

# PLANNING TO ORDER FROM ONDC BUT IS IT WORTH IT?

All the hype created around the recent popularity of Open Network for Digital Commerce (ONDC) made us eager to try it ourselves.

ONDC is a platform that has attracted many people and is slowly becoming popular. It is a platform that will completely change the way the e-commerce industry operates. It is a useful platform for buyers and sellers. It will strengthen new companies/startups by allowing them to develop their services online through an open protocol.



# The Advantages Of Ordering From ONDC Are As Follows

## 1. Variety Of Product Categories Availability

ONDC offers a variety of services across multiple categories, including food, groceries, and home furnishings, therefore it is very helpful for customers to have a one-stop shop to address their various needs on one platform.

## 2. Diversity In Restaurants

There are a variety of restaurants available, and there are local shops and products as well. Also it shows nearby restaurants. This provides a great opportunity for small businesses to expand and reach more customers.

### **3.Ordering Process**

To use ONDC, you must first use Paytm or Magicpin and other apps. Through the app, they can search for ONDC and use it. The ordering process is simple, which involves specifying the food and location you want, just like any other delivery app.

### **4.Payment Options**

There are lot of payment options, which helps them to reach more customers. It includes payment options like Paytm, debit and credit cards, UPI and net banking.

### **5. Delivery**

The delivery time quoted for our order was 40 minutes. However, after we placed our order, we did not receive any confirmation. After waiting 40 minutes, we didn't get our order. Therefore, the use of ONDC will be more reliable for customers if they provide better assistance with an order confirmation and order tracking process.

# Disadvantages Of Ordering From ONDC

## 1. Pricing- Discounts

What caught our attention were the pricing and discounts offered by ONDC! We further compared the prices with other food delivery apps.

## 2. Payments Details

For ONDC payment, both delivery and packaging charges are applied. Results vary despite ordering the same item on different platforms. Both platforms gave discounts, but we found a better deal other platform than ONDC.

Other disadvantages include limited no of restaurants, in some cases prices were higher as compared to other food delivery apps, no confirmation or order tracking details, no customer support, and no cash on delivery option.

# Why did we have an unsatisfying ordering experience?

Recently we had an unsatisfying experience while ordering from ONDC. At first, when we tried to place an order, we were unable to order it from our location.

The second time we tried to order, we placed an order at a nearby restaurant and paid for it online. The stated delivery time was 40 minutes. There was no confirmation or any other assistance such as order tracking etc. But after 40 minutes, when we tried to contact the restaurant itself, we were told that there was no order placed. But our payment was already made. After hearing this, we immediately tried to contact ONDC but they have no customer support. So we contacted Paytm customer service which was not helpful. Later, we message them on their social media and even send them an email about it. Even after 48 hours, we have not received any response from them.

# Future Scope

ONDC is still a new platform that will continue to go through its trials and errors and will continue to evolve in the future. We believe that the platform is facing some teething problems in its operation which will be solved soon. Also, it will solve current customer problems on the platform and continue to improve.

At Impulse Digital, a [digital marketing agency in Navi Mumbai](#), we help clients create and improve their online presence, solving all their digital marketing problems by providing the right solutions.



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*Thank you!*