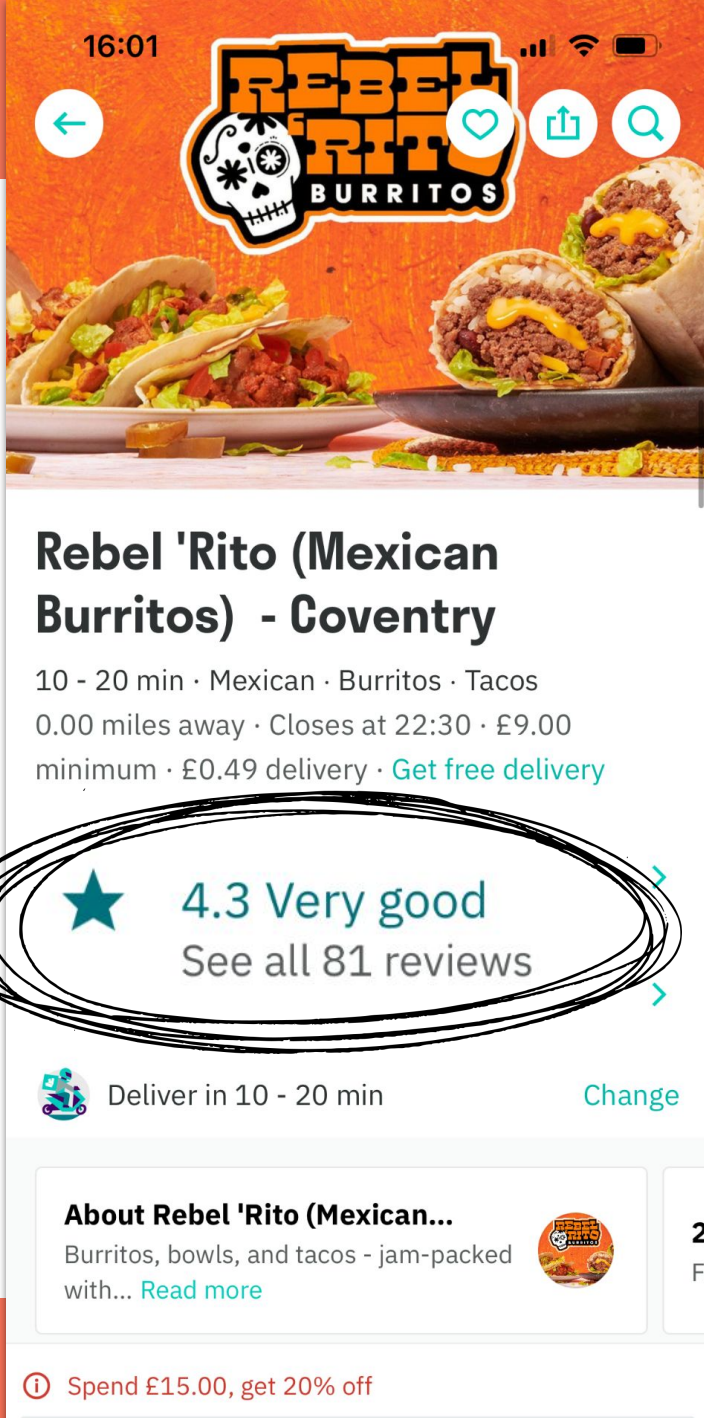


The background is a solid orange color. There are two white curved lines: one in the top right corner and one in the bottom left corner, both curving towards the center.

peckwater

BRANDS

METRIC GUIDE



KEEP RATING ABOVE 4.2*

In the world of food delivery
**NOTHING IS MORE IMPORTANT
THAN RATING!** It's the biggest
deciding factor for a customer
looking to order from you.

*"Back in the day, Rating was decided
on how amazing the food product
was, today rating is decided on if the
food all came in one piece."*

We say that rating starts at a 5 and
goes down from there. If everything
is done to spec, your site will get a 5
star rating.

There are 3 main factors that affect
your rating...

MISSING ITEMS

Often sauces and drinks

INCORRECTLY PREPARED FOOD

Stick to specs

COLD FOOD

Keep it hot

ANGRY CUSTOMERS MEAN LESS INCOME

In the delivery world, it's that simple. Bad ratings will hurt your business. Avoiding this can be as simple as making sure EVERY ITEM is in their bag...

Missing items are the number one reason why a customer will give a 1* rating, the most common items that are missed are dips and drinks. By ticking the ticket as you pack the items into a bag will ensure that no items are missed.

CHECK AND TICK YOUR TICKETS

BEFORE cooking, check every item on the ticket. Pay special attention to **DRINKS & DIPS** as these are most commonly forgotten (Don't forget free dips!). **PACK THESE FIRST.** Tick every item off **AS YOU GO**. That's what the ticket check-boxes are for. Pay special attention to **CHOICES** underneath each menu choice.



DRINKS AND SAUCES ARE BY FAR THE MOST COMMONLY MISSED ITEMS SO PUT THEM IN THE BAG FIRST



31st May 2024



Forgot dips and drink won't order again, not sure how u can't read a receipt and put everything I've paid for in the bag.

Delivery	
August 7, 2024	
+447533006408 #731890594	
No delivery address available for this order	
No notes for this order	
☒ 1 Papi's Chicken Tinga Tacos x3	£7.25
☐ 1 Lime Sour Cream	£0.00
☒ 1 Papi Quesadilla	£6.45
☐ 1 Chicken and Cheese	£0.95
Items: 4	
Delivery Cost	£0.49
Service Charge	£1.46
Subtotal	£14.65
Total	£16.60



SCAN ME
for a
packing video

THE IMPACT: If you don't check and tick your tickets, your **rating will decrease** and you will **fall down the list** on the delivery platforms. Customers **won't return** to you and you could also **face suspension** from delivery platforms for having a poor Incorrect Order Rate. Above all this **the amount of money you make will decrease** rapidly.

THINK LIKE A CUSTOMER AND GET THEIR DRINKS RIGHT

CUSTOMERS ORDER DRINKS WITH THEIR MEALS FOR SEVERAL REASONS

- 🥤 THEY DON'T HAVE ANY LEFT AT HOME
- 🥤 THEY WANT A TREAT
- 🥤 THEY LOVE ONE OF OUR DRINKS PRODUCTS
- 🥤 THEY HAVE NONE CHILLED AT HOME
- 🥤 IT MADE A MEAL DEAL CHOICE GOOD VALUE



Our data shows us there are 3 main things we get wrong:

- **Drinks not refrigerated** - A disaster in the summer
- **Incorrect drinks** - Brand loyalty is huge with soft drinks
- **Missing drinks** - Guaranteed 1* rating

ENSURING YOU GET YOUR DRINKS ORDERS RIGHT WILL
DRAMATICALLY REDUCE YOUR 1* RATINGS AND PUT YOUR
BUSINESS IN A MUCH BETTER POSITION TO GROW

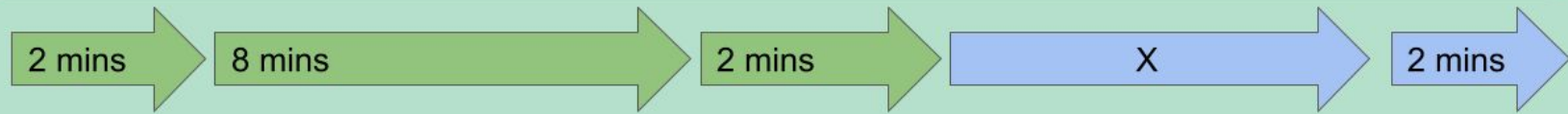
KEEP PREP TIME UNDER 14 MINS

The quicker the food can get to you, the more likely a customer will order from you.

How prep time goes up and down:

At the very beginning you start at a 10 minute prep time and it goes up and down from there. Prep time goes up the longer a driver waits in your site, prep time goes down the shorter a driver waits in your site.

‘END TO END TIME’



Kitchen accept time. The time it takes for the kitchen to accept the order.

Kitchen prep time- The time it takes for the kitchen to prepare the order.

Driver wait time- The time it takes for the driver to collect the order at the kitchen. Hand-off.

Drive time- The time it takes the driver to go from the restaurant to the customer.

Driver deliver time. The time it takes the driver to handoff to the customer.

**percentage the driver waits past 5 mins. Percentage the driver waits past 10 mins.

AVAILABILITY- BE RELIABLE

Availability is all about doing what you say you are going to do...

Uptime: Benchmark 95%

Uptime is all about being open when you say you will be open. For example, if you say you will be open from 12-10 pm Monday to Sunday, you should be open at those times. Everytime you turn the tablet off this affects your ranking and prevents sales from being made.

- Planned Closures **do not** affect your uptime, "Holiday mode" ie Christmas.
- If you get into a situation where you have to close, gas leak, hot water, etc. close like you would the pub.
- Closing can be considered if it affects rating, and cancellations. For example, it is absolutely impossible to continue on with effective service.

Out Of Stocks: Benchmark 0%

You should always have all the products you say you will have ready for service. This should be checked twice a day, in the morning and afternoon. OOS appear on the menu and if there are out of stocks, this can detour customers not only on that night but the next time they want takeaway as well.

- If you have more than 40% of your main menu items OOS you might want to consider closing. This is a really bad look from a customer's perspective.

Cancellations: Benchmark 0%

Cancellations are the absolute worst thing that can happen to a customer." Never ever cancel an order to a customer. It is the number 1 thing to ensure they do not return.

- Always update your Tablet so you dont ever have to cancel.
- Contact the platform to contact the customer so you dont lose them.
- Never replace an item without customer consent, this just gets them more angry.

