Role Segmentation Delivers Productivity and Satisfaction

:ubiquity

MENULOG

Hungry for more restaurant partners and more satisfied customers, a food-delivery startup gets an operational overhaul.

Thousands of choices mean thousands of processes to streamline. When Australia and New Zealand's top online and mobile takeaway-ordering service wanted to expand its merchant footprint and boost marketplace adoption, it called on Ubiquity to revamp its front- and back-office operations.

Strategy and Solution

Ubiquity stepped in as a CX consultant to restructure the company's training and service delivery from a "universal agent" model in which all agents were responding to customers across every channel to a dedicated model. Channel segmentation in the training room and on the production floor empowered agents to become masters of their channel, which increased productivity, reduced response times and increased customer satisfaction. The approach also streamlined training, enabling faster and more cost-effective hiring.

At the same time, Ubiquity revamped the merchant onboarding and servicing process by dividing it into four segments—applications, menu updates, quality assurance and go live—to further drive productivity and efficiency. By creating specialized teams by role, Ubiquity cut merchant onboarding time from three to five days down to one to two days. The speedier process also boosted merchant satisfaction.

Results

50% Lower Processing Costs

14% Higher Customer Satisfaction

30% Faster Merchant Onboarding

At a Glance

During a high-growth period, food-delivery startup Menulog contracted Ubiquity to help streamline its processes, improve efficiencies, and boost customer and merchant satisfaction.

Services
Omnichannel customer and merchant support, including merchant onboarding and back-office operations such as online listing creation, menu updates, troubleshooting, complaints and feedback

Locations
Manila and Bacolod, Philippines