

Case Study|



# Solution to Major Food & delivery Industry problems - GetFriday



[www.getfriday.com](http://www.getfriday.com)|

## Background

As parent of two young boys, Jonadab Silva did not have time to cook nourishing, healthy meals, which he always wanted to. Moreover, he was disappointed with the kind of healthy options that were available in the market. This is when it struck him that, he can start a business to deliver home-cooked food directly to consumers' doorstep. The produce for cooking was both organic and locally sourced. This forms the story of how Cooked was born.

## The Problem and the Challenge

Getting food delivered was a popular dining option in the US, according to survey done in November 2016. According to the survey, 20 percent of respondents use food delivery at least once a week. However, the client was having a tough time managing the deliveries, tracking the food and engaging with customers to attend their queries. He sought the help of a firm to get help with these issues. Even then, he was stuck with the daily challenges of the food delivery business such as delivery problems and repeat occurrences of customer issues. With these problems always on his mind, he was not finding time to explore ways to grow his business, which was only based out of Chicago. His vision was to expand further, which was not getting fulfilled.

## Solutions Provided

GetFriday helped with below solutions to Cooked for the challenges they faced:

- 🌳 Helped to manage the deliveries and informed the customers of any delay.
- 🌳 Managed the chat queries with customers regarding delivery enquiries.
- 🌳 Conducted analysis of chats to extract meaningful insights into delays, complaints and regular queries.
- 🌳 Analysed the deliveries to extract insights into the drivers' performance.
- 🌳 Thoroughly analysed the delivery route map to provide knowledge about high and low orders in specific zones. In other words, we helped him understand the status of business through the orders received

## Outcome:

Client was quite happy with the overall solutions that were provided to him. He found the insights derived from the analysis interesting and helped in meaningful business decisions.

