



# Quick Bite Express: Crisis Recovery & Trust Rebuild Strategy

January – September 2025

Food Safety Incident • Delivery Outage • Customer Sentiment Collapse

# Company Background

## Quick Bite Express Overview

Founded in 2020 and headquartered in Bengaluru, Quick Bite Express has rapidly established itself as a dynamic player in India's competitive food delivery landscape. Our innovative business model combines direct food delivery services with strategic cloud kitchen partnerships, enabling us to offer diverse culinary options whilst maintaining operational efficiency.

Our market presence spans across Tier-1 and Tier-2 metropolitan areas, serving millions of customers seeking convenient, quality meal solutions. Through our integrated platform, we connect customers with a curated network of restaurant partners, from independent cloud kitchens to established dining brands.

## Key Metrics

- **Founded:** 2020
- **Headquarters:** Bengaluru
- **Model:** Delivery + Cloud Kitchen Partnerships
- **Coverage:** Major metros across India
- **Partners:** Diverse restaurant ecosystem



# Crisis Overview

Following a strong pre-crisis period from **January to May 2025**, Quick Bite Express faced an unprecedented crisis from **June to September 2025** that fundamentally challenged our operational integrity and customer trust. What began as an isolated food safety incident rapidly escalated into a full-scale reputational and operational emergency during this period.



## Viral Food Safety Incident

A contamination event gained widespread social media attention, triggering immediate trust collapse amongst our customer base and heightened regulatory scrutiny.



## Week-Long Delivery Outage

Technical infrastructure failures caused a complete service breakdown, leaving customers without access to our platform during peak demand periods.

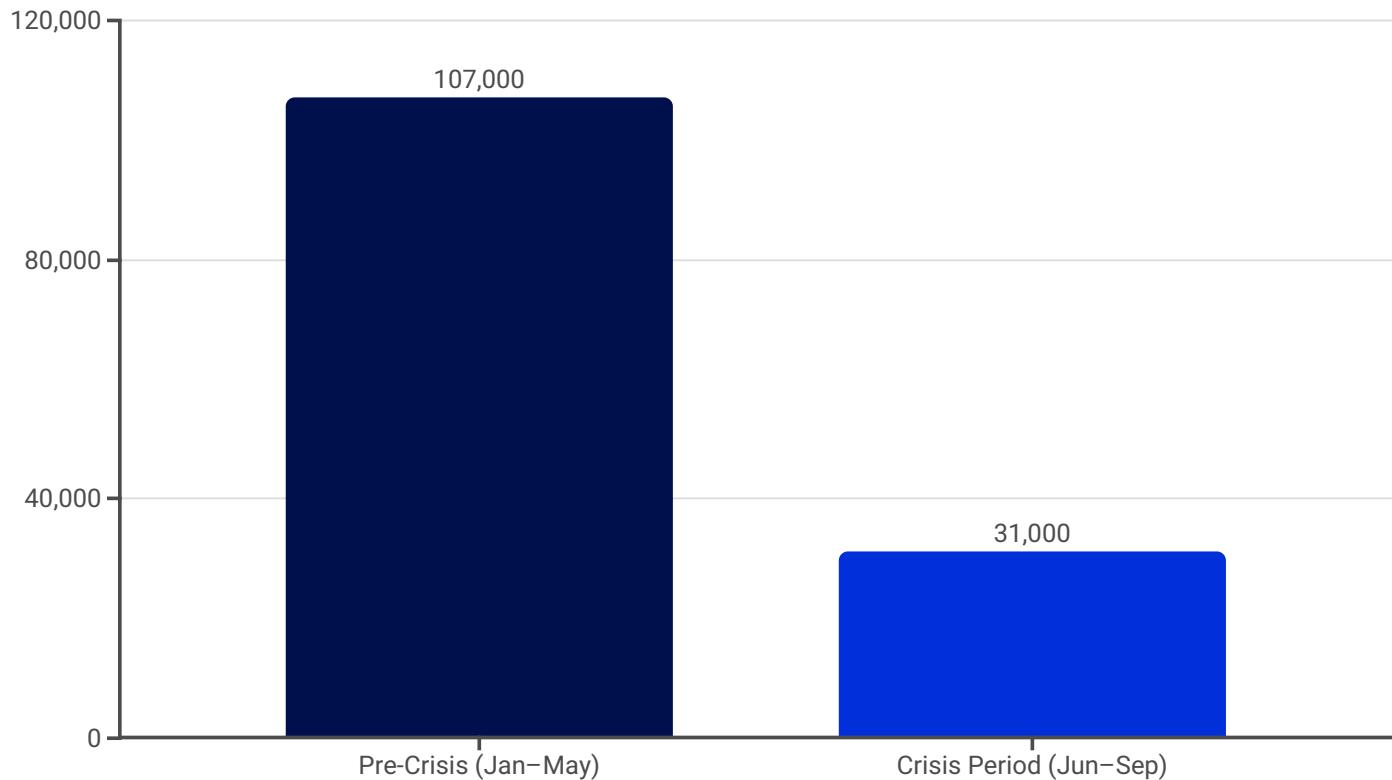


## Aggressive Competitor Response

Rival platforms capitalised on our vulnerability, launching targeted marketing campaigns to attract our displaced user base and restaurant partners.

# Order Volume Collapse

The crisis delivered a devastating blow to our operational metrics, with order volumes plummeting by over 70% during the crisis period. This dramatic decline represents not merely a temporary disruption, but a fundamental breakdown in customer confidence and platform reliability.



**107K**

Pre-Crisis Orders

January–May 2025

**31K**

Crisis Orders

June–September 2025

**-70.9%**

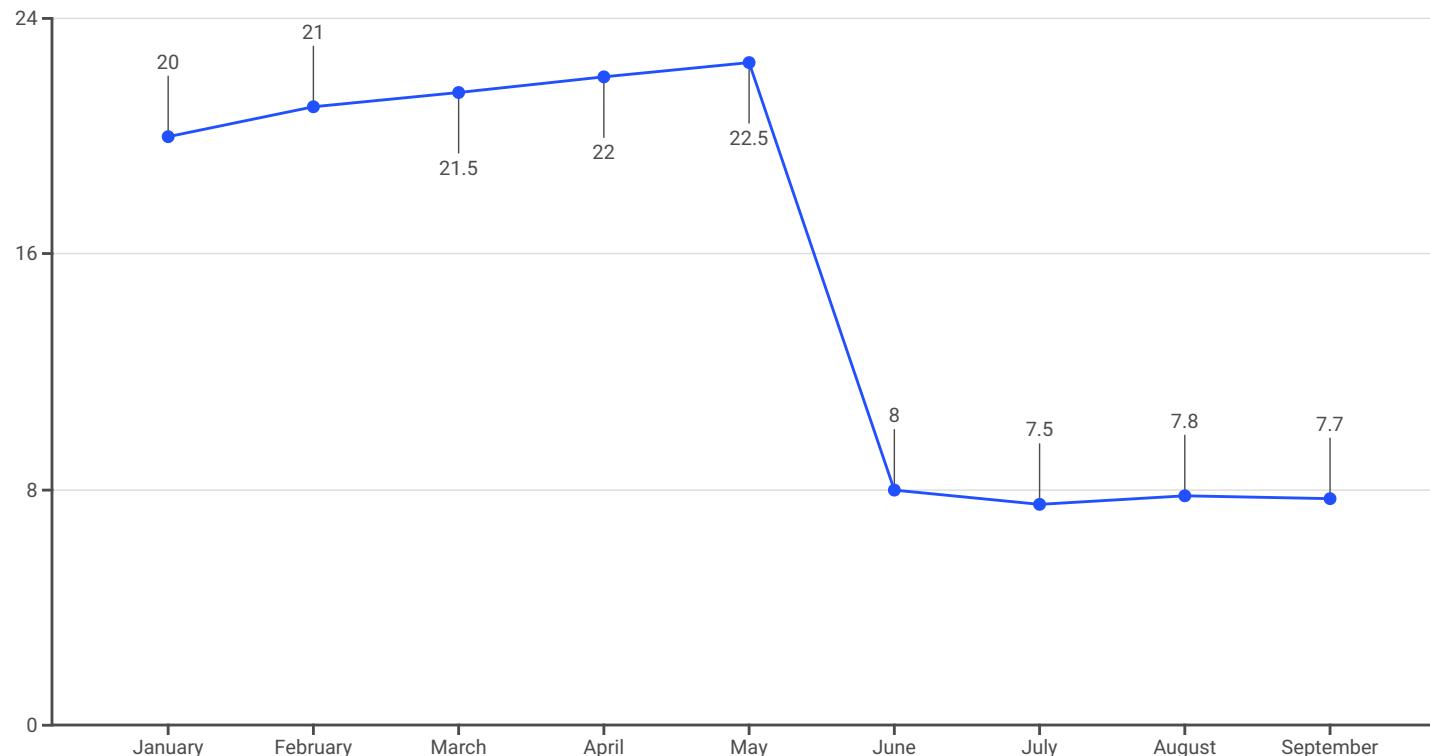
Total Decline

Severe demand shock

**Critical Insight:** The magnitude of this decline indicates a severe demand shock that extends beyond temporary disruption. Recovery efforts must address both immediate operational concerns and long-term trust rehabilitation to restore customer confidence and order volumes.

# Monthly Order Trajectory

Analysing the month-by-month progression reveals the precise timing and persistence of the crisis impact. January through May showed stable, healthy order volumes averaging 20,000–22,000 monthly orders, demonstrating strong pre-crisis performance and customer engagement.

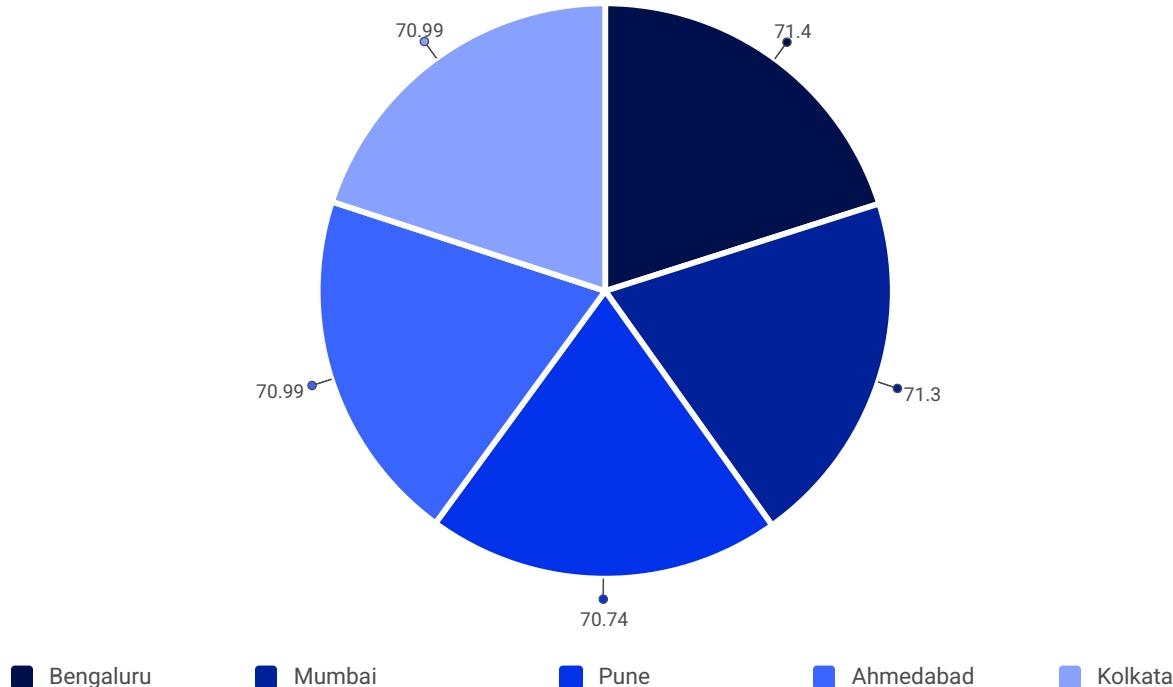


- **June marked the crisis inflection point:** A catastrophic 61% drop from May's 22,000 orders to just 8,000, followed by continued stagnation at approximately 7,500 orders throughout July–September. This persistent low performance indicates deep customer hesitancy and suggests recovery requires comprehensive intervention beyond operational fixes.

# Geographic Impact Analysis

## Top Five Cities Experiencing Severe Decline

The crisis demonstrated remarkably uniform impact across our key metropolitan markets, with each of our top five cities experiencing approximately 71% order decline. This geographic consistency reveals that the trust crisis transcended regional boundaries, indicating a national brand reputation issue rather than localised operational problems.



**Strategic Implication:** The uniform decline pattern across diverse markets confirms that our recovery strategy must prioritise national brand trust rebuilding over market-specific interventions. Customers across India responded similarly to the crisis, suggesting that food safety concerns and platform reliability resonate universally, regardless of local market dynamics.

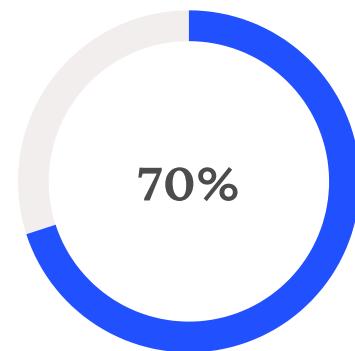
# Revenue Impact Across Major Markets

The financial consequences of the crisis proved devastating across all metropolitan areas, with revenue declining by approximately 70% in each major market. Our flagship market, Bengaluru, suffered the most substantial absolute loss, dropping ₹7.6 million in revenue during the crisis period.

## Critical Financial Insights

The uniformity of revenue decline across cities underscores our vulnerability stemming from heavy dependence on Tier-1 metropolitan markets. When crisis struck, no geographic diversification provided insulation—all major revenue centres collapsed simultaneously.

This concentration risk exposed a fundamental weakness in our market strategy: whilst Tier-1 cities drove growth during positive periods, they amplified losses during crisis. Recovery planning must address both immediate revenue restoration and long-term portfolio diversification to build resilience against future disruptions.

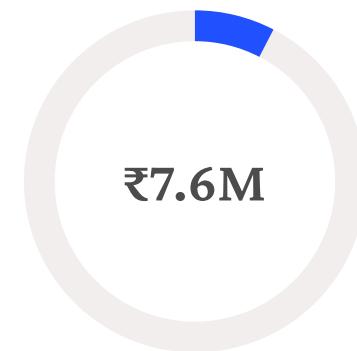


Revenue Decline

Consistent across all major metros

## Revenue Concentration Risk

- **Bengaluru:** ₹7.6M revenue loss
- **Mumbai:** ₹6.8M revenue loss
- **Tier-1 dependency:** Increased vulnerability
- **Diversification need:** Critical priority

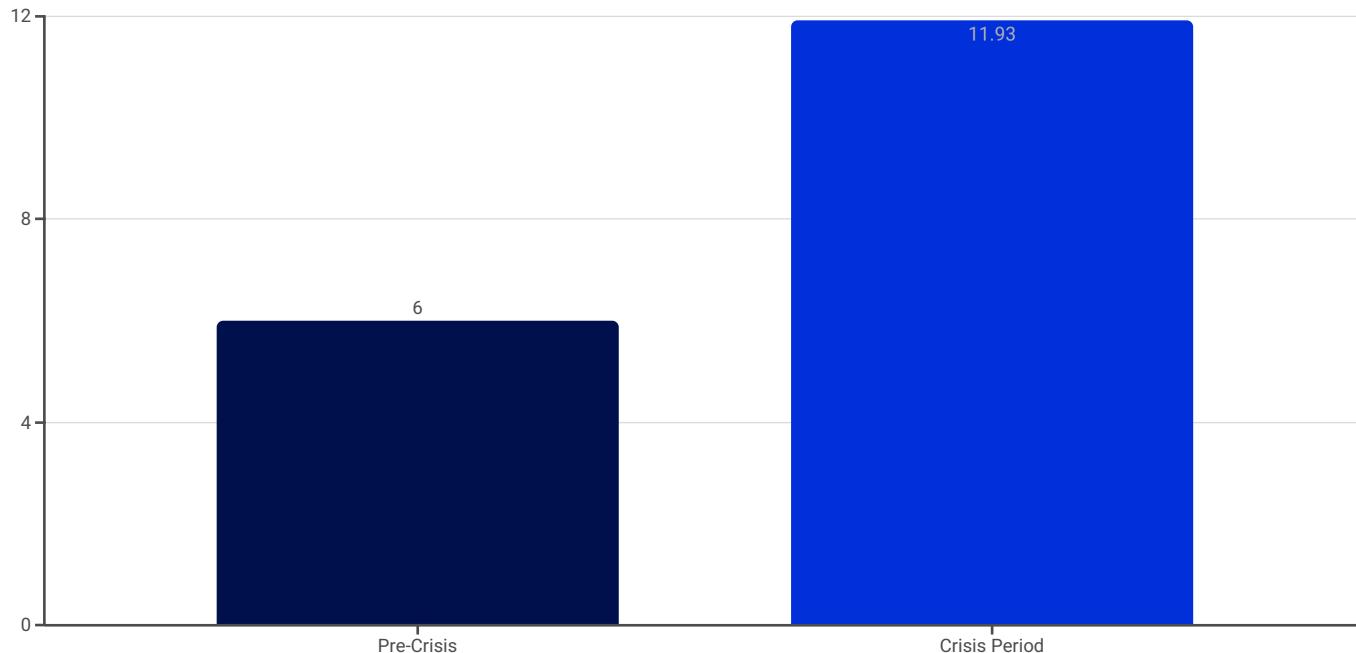


Bengaluru Loss

Largest absolute impact

# Order Cancellation Rate Surge

Perhaps no metric more vividly illustrates real-time customer anxiety than the dramatic surge in order cancellation rates. Pre-crisis, our cancellation rate stood at a healthy 6.0%, reflecting normal customer behaviour and operational friction. During the crisis, this rate nearly doubled to 11.93%, revealing deep customer hesitation and fear.



## Trust Breakdown Signal

Customers placed orders but cancelled before delivery, suggesting last-minute anxiety about food safety and quality. This behaviour pattern indicates customers wanted to use our service but couldn't overcome safety concerns.

## Delivery Disruption Impact

The week-long outage and subsequent instability led many customers to cancel when promised delivery times couldn't be met, compounding the trust crisis with reliability concerns.

- ☐ **Recovery Focus:** Reducing cancellation rates requires dual intervention—rebuilding food safety confidence whilst demonstrating consistent, reliable delivery performance. Both issues must be addressed simultaneously to restore customer commitment.

# Delivery SLA Performance Breakdown

Our Service Level Agreement (SLA) performance metrics reveal the operational dimension of the crisis. Prior to June, 44% of orders arrived on time—a figure requiring improvement but indicating functional operations. During the crisis, on-time delivery collapsed to a mere 13%, representing near-total operational failure.



## Operational Implications

The SLA breakdown extended far beyond the initial week-long outage. Even after technical systems came back online, delivery performance remained severely compromised. This suggests the crisis damaged not just infrastructure but also delivery partner confidence, route efficiency, and restaurant coordination—elements requiring systematic rebuilding.

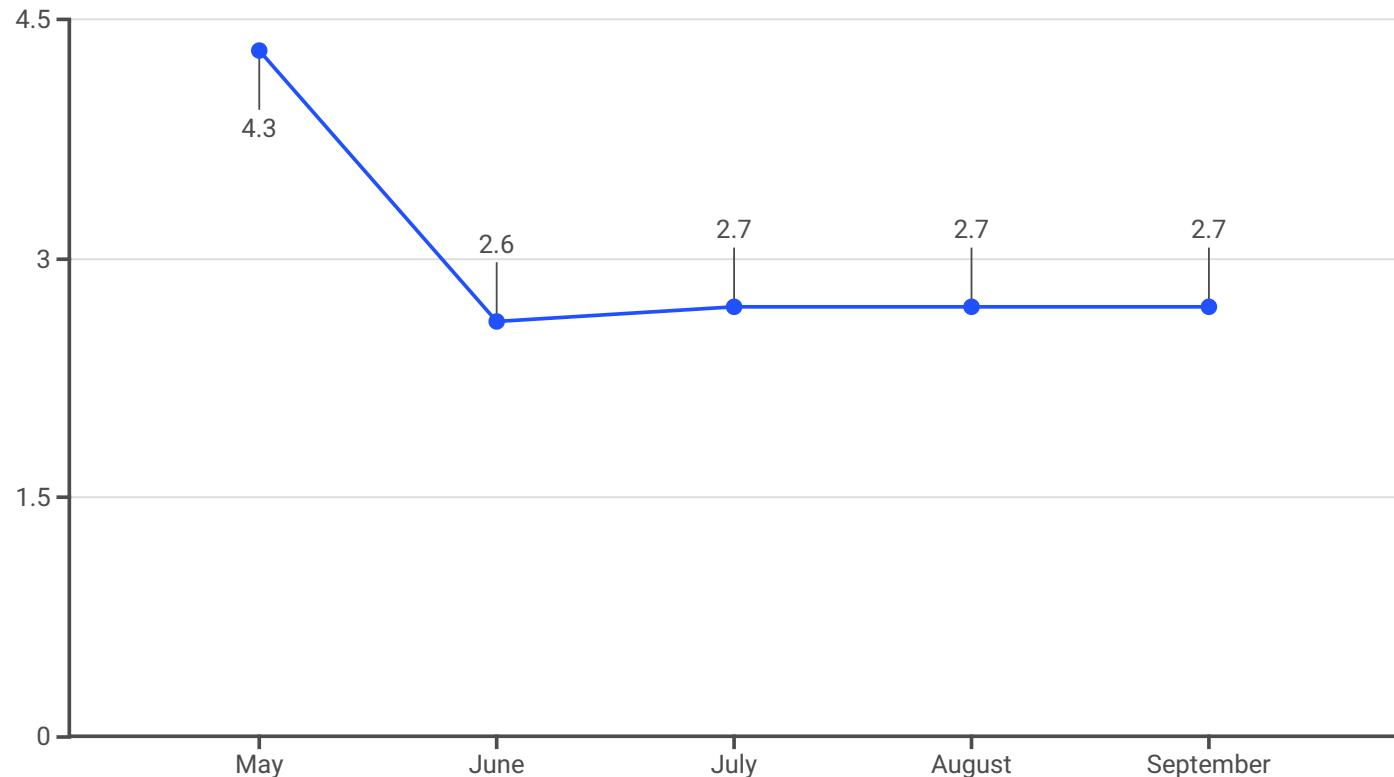
Customers experiencing late deliveries faced compounded frustration: food safety concerns combined with cold, delayed meals created a perfect storm of negative experience. Restoring SLA performance is non-negotiable for trust recovery.

## Cascading Effects

- Cold food upon arrival
- Delivery partner attrition
- Restaurant coordination breakdown
- Customer compensation costs
- Negative reviews proliferation

## Customer Rating Deterioration

Customer ratings provide a powerful proxy for overall satisfaction and trust. In May 2025, Quick Bite Express maintained a respectable 4.3 average rating, reflecting generally positive customer sentiment. June's crisis triggered a catastrophic 1.9-point drop to 2.6, with ratings remaining depressed at or below 2.7 through September.



"The persistence of low ratings through September—long after operational systems were restored—demonstrates that **reputation damage outlasts operational recovery**. Trust rebuilding operates on a different timeline than systems restoration."

This ratings pattern confirms that even perfect execution of operational fixes cannot immediately restore customer confidence. Recovery requires sustained, visible commitment to quality and safety, validated through consistent positive experiences over time.

# Restaurant Partner Impact Analysis

## Spillover Distrust Effect on Partner Restaurants

The crisis inflicted severe collateral damage on our restaurant partners, many of whom had no connection to the initial food safety incident. Top-performing partners experienced devastating order declines, with Fresh Tandoor suffering a 92.6% drop and Urban Kitchen declining 87.3%. This "spillover distrust" phenomenon reveals how platform-level crises contaminate even innocent, high-quality partners.

Restaurant Partner	Pre-Crisis Monthly Orders	Decline %
Fresh Tandoor	1,350	-92.6%
Urban Kitchen	1,180	-87.3%
Spice Route	1,020	-84.1%
Green Leaf Bistro	890	-81.5%
Quick Bites Corner	760	-79.8%

- Partner Retention Risk:** These restaurants may abandon Quick Bite Express for competitor platforms unless we demonstrate clear recovery trajectory and provide tangible support. Partner churn would further impair our ability to serve returning customers, creating a vicious cycle. Immediate partner engagement and retention initiatives are critical.

# Restaurant Partner Churn Risk Segmentation

Not all restaurant partners face equal churn risk. Our analysis reveals distinct vulnerability patterns across partner segments, enabling targeted retention strategies. Small dine-in restaurants face the highest risk, whilst large branded chains demonstrate greater resilience and loyalty despite shared crisis impact.

## Highest Churn Risk

### Small Dine-In Restaurants

Limited resources and heavy platform dependence make these partners extremely vulnerable. Many operate on thin margins and cannot sustain prolonged order declines. They're actively courted by competitors offering better terms.

- Immediate financial pressure
- Active competitor outreach
- Limited brand independence

## Moderate Churn Risk

### Independent Cloud Kitchens

These partners built operations around delivery platforms but have flexibility to pivot. They're evaluating multi-platform strategies to reduce dependence on any single channel, including Quick Bite Express.

- Platform diversification strategies
- Operational flexibility
- Cost-benefit reassessment

## Lowest Churn Risk

### Large Branded Chains

Established brands with diverse revenue streams show greater stability. They view Quick Bite Express as one channel amongst many and can weather short-term disruptions whilst monitoring our recovery progress.

- Diversified revenue sources
- Strategic patience
- Brand strength independence

**Strategic Priority:** Immediate intervention focused on small dine-in restaurants and independent cloud kitchens will prevent catastrophic partner network erosion. Branded chains require communication and reassurance but face lower immediate risk.

# Loyal Customer Abandonment

Perhaps the most alarming finding from our crisis analysis is the dramatic drop-off amongst our most loyal, satisfied customers. Users who had placed five or more orders and consistently rated us 4.7+ stars—our core advocates and brand ambassadors—ceased ordering during the crisis period.

## Loyal Customer Profile

- **Order history:** 5+ completed orders
- **Average rating given:** 4.7+ stars
- **Pre-crisis behaviour:** Regular, consistent usage
- **Crisis response:** Complete cessation of orders

These customers represented our highest lifetime value segment and most reliable revenue stream. Their abandonment signals that even deep satisfaction provides no immunity to trust crises involving food safety.

## Trust Break Psychology

Loyal customers had invested emotional capital in Quick Bite Express, making the perceived betrayal even more acute. Their previous positive experiences heightened disappointment when food safety concerns emerged. Unlike casual users who simply churned to alternatives, loyal customers experienced a more profound break: betrayal of established trust.

Rebuilding loyalty will require not just operational fixes but emotional repair—acknowledgment, accountability, and demonstrated long-term commitment to safety standards.

# High-Value Customer Reaction

## Top 5% Lifetime Value Segment Analysis

Our highest-spending customers—the top 5% by lifetime value—demonstrated the most severe reaction to the crisis. These premium users didn't merely reduce order frequency; they fundamentally re-evaluated their relationship with Quick Bite Express, reflected in dramatic behavioural shifts.

**4-6**

**Order Reduction**

Fewer orders placed per customer during crisis

**-4.5**

**Average Rating Drop**

Rating decline range: -4.1 to -4.9 points

**Top 5%**

**Customer Segment**

Highest lifetime value users

The rating decline of 4–5 points amongst this segment is particularly telling. These customers had previously awarded us their highest ratings, indicating exceptional satisfaction. Their precipitous rating drops represent not incremental disappointment but wholesale rejection—a shift from promoters to detractors.

"High-value customers possess both the highest expectations and the greatest alternatives. They choose premium service providers carefully and abandon them decisively when trust breaks. **Their reaction represents an emotional, not merely transactional, crisis response.**"

**Recovery Imperative:** This segment represents disproportionate revenue and referral value. Targeted VIP recovery programmes with personalised outreach, exclusive benefits, and direct accountability conversations are essential to prevent permanent loss of our most valuable customer relationships.

# Customer Sentiment Deep Dive

## Negative Feedback Analysis: Core Pain Points

Analysing customer reviews, social media posts, and feedback comments during the crisis reveals recurring themes that pinpoint specific customer concerns. Word frequency analysis and sentiment clustering expose the dimensions of customer dissatisfaction extending beyond the initial food safety incident.

### Food Safety & Hygiene

**Top keywords:** "poor hygiene", "stale food", "unsafe", "contaminated"

Customer anxiety centred on fundamental food safety, with many questioning whether any meal from our platform could be trusted. Comments frequently generalised from the specific incident to systemic concerns.

### Delivery Performance

**Top keywords:** "late delivery", "cold food", "never arrived", "delayed"

The operational outage and subsequent delivery inconsistency dominated feedback. Customers expressed frustration with both non-delivery and significantly delayed orders arriving cold and unappetising.

### Quality Degradation

**Top keywords:** "poor quality", "not fresh", "looked bad", "tasted off"

Even orders that arrived on time received criticism for perceived quality issues. The crisis heightened customer scrutiny, making them hypersensitive to any quality concerns that might have previously been overlooked.

### Loss of Confidence

**Top keywords:** "not recommended", "never again", "switching to [competitor]", "unreliable"

Many customers explicitly stated they would not return or had already migrated to alternative platforms. These declarative statements indicate deep confidence loss requiring substantial recovery efforts.

**Strategic Insight:** Recovery messaging must address all three pillars—**Safety, Timeliness, and Quality**—simultaneously. Customers' concerns are interwoven; addressing only one dimension will prove insufficient for trust restoration.

# Strategic Recovery Framework

## Four-Pillar Approach to Crisis Resolution

Our comprehensive recovery strategy rests on four interdependent pillars, each addressing critical dimensions of the crisis. Success requires simultaneous progress across all pillars, as customer trust rebuilding depends on visible, sustained commitment to systemic improvement rather than isolated interventions.



### Trust & Hygiene Assurance

Implementing rigorous food safety protocols, third-party audits, and transparent reporting to rebuild fundamental confidence in meal safety and quality standards.



### Delivery Network Stabilisation

Restoring and enhancing operational reliability through infrastructure improvements, backup systems, and real-time monitoring to ensure consistent on-time performance.



### Partner Support & Governance

Strengthening restaurant partner relationships through support programmes, quality standards, and collaborative governance frameworks that prevent future incidents.



### Customer Re-Engagement & Loyalty

Winning back lost customers through personalised outreach, value demonstration, and structured loyalty programmes that reward returning users and rebuild emotional connections.

- Integration Principle:** These four pillars are not sequential phases but parallel workstreams requiring coordinated execution. Progress in one area amplifies impact in others—for example, improved delivery reliability makes customer re-engagement efforts more credible and effective.

# Food Safety & Transparency Programme

## Pillar One: Rebuilding Trust Through Verified Safety

At the heart of customer trust restoration lies our comprehensive Food Safety & Transparency Programme. This initiative moves beyond reactive problem-solving to establish Quick Bite Express as an industry leader in food safety standards, verification, and public accountability.

01

### Independent Third-Party Hygiene Audits

Engaging nationally recognised food safety certification bodies to conduct unannounced audits of all restaurant partners. Audits assess kitchen hygiene, food handling practices, storage conditions, and preparation protocols against stringent standards.

02

### "Verified Safe Partner" Certification Programme

Creating a visible, customer-facing badge system that identifies restaurants meeting enhanced safety standards. Badges appear prominently in app listings, providing customers immediate confidence signals when browsing options.

03

### Monthly Public Audit Report Publication

Publishing comprehensive monthly reports detailing audit findings, partner compliance rates, remediation actions, and continuous improvement metrics. Transparency builds credibility and demonstrates ongoing commitment.

04

### Customer-Accessible Safety Information

Enabling customers to view individual restaurant audit scores, certification dates, and safety records directly within the app before ordering. Empowering informed choices rebuilds trust through transparency.

## Implementation Timeline

- **Weeks 1–2:** Audit partner selection
- **Weeks 3–6:** Initial partner audits
- **Week 7:** Badge system launch
- **Week 8:** First public report
- **Ongoing:** Monthly reporting cycle

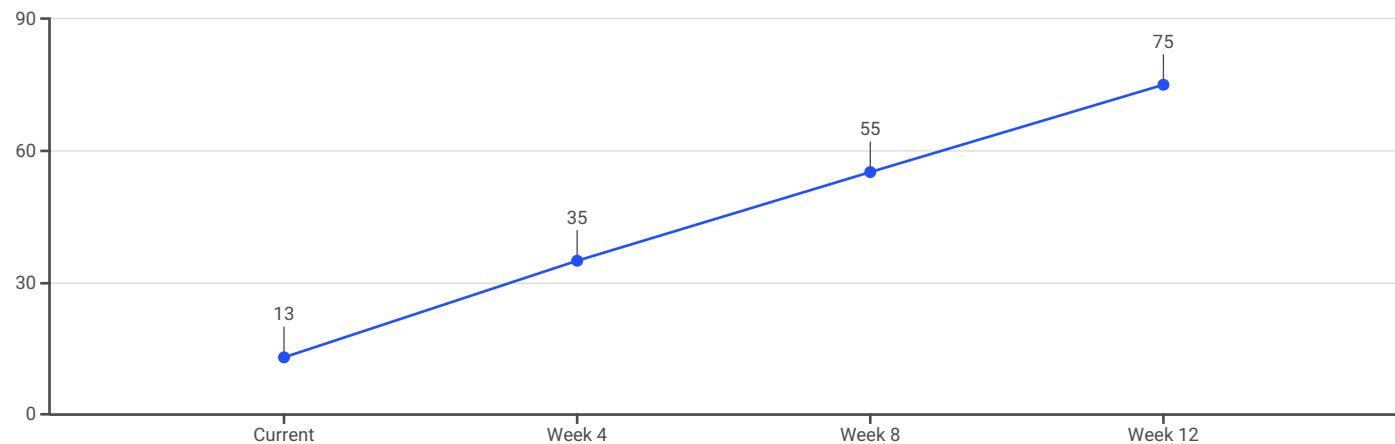
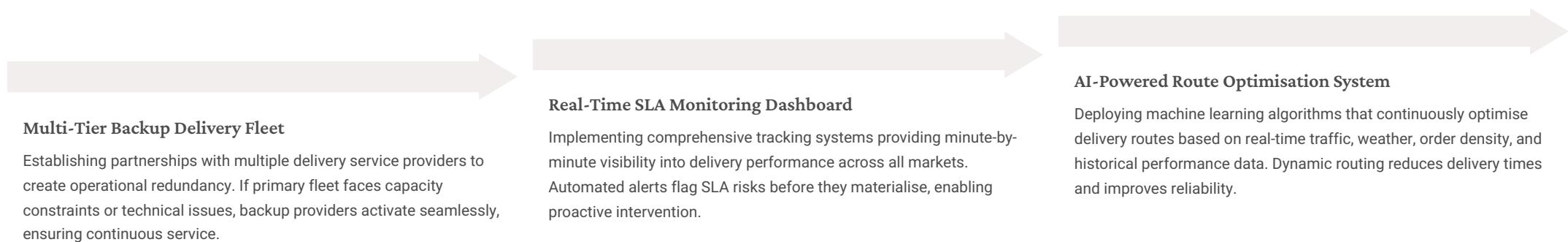
## Success Metrics

- 100% partner audit coverage in 90 days
- 85%+ partners achieving certification
- Monthly report engagement rates
- Customer confidence scores improvement

# Delivery SLA Restoration Plan

## Pillar Two: Operational Excellence & Reliability

Restoring delivery performance from the current 13% on-time rate to our target of 75% within 12 weeks requires systematic infrastructure improvements, enhanced monitoring capabilities, and operational redundancy to prevent future outages.



**Critical Success Factor:** Achieving 75% on-time delivery will not only restore operational credibility but provide a tangible, customer-experienced validation of our recovery commitment. Each percentage point improvement translates directly into better customer experiences and reduced negative feedback.

# Customer Re-Engagement & Loyalty Programme

## Pillar Four: Winning Back Lost Customers

With operational and safety improvements underway, we must actively invite customers back to experience the transformed Quick Bite Express. Our three-tiered re-engagement strategy targets different customer segments with personalised approaches that acknowledge past issues whilst demonstrating concrete improvements.

### "We Miss You" Comeback Campaign

Reaching out to all lapsed users with personalised messages acknowledging the crisis, detailing specific improvements, and offering substantial comeback incentives. Messages emphasise accountability and concrete change rather than generic promotions.

1

- Personalised email and app notifications
- 30% discount on next three orders
- Free delivery for returning customers
- Detailed safety programme overview

### Trust Vouchers for 4★+ Past Customers

Providing special recognition to previously satisfied customers who had rated us 4+ stars. These "Trust Vouchers" offer premium benefits acknowledging their past loyalty and inviting them to experience our renewed commitment to quality.

2

- ₹500 credit towards orders
- Priority delivery status
- Access to "Verified Safe Partner" restaurants only
- Direct customer service hotline

### QuickBite Elite Return Programme

Creating an exclusive VIP recovery track for top 5% lifetime value customers. This programme combines substantial financial incentives with personal engagement, demonstrating our commitment to repairing these critical relationships.

3

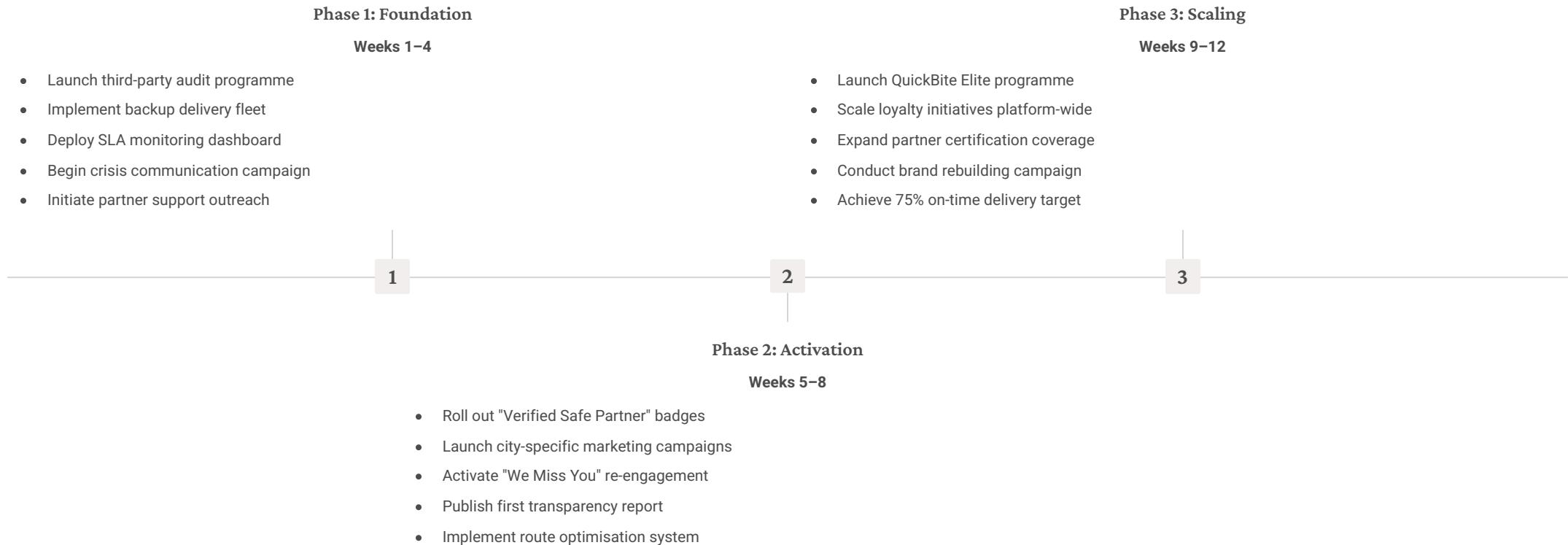
- Personal outreach from senior leadership
- ₹2,000 order credits
- Exclusive "Elite Safe" restaurant collection
- Guaranteed 30-minute delivery or refund
- Quarterly voice-of-customer sessions

**Measurement Focus:** Track reactivation rates, post-return retention, and rating recovery for each segment to optimise messaging and incentive structures throughout the 90-day recovery period.

# 90-Day Recovery Roadmap & Success Metrics

## Phased Implementation Plan

Our recovery strategy unfolds across three distinct but overlapping phases, each building upon previous achievements whilst introducing new initiatives. This phased approach ensures manageable implementation whilst maintaining momentum towards full recovery by day 90.



## Target Outcomes: 90-Day Success Metrics

**60K**

### Monthly Orders

Target monthly order volume by end of Week 12

**75%**

### On-Time Delivery

Delivery SLA performance target

**3.8**

### Average Rating

Customer satisfaction restoration goal

**85%**

### Partner Certification

Restaurants achieving "Verified Safe" status

**40%**

### Customer Reactivation

Lapsed customers returning to platform

**<7%**

### Cancellation Rate

Return to near pre-crisis performance

"This roadmap represents our commitment to not merely recovering from crisis, but **emerging stronger, safer, and more customer-focused than before**. Success will be measured not just in orders restored, but in trust rebuilt –the foundation for sustainable, long-term growth."