



CUSTOMER STORY

Making eCommerce customer support quick, easy, and accessible with messaging-powered conversations

The story of  **Delivery Hero**

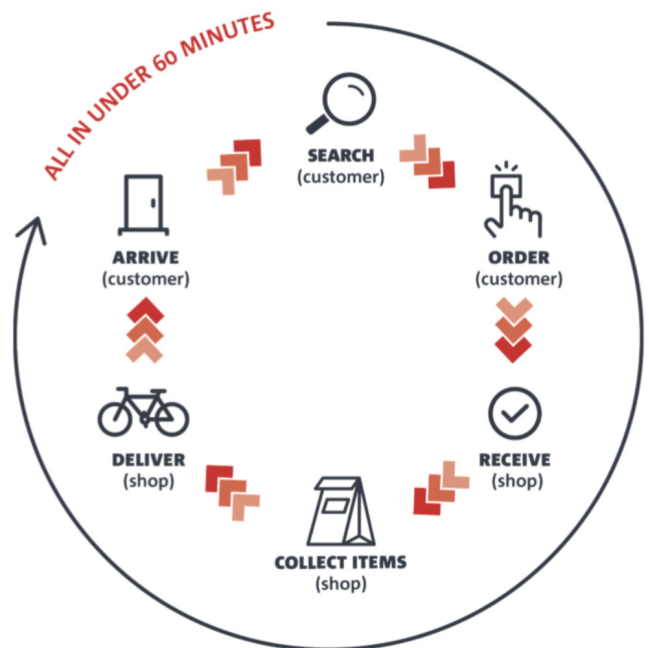
featuring  Freshchat





Delivery Hero is a local delivery platform, operating in 50+ countries across Europe, Asia, Latin America, Asia Pacific, and the Middle East. Since its inception in 2011 as a delivery service for food, the company has grown to run logistics operations in 700+ cities.

Headquartered in Berlin and employing 27,000 people globally, the company has been listed on the Frankfurt Stock Exchange since 2017.



Delivery Hero's rider-agent complex

In the delivery business, delivery executives' efficiencies can make or break customer experiences, and Delivery Hero was no different.

The delivery executives, or 'riders', in turn, depend on Delivery Hero's customer support agents to guide them through unforeseen obstacles to successful deliveries; Agents support riders through issues like unreachable customers, missing items, or even delivery delays caused by a flat tire – in other words, delivery riders are the support team's most important customers. Two-way, always-on communication between riders and agents is crucial, since it can influence how quickly the end-customer is served. At Delivery Hero, however, this wasn't the case.

Technological roadblocks to last-mile efficiency

Delivery riders often grappled with legacy support frameworks while staffed on time-sensitive pickups – the existing system of contacting agents was sluggish and incompatible with the high-velocity ecosystem the riders operated in.

A typical support workflow:



The Delivery Hero app is where riders spend most of their time, and receive all order, delivery and pickup related information through it.



To request support, riders had to leave the Delivery Hero app to text them on a third-party app. Valuable time and battery capacity was wasted.



Agents manually chose which queries to address first, leading to the possibility of high-priority requests being overlooked due to human error, and increased customer wait times.

Incomplete support experiences for riders and agents

It wasn't just the riders who were left wanting for more. While they craved a support system that was streamlined and easier to access on the go, Delivery Hero's customer support team desired a support interface that had the flexibility and features to help them better support their customers – the riders.

Challenges faced by Riders

- ✓ Using two apps – one to process orders and another to contact support – created a inelegant, broken, and time-consuming rider experience that felt jury-rigged.
- ✓ Riders' support requests had to be manually self-assigned by the agents on duty, leading to overlooked requests and frustrating wait-times for the riders themselves, impacting SLAs for both riders and agents.

Challenges faced by Agents

- ✓ Agents and their managers had limited visibility into rider performance metrics and no access to reporting, leaving them blind to rider needs.
- ✓ The third-party app that facilitated rider-agent messaging was limited to receiving inbound queries, limiting messaging to being a one-way communication channel.

Delivery Hero's hunt for a solution that could satisfy both their riders and their agents (and ultimately, their end-customers) led them to Freshchat, the conversational support platform.



Freshchat: Driving smarter conversations to enrich rider-agent experiences

Delivery Hero implemented Freshchat to introduce major operational changes to their support framework, allowing agents and riders to have more productive conversations. Efficiency gains and increased satisfaction for every stakeholder involved soon followed. The best part? Freshchat's deployment is 'smooth and fast', according to Philip Upton, an Operations Specialist at Delivery Hero.

1 Seamless messaging-based support

Freshchat was integrated into the Delivery Hero app via a mobile SDK. Riders can now chat with agents from right within the app, and obtain real-time support. This way, they can deliver food (and customer delight) faster as well.



Delivery Hero's support team achieved a CSAT of 90%, as rated by riders.

2 Fully automated ticket assignment

Freshchat auto-assigns incoming rider messages to the right agents based on the rider's country, city, and language. They can also be assigned based on granular parameters like rider contract type and app version, ensuring frictionless rider-agent interactions with little to no wait times.



Riders now see a 30s First Response Time

3 Empowered agents and two-way conversations

Delivery Hero's support agents can now proactively reach out to riders and deliver pre-emptive fixes. For example, if the dispatching system spots a rider idling at a restaurant, the rider is automatically notified that there's a food preparation delay, keeping the rider from having to notify the support team in the interest of his or her time and effort.

Agents also use this feature to send riders useful bulk messages regarding COVID-19 protocols, incentives, and more.

4 Abundant API-powered customization

Freshchat features a plethora of marketplace plugins and API integrations to improve agent productivity and overall time-to-value. Some examples of powerful integrations Delivery Hero implemented are:



An API that fetches data from Delivery Hero's in-house order management system and CRM, thereby showing live order details within the agent's Freshchat instance. This level of context helps agents support riders better, removes the needs to switch between apps, and minimizes resolution times.



An automation app from the marketplace that resolves conversations that have remained open, but have had no activity for a certain time period.



Integration with Delivery Hero's telephony system, allowing agents to call agents without leaving the Freshchat interface.



Integration with Freshdesk (an omnichannel customer support platform) that collects data on and archives every support interaction to facilitate data analysis and informed decision-making.



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Deployment is not complicated. When I picked up Freshchat for the first time, it was self-explanatory – really highlights the ‘ease of use’ of Freshchat ... Our agents are handling just over 7 Million messages per month, and we wouldn’t have been able to do this efficiently without Freshchat

Philip Upton

Operations Specialist (Global Contact Center)





Power smarter customer conversations –
anytime, anywhere.

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