M in lost revenue — 70% of the total impact. Recovery strategies must prioritise these three metros to achieve maximum revenue restoration efficiency.

# Loyalty Betrayal: Our Best Customers Disappeared

Analysis of customers who had placed 5+ orders pre-crisis with average ratings above 4.5 reveals a devastating pattern: **our most loyal, satisfied customers completely stopped ordering** during the crisis period.

5+

Pre-Crisis Orders

Per customer

4.7-5.0

Average Rating

Highly satisfied

0

Crisis Orders

Complete abandonment

## The Loyalty Paradox

These weren't casual users — they were brand advocates who consistently gave near-perfect ratings. Yet they abandoned Quick Bite entirely when the crisis hit, demonstrating that even the strongest loyalty couldn't overcome fear about food safety.

This segment represents lost lifetime value and indicates that trust damage extended beyond rational concerns about isolated incidents. Emotional connection to the brand was severed.

❏ **Strategic Imperative:** Reactivating this high-LTV segment requires personalised outreach acknowledging their past loyalty, transparent communication about safety improvements, and exclusive incentives that demonstrate we value their return.

# High-Value Customer Exodus

The top 5% of customers by pre-crisis spending — those who had invested over 2,000+ each in Quick Bite — experienced the most dramatic behavioural collapse. These premium users reduced their order frequency by 4-6 orders and their ratings dropped by an average of 4.5 points.

## Customer Segment Profile

- Pre-Crisis:** Total spend 2,188–2,715 per customer
- Average Rating:** 4.5–5.0 stars (highly satisfied)
- Order Frequency:** 5-6 orders per month

## Crisis Impact

- Order Drop:** -4 to -6 orders (near-complete disengagement)
- Rating Collapse:** Down to 0.5–1.0 stars
- Sentiment:** Extreme dissatisfaction and betrayal

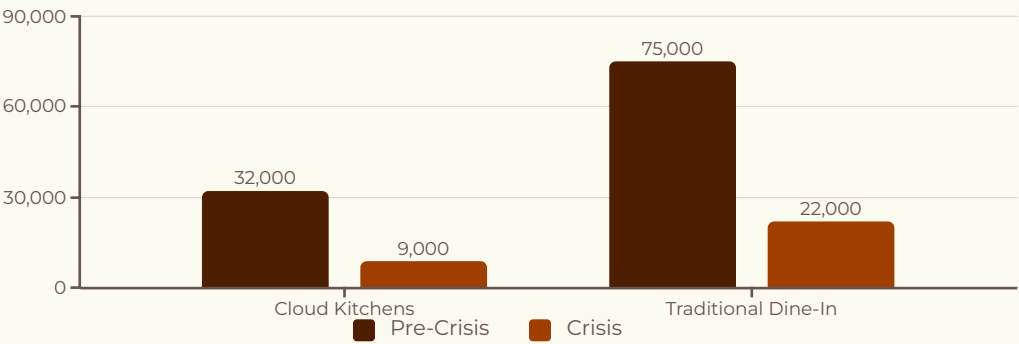
## Revenue Implications

- Individual LTV Loss:** 2,000+ per customer
- Segment Size:** Top 5% of user base
- Total Impact:** Disproportionate contribution to overall revenue decline

"High-value customers had higher expectations and felt more personally betrayed by the crisis. Their sharp reaction — rating drops of 4+ points — reflects not just service failure but emotional disconnection from a brand they had invested in heavily."

# Partner Restaurant Churn Risk Analysis

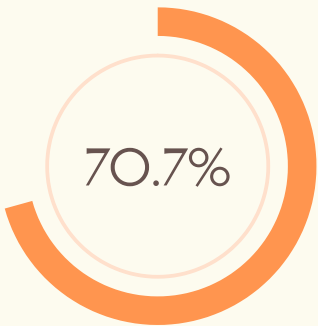
Order Volume by Restaurant Type



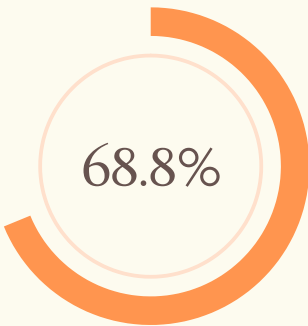
## Churn Risk Assessment

**Traditional restaurants** face the highest churn risk despite historically higher order volumes. They suffered a larger absolute loss (-53K orders) and have less operational flexibility to implement rapid safety improvements.

**Cloud kitchens** showed more resilience (-22K orders) due to better control over kitchen environments and faster adaptation capability.



Traditional Restaurant Decline  
Highest vulnerability



Cloud Kitchen Decline  
More resilient

Small, independent traditional restaurants are most likely to leave the platform due to sustained low volumes, limited capital reserves, and inability to invest in enhanced safety protocols. Large branded chains will be most resilient due to existing safety infrastructure and independent brand equity.

# Three-Phase Recovery Framework

O1

## Phase 1: Stabilise & Reassure (Weeks 1–4)

Immediate focus on trust restoration through visible safety measures, transparent communication, and operational stabilisation. Target: Stop the bleeding.

O2

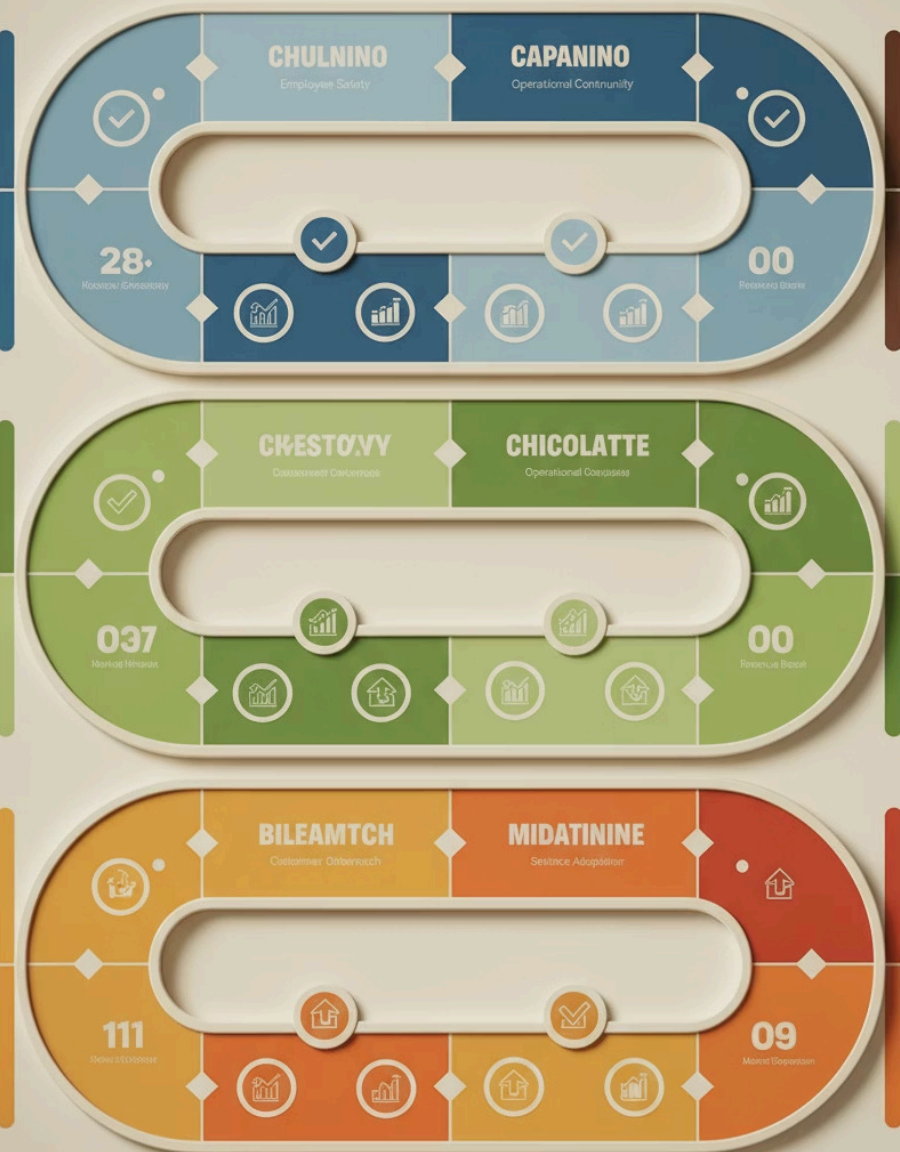
## Phase 2: Re-engage & Recover (Weeks 5–8)

Targeted reactivation campaigns for lost customers, partner support programmes, and strategic messaging. Target: Rebuild momentum.

O3

## Phase 3: Retain & Grow (Weeks 9–12)

Long-term trust infrastructure, loyalty programme relaunch, and competitive repositioning. Target: Achieve sustainable recovery.



# Phase 1: Trust Restoration Through Safety Excellence

## Independent Safety Audits

Partner with FSSAI and local health authorities to conduct comprehensive inspections of all restaurant partners. Publish results transparently with "Safety Certified" badges visible in-app.

## In-App Transparency

Display real-time hygiene ratings, inspection dates, and safety compliance scores for every restaurant. Make safety information prominent in restaurant listings.

## Delivery Safety Protocol

Implement tamper-proof packaging, contactless delivery procedures, and rider hygiene training. Communicate these measures through app notifications and delivery confirmations.

Trust is rebuilt through proof, not promotion. Every safety initiative must be visible, verifiable, and communicated repeatedly across all customer touchpoints. The goal is to transform Quick Bite's safety standards from a liability into a competitive advantage.

# Phase 1: Operational Excellence Recovery



## Delivery Network Reinforcement

Build multi-tier delivery partner model with backup riders during peak hours and crisis events. Target: Restore SLA compliance from 13% to 60% within 4 weeks.



## AI-Powered Route Optimisation

Implement intelligent routing system to minimise delivery times and prevent delays. Real-time traffic data and predictive algorithms ensure on-time performance.



## Live Performance Monitoring

Launch real-time SLA dashboards tracking delivery times by city and zone. Auto-alerts trigger corrective action before minor delays become major failures.



## Performance Incentive Realignment

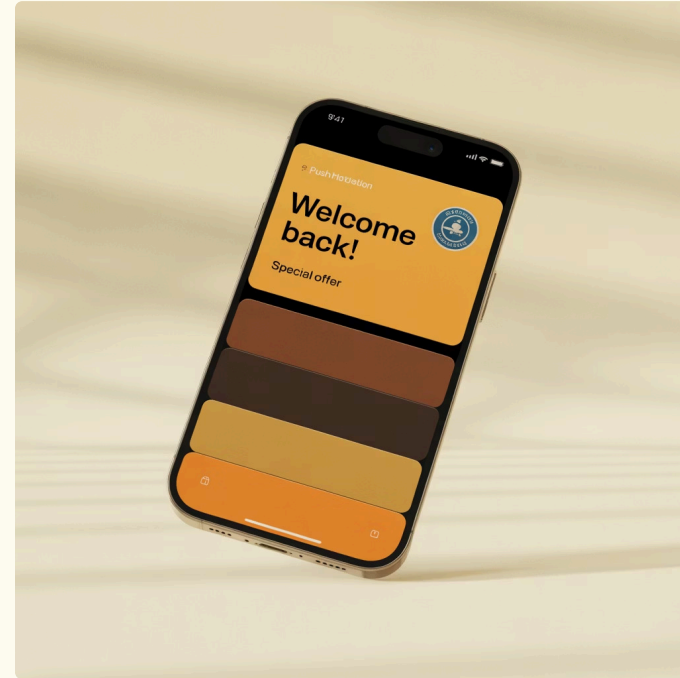
Introduce delivery partner rewards based on on-time completion rates and customer satisfaction scores. Make reliability financially attractive.



**Key Metric:** Reducing cancellation rate from 11.9% back below 7% requires simultaneous improvement in both reliability (SLA) and trust (safety perception). These operational enhancements directly support customer confidence restoration.

## Phase 2: Strategic Customer Reactivation

1	<b>Loyal Customer Winback</b> Target users with 5+ pre-crisis orders and 4★+ ratings. Personalised "We Miss You" emails with exclusive safety assurance offers and comeback incentives.
2	<b>High-Value VIP Programme</b> Create "Quick Bite Elite Comeback" for top 5% spenders. Personal outreach, premium discounts, early access to certified partners, and dedicated support.
3	<b>City-Level Campaigns</b> Customised messaging by metro: Bengaluru gets "Home Stronger", Mumbai gets "Speed & Safety", Delhi gets "Certified Clean".



### Segmented Incentive Strategy

Avoid blanket discounts that attract deal-hunters rather than loyal customers. Instead, use targeted offers that reward past loyalty and emphasise safety improvements.

- **Loyal Users:** "Your trusted restaurants are safer than ever" + 5 credit
- **High-Value:** VIP status + 20% off first 3 orders from certified partners
- **Lost Recent:** "Here's what's changed" transparency message + free delivery



# Phase 2: Restaurant Partner Support & Retention



## Partner Assurance Programme

Provide free hygiene certification support, temporary commission relief for loyal partners, and marketing credits for verified restaurants. Prevent further partner churn.



## Performance Dashboards

Give partners real-time visibility into order metrics, compliance scores, and customer feedback. Data-driven insights help them improve and stay engaged.



## Co-Marketing Initiatives

Feature certified partners prominently in app banners and social campaigns. "Support Local, Eat Safe" messaging benefits both brand and partners.



## Partner Reactivation

Re-onboard lost partners through "Return & Grow" programme with zero onboarding fees and guaranteed order volume bonuses for first month back.

"Small traditional restaurants are most vulnerable to churn, but they also represent authentic local food experiences that differentiate Quick Bite. Protecting these partnerships is essential for long-term platform value."

# Phase 3: Long-Term Trust Infrastructure

## Monthly Safety Reports

Publish comprehensive food safety audit results on website and app. Transparency becomes ongoing commitment rather than crisis response.

## Quick Bite Rewards Relaunch

Trust-based loyalty programme where users earn points for ordering from certified partners. Gamify safe choices.

1

2

3

4

## Hygiene Rating System

Launch visible per-restaurant hygiene scores (like Zomato's safety badges). Customers choose partners based on safety alongside taste and price.

## Customer Advisory Board

Invite high-value customers to quarterly feedback sessions. Give them voice in safety standards and service improvements.

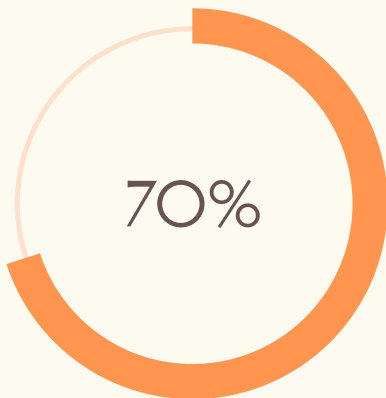
The goal of Phase 3 is to institutionalise trust so that Quick Bite's safety standards become part of its brand identity and competitive moat. Recovery isn't just about getting back to pre-crisis levels — it's about emerging stronger with unassailable credibility.

# Expected Outcomes & Success Metrics



## Volume Recovery

+40–50% increase in monthly orders by Week 12, reaching 11,000–11,500 orders per month (still below pre-crisis but demonstrating momentum)



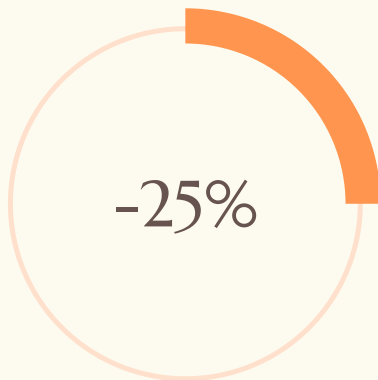
## Partner Retention

Retain 7 in 10 restaurant partners



## Sentiment Restoration

Average rating improves from 2.4 to 4.0+, indicating customers perceive real change and renewed reliability



## CAC Reduction

Lower acquisition costs through retention



## Operational Excellence

SLA compliance reaches 75%+, cancellation rate drops below 7%, delivery time consistency becomes competitive advantage



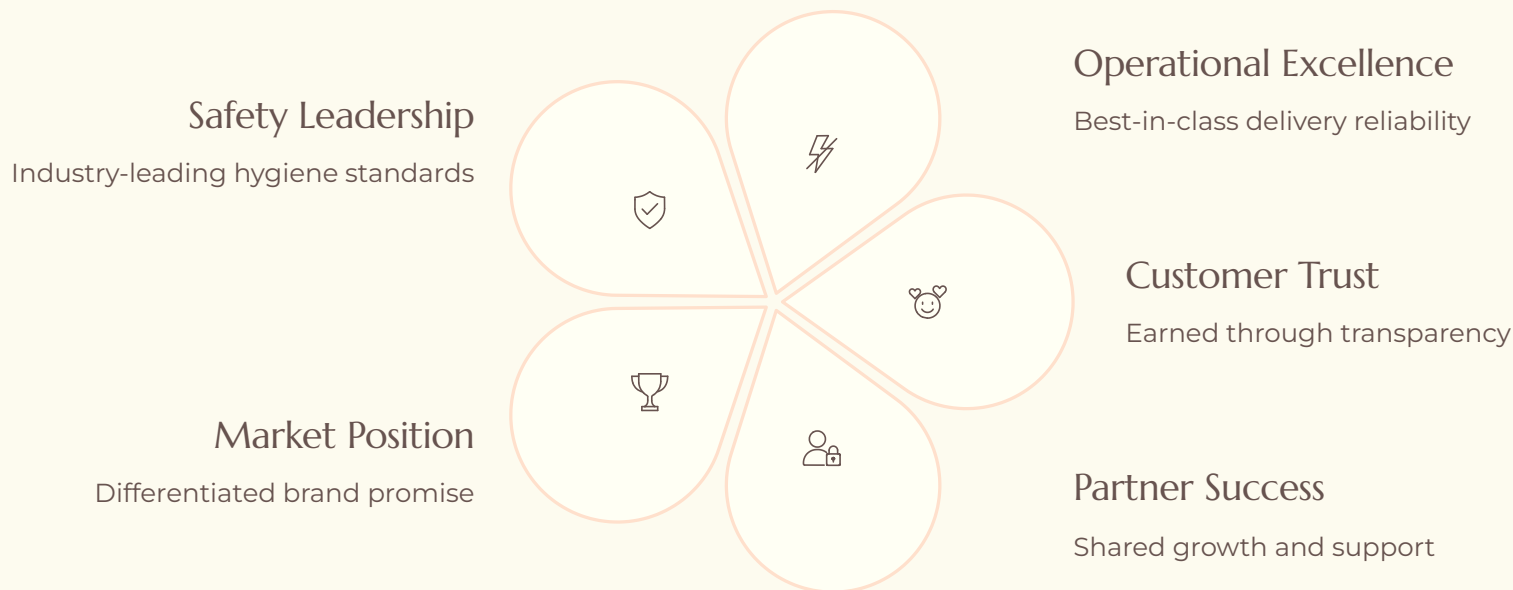
## Revenue Recovery

Incremental revenue in Quarter 1 2026

These outcomes require disciplined execution across all three phases, consistent monitoring of leading indicators, and willingness to adjust tactics based on real-time feedback. Recovery is not linear — expect setbacks and be prepared to overcommunicate progress.

# From Crisis to Competitive Advantage

The crisis that nearly destroyed Quick Bite Express can become the foundation for unprecedented competitive advantage. By emerging with demonstrably superior safety standards, operational reliability, and customer-centric culture, Quick Bite can redefine customer expectations for the entire food delivery industry.



**"Trust is the most valuable currency in food delivery. Quick Bite's recovery roadmap transforms our greatest vulnerability into our most defensible moat. The question is not whether we can recover — it's whether we have the courage to become the industry's new standard for safety and reliability."**

This recovery strategy requires immediate executive commitment, cross-functional coordination, and sustained investment in safety infrastructure. The window for successful recovery is narrow — we must act decisively in the next 90 days.