



# A Quick Guide To Food Delivery Management System:

Offering Seamless Customer Experience

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## Chapter 1

“*Food may be essential as fuel for the body, but good food is fuel for the soul.*”

**Malcolm Forbes**



# Forbes

# Introduction

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In today's fast paced world where people are mostly occupied, food and the way it is available plays a major role. From packed food till fresh food, all of it is available for the consumers at their fingertips. Thanks to the power of technology and food delivery apps! People no longer need to wait in queues for their morning coffee or a quick snack.

Today, food delivery is usually done by restaurants using on-demand logistics where the orders mostly include cooked food and groceries. With the click and order culture, on-demand food delivery is growing rapidly and we've witnessed a major transformation in online delivery since the Covid-19 pandemic.

With the increasing demand and competition in the market, every food business needs to make the most of technology and innovation along with their food. The rise of food delivery management system is a major reason why various food businesses of every size are functioning smoothly. This ebook is a quick guide about how food delivery management systems have made online on-demand food delivery easy and helped businesses in growth and customer satisfaction.





# How Does On-Demand Food Delivery Market Operate?



# Food Delivery Businesses- Exponential Growth Over Two Decades

Food business is taking a major shift with the on-demand food delivery trend and you must keep up.

# Food Delivery Revenue Growth is Expected to Grow at an Annual Rate of **12.33% From 2023 to 2027.**



**amazon** has reset the bar of customer expectations for faster deliveries and the food industry had to keep up.









Online food ordering started in 2004 when online ordering marketplace in the US. Further home delivered meal kits came into existence in 2007. Eventually, with the ever-increasing smartphone and internet penetration led to food delivery apps in 2010. Food delivery startups started to flourish and the pandemic hit in 2020 created a ripple effect in the food industry.


Since then, there has been no looking back as everyone enjoys ordering and eating with convenience. With updated expectations, food businesses started to identify trends, analyse their competitors and understand what they are doing to attract more customers.

Food businesses that aren't online today will have to eventually migrate to digital platforms as consumers are adapting to the ghost kitchen concept and expect food at their door steps.



# The Top Food Delivery Apps Used Worldwide

Rank	Website
1	 doordash.com
2	 toasttab.com
3	 ubereats.com
4	 opentable.com
5	 dominos.com
6	 square.site
7	 starbucks.com
8	 mcdonalds.com
9	 restaurantguru.com
10	 invl.io





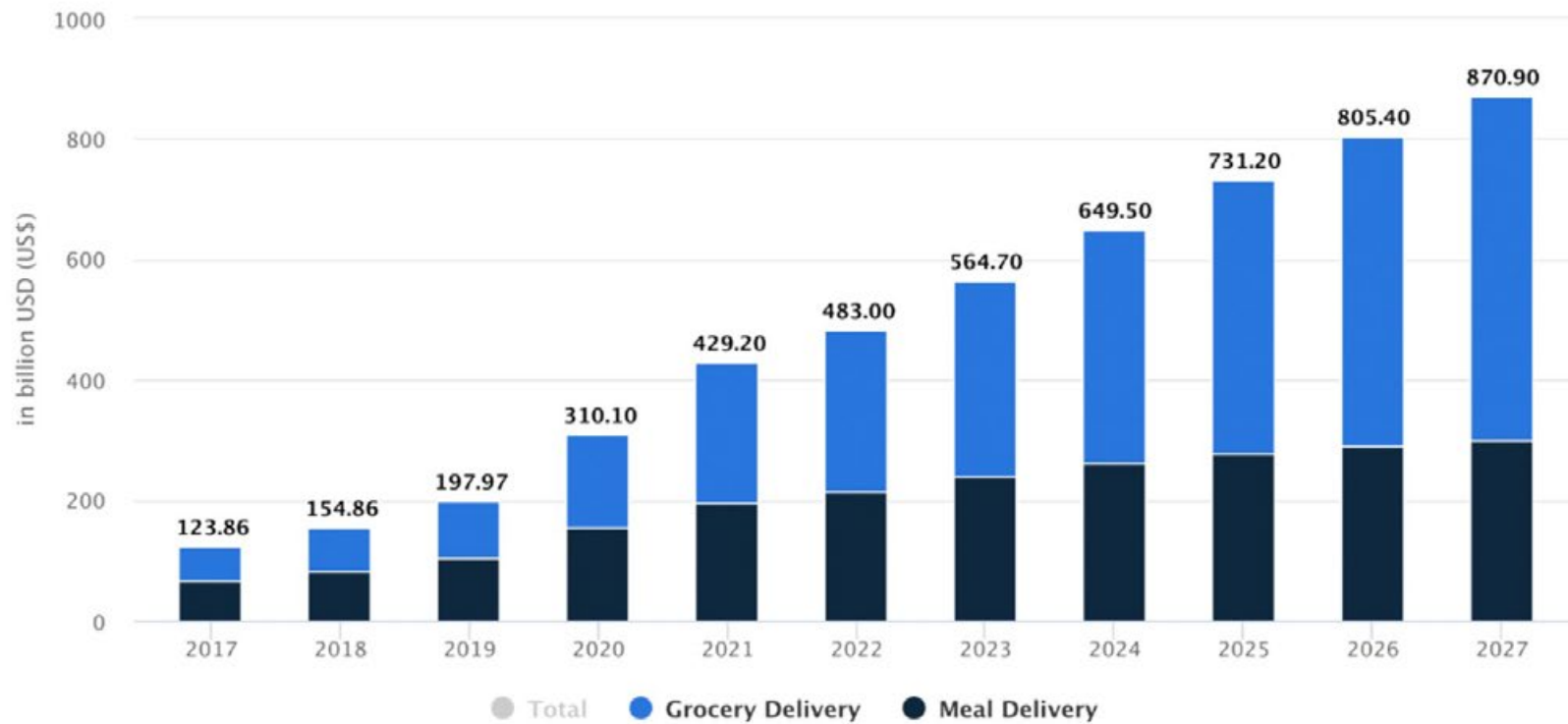


# Let's Take A Look At How The Online Food Industry Has Transformed Over The Past

## Online Food Delivery Statistics for Asia

REVENUE

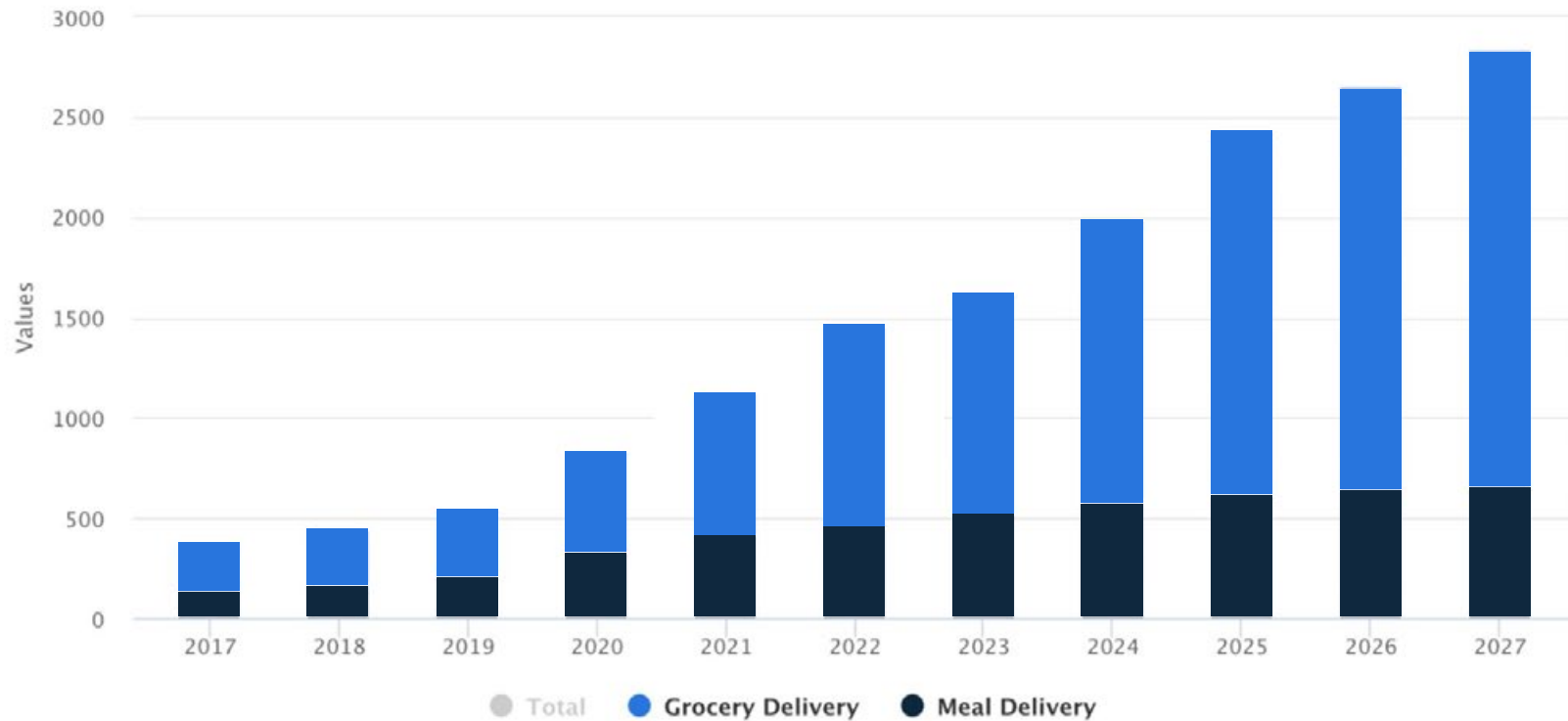
REVENUE CHANGE



# Online Food Delivery Statistics for United States

REVENUE

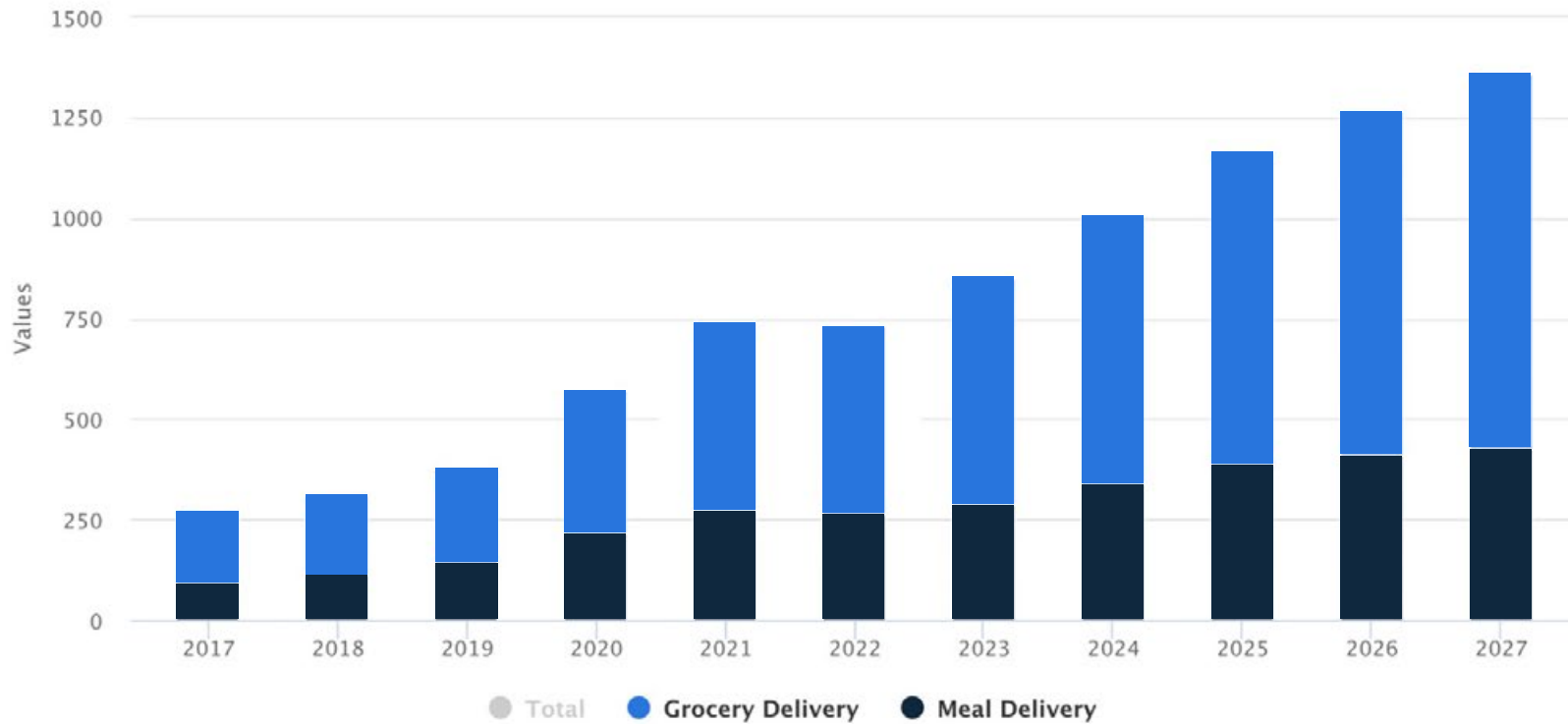
REVENUE CHANGE



# Online Food Delivery Statistics for Europe

REVENUE

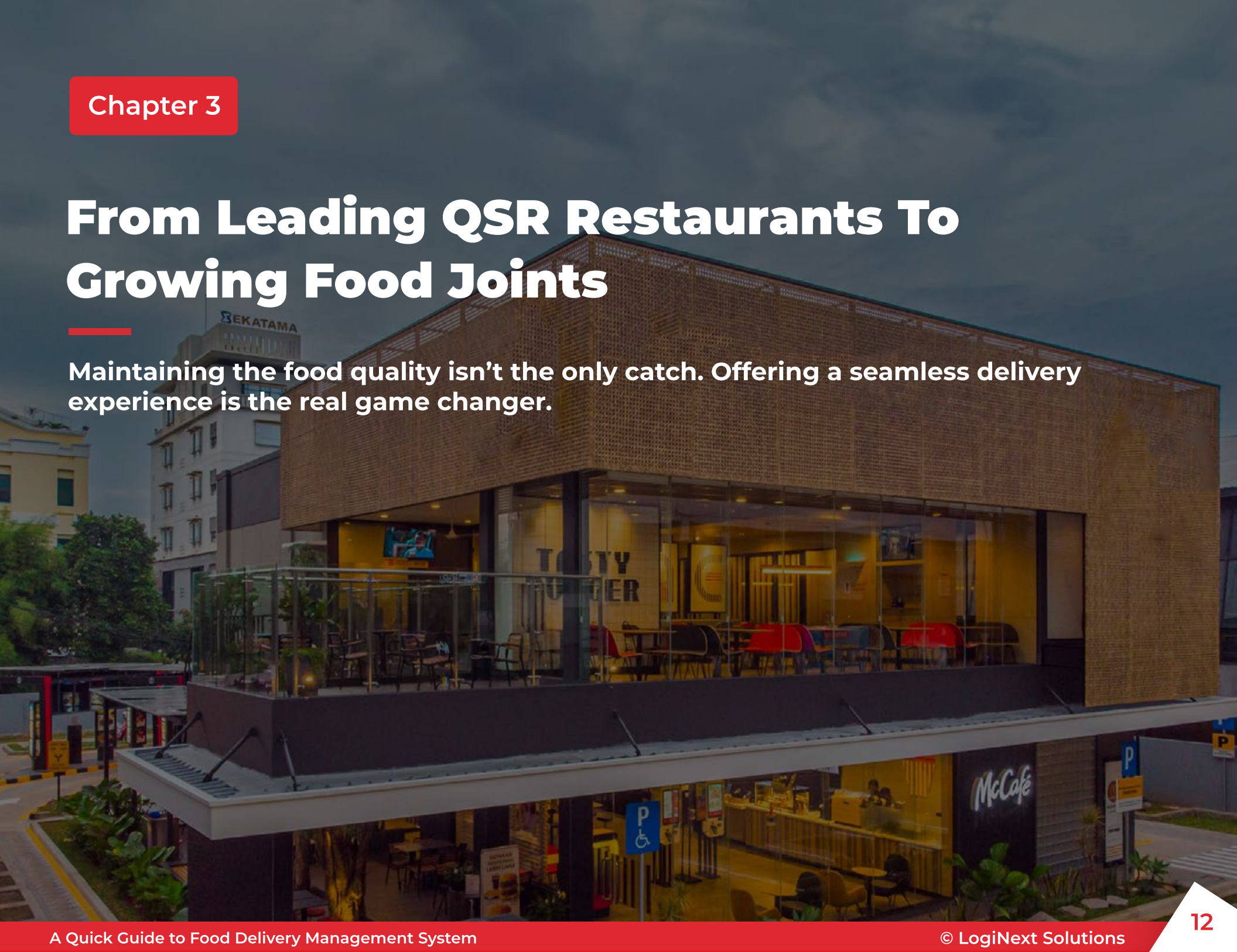
REVENUE CHANGE





# From Leading QSR Restaurants To Growing Food Joints

Maintaining the food quality isn't the only catch. Offering a seamless delivery experience is the real game changer.



**In 2021, the U.S. online food delivery market value reached \$23.4 billion, with expectations for growth to \$42.6 billion by 2027, with a compound annual growth rate (CAGR) of 10.5%**

**RESEARCH AND MARKETS**  
THE WORLD'S LARGEST MARKET RESEARCH STORE

With this rapid growth, there have been a significant expansion in prominent food delivery trends which majorly includes the usage of technology, third-party food delivery partners, meat delivery, grocery delivery and much more. Here are some of the top trends that food businesses across the globe need to focus on for having a successful business.







# Food Delivery Trends For 2023 And Beyond

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- 01.** Virtual Kitchens are growing. Ghost kitchens and cloud kitchens are an affordable start-up option for aspiring food entrepreneurs because they reduce overhead costs.

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  - 02.** Not just food, groceries are online delivered as well. AI automation is making all of it happen. It isn't just Amazon anymore that does grocery delivery. Fresh vegetables, meat, dairy and grocery have become a major part of online deliveries.

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  - 03.** From Uber Eats to DoorDash to grocery deliveries, third-party delivery services are changing the game this year.

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  - 04.** Customized Meals and healthy food delivery options are booming

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# Food Delivery Trends For 2023 And Beyond

- 05.** The millennial and Gen Z crowd has made the subscription based meal kit food delivery popular and it is expected to grow.

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- 06.** Drone delivery is finally not just an idea but a solution that has started to solve many last-mile delivery challenges. Even though a lot of work is to be done to become more streamlined in dropping a food package via a drone, the future seems promising.

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- 07.** In-house delivery with more focus on environmental sustainability and packaging made from biodegradable materials

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- 08.** Making the most of valuable customer data becomes essential for food businesses to offer a personalized experience for every order and convince them to visit again.

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## Fluctuating Needs And Demands Of Customers

*“Merely satisfying customers will not be enough to earn their loyalty. Instead, they must experience exceptional service worthy of their repeat business and referral. Understand the factors that drive this customer revolution.”*



Considering the limited time span of internet users, it becomes essential for every business to get attention in the very first go. While every food business is trying to develop a unique selling proposition for their target audience, it is never just limited to the food quality in today's digital world. Multiple factors like discounts, offers, delivery time, shipping charges and more are huge influence factors determining the needs and demands of the customers.

## Food Delivery Expectations Today

Key pointers customers look before dining or online purchase- Dietary Preferences- People are looking for healthier options like:



**Gluten Free**



**Sugar Free**



**Vegan Food**



**Taste Trends**



**Convenience**



**Sustainability**



**Customization**



**Food Safety**



**Transparency**



**Tech Integration**



**Food Packaging**

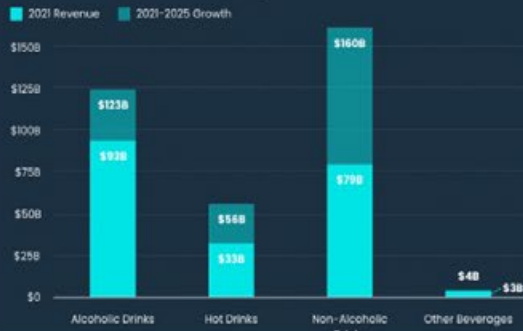


# Top Trends In The Food and Beverage Industry

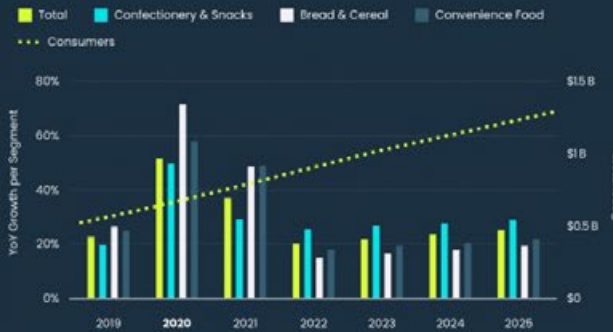
## Global Ecommerce Revenue & Growth by Food Category



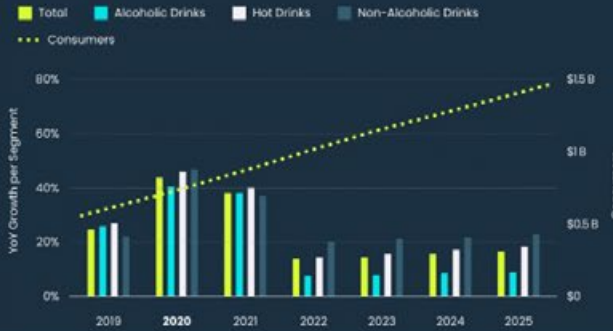
## Global Ecommerce Revenue & Growth by Beverage Category



## Global Ecommerce Food Category Growth Year-over-Year



## Global Ecommerce Beverage Category Growth Year-over-Year

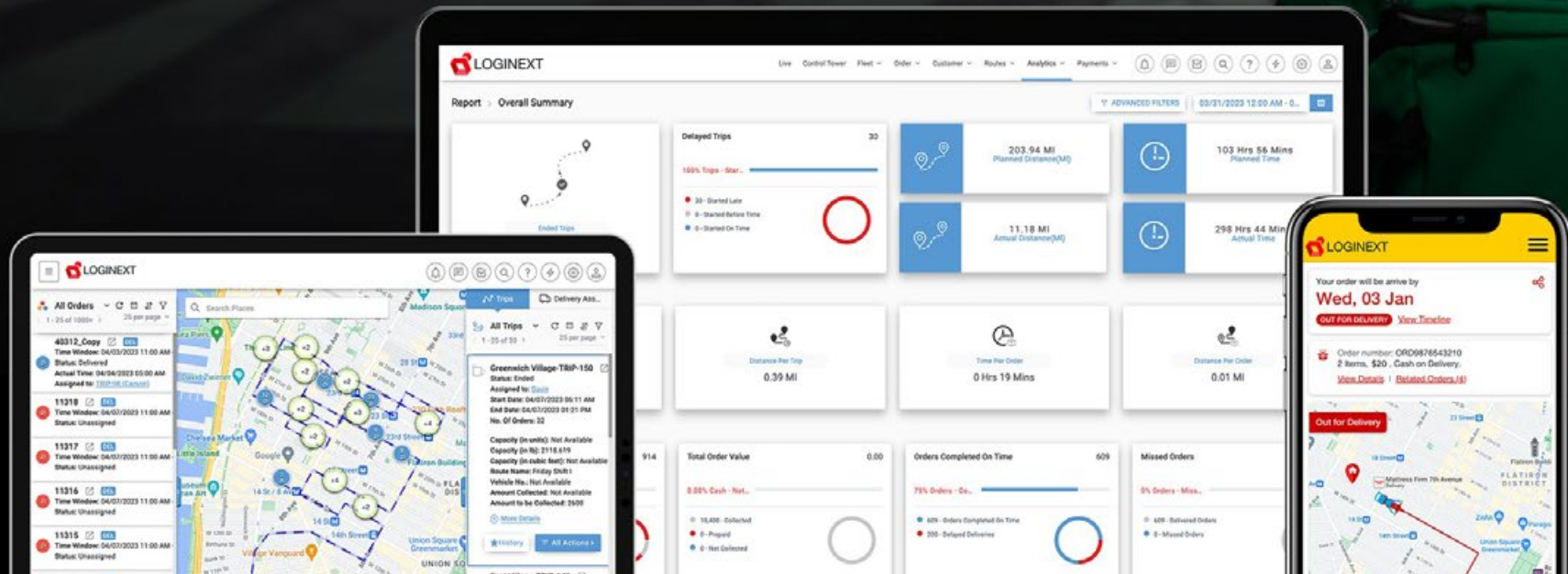


## Five-Year Revenue Growth in the Food & Beverage Industry by Country



# How To Be Your Customer's Favourite Food Joint With LogiNext

Choose a food delivery partner that is well equipped with all the tools essential to maintain the standard of delivery that you expect.





Winning over customers and becoming their favorite food joint can be a challenging but rewarding endeavor. Understanding the importance of faster deliveries for food items combined with cost savings as well as optimization and data utilization will help enhance customer experience.

**The autonomous last-mile delivery market is valued at \$0.9 billion in 2023. It is expected to reach \$4.2 billion with a CAGR of 22.7% in 2030.**



MARKETSANDMARKETS™



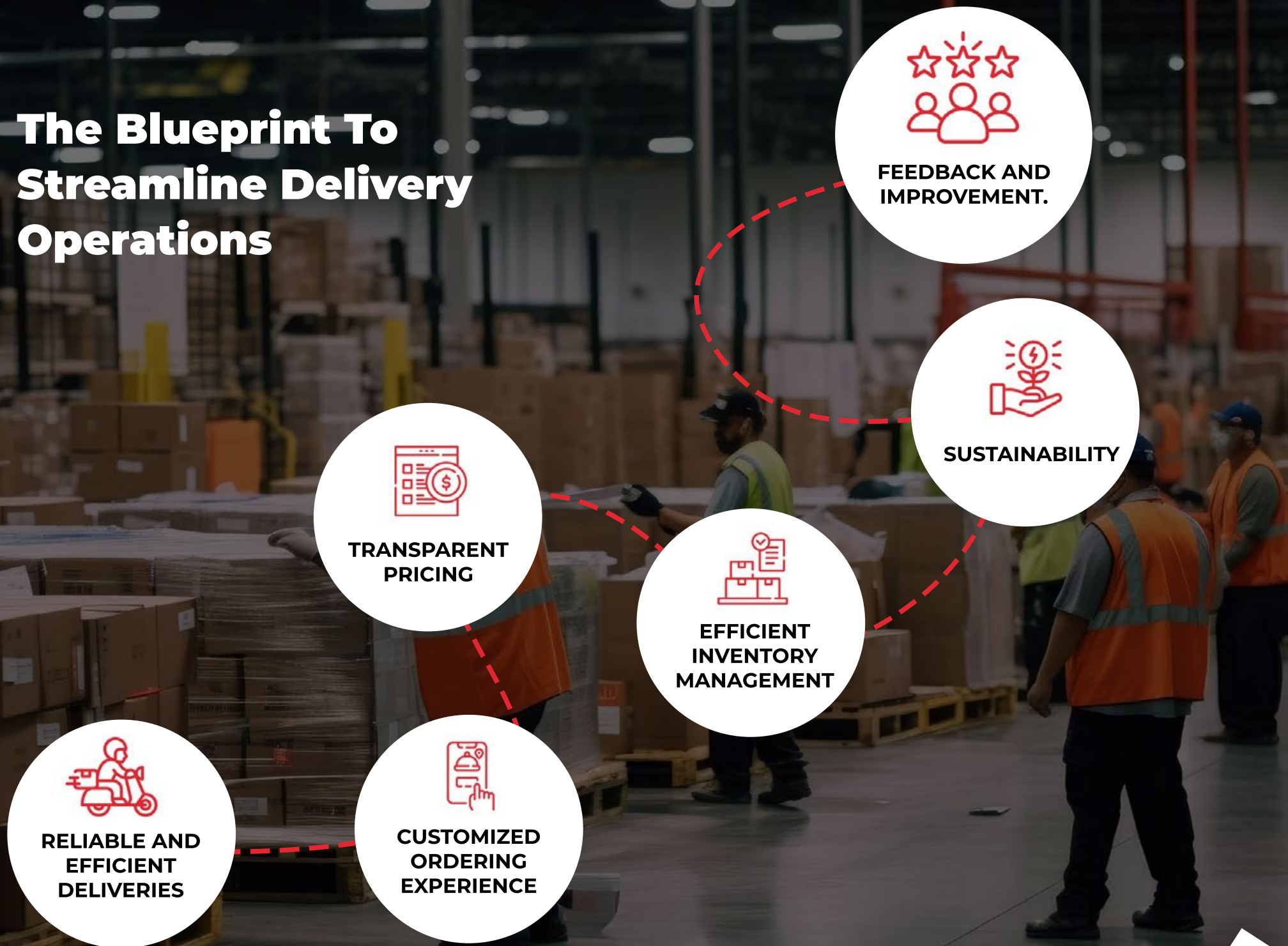
# How Can LogiNext Help?

Tired of delivery hiccups and rising costs? LogiNext's SaaS-based delivery management solution can be the game-changer your business needs. Streamline deliveries, delight customers with real-time tracking, and optimize routes for efficiency. Our user-friendly, customizable platform integrates seamlessly with your existing systems. Join industry leaders who've transformed their operations.





# The Blueprint To Streamline Delivery Operations



# Real-time On-Ground Experiences To Supercharge Your Food Business

## **Avoid Order Cancellation:**

To meet customer requirements, LogiNext helps its clients offer their customer with the best customer experience. This helped bring down customers cancelling orders below 5%.





### **Handling Queries- Where Is My Order?**

With real-time tracking links, customers get complete visibility of order status. This helped significantly reduce the calls made to restaurants/stores by over 90%.

### **How Productive Are My Drivers?**

For businesses having in-house drivers, its extremely important to have driver efficiency being measured. This would help find how many drivers are needed to handle daily operations with ease.



### **Handling Multi-Store Pick-Up In A Trip:**

One of the challenges stores face, especially during peak hours is having to handle deliveries to be sent to multiple addresses. Order batching has made it possible to efficiently handle such deliveries.



### **Keeping Drivers Motivated:**

Driver shortage has become a reality. To ensure drivers are retained, driver gamification, easy access to payouts and incentive knowledge will keep drivers motivated.

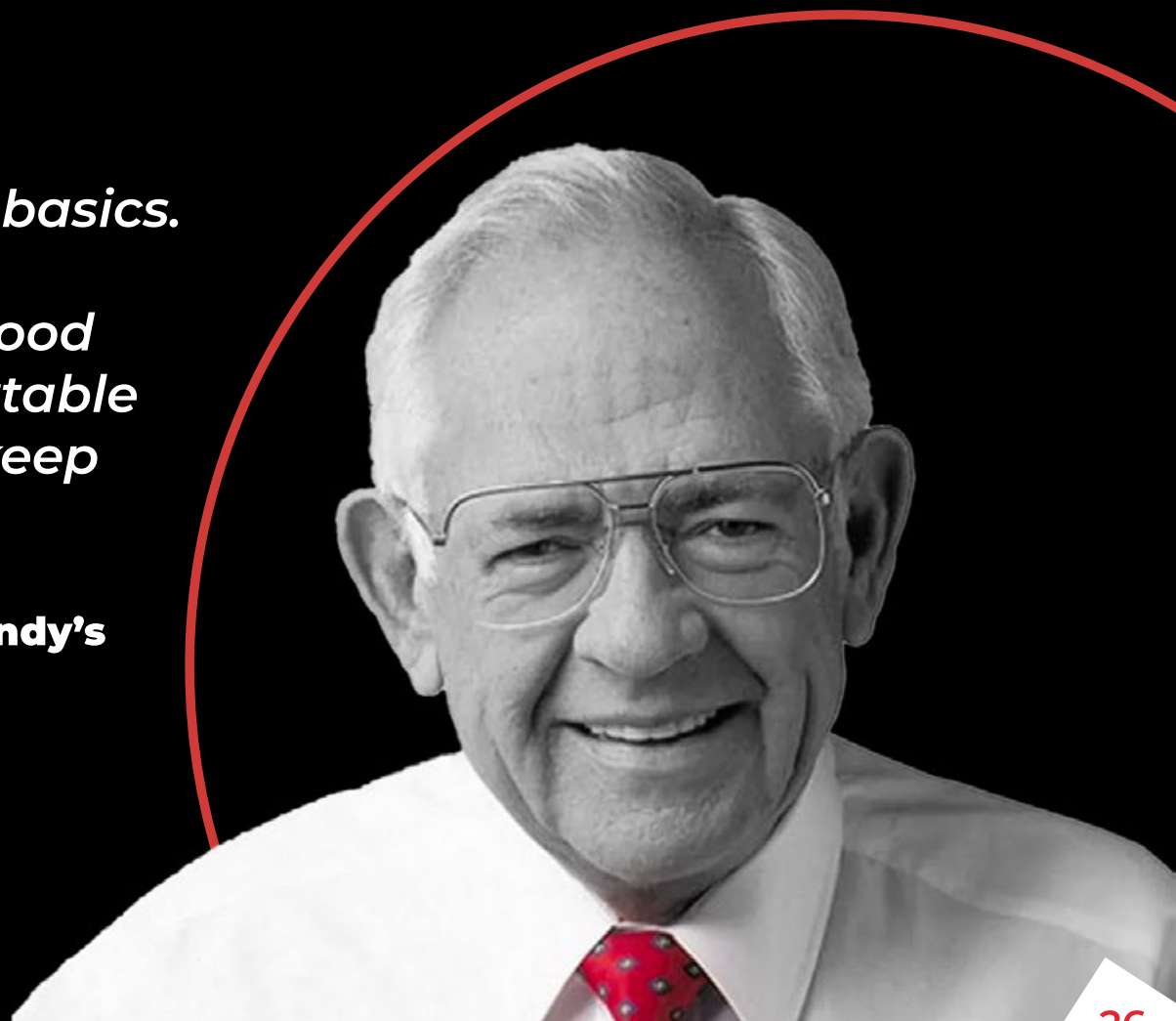


# Delivering Delicious Food And Happiness

“It all comes back to the basics. Serve customers the best-tasting food at a good value in a clean, comfortable restaurant, and they’ll keep coming back.”



**Dave Thomas, Founder of Wendy’s**





Technology's infusion was critical to drive excitement around the brand and offer genuine value to the end customer. Our 100% white labelled solution offered a great customer experience. It further helped increase delivery associates earning by 2x. Helped reduced delivery cost by 20% and brought down order cancellation below 1%.

[\*\*VIEW CASE STUDY\*\*](#)



Being a front-runner to delivering food within its multitude of brands, manual order allocation, poor order visibility, improper route planning and poor customer experience were major concerns. LogiNext helped automate order allocation, offered custom tracking URLs, advanced route optimization, data analytics to ensure better operational efficiency and cost savings while enhancing customer experience.

[VIEW CASE STUDY](#)



## Chapter 7

# Delivery With LogiNext For Better Customer Experience





A delivery management software is the key ingredient for the food industry to an exceptional customer experience. Right from real-time tracking, on-time delivery to personalized service, we will ensure the customer enjoys every bite with delight. Say goodbye to frustration and hello to a seamless, satisfying dining experience.



### **Streamlined Operations:**

Businesses can achieve an average 20% reduction in delivery time and a 15% reduction in delivery costs through optimized routing and automation.



### **Real-Time Tracking:**

Companies that offer real-time tracking experience a 25% decrease in customer service inquiries related to delivery status.



### **Geo-Fencing:**

This helped with driver assignment from the nearest location to deliver within a specific area, helping reduce delivery times by 10-15%, leading to happier, more satisfied customers.



### **Improved Communication:**

Improved communication through notifications can lead to a 30% reduction in order cancellations due to uncertainty about delivery times.



### **Data Analytics:**

Businesses using data analytics to tailor their menu and promotions can see a 15-20% increase in sales, driven by more targeted offers.



### **Personalization:**

Personalized recommendations and promotions can result in a 10-15% increase in average order value, leading to higher revenue.



### **Inventory Management:**

Reducing instances of out-of-stock items can decrease order cancellations by up to 20%, ensuring higher customer satisfaction.



### **Reduced Operational Costs:**

A streamlined delivery process can lead to a 25% reduction in labor costs and a 15% decrease in fuel expenses, contributing significantly to ROI.



### **Scalability:**

Scalability can lead to a 20-30% increase in order volume without a proportional increase in operational costs, improving profitability.

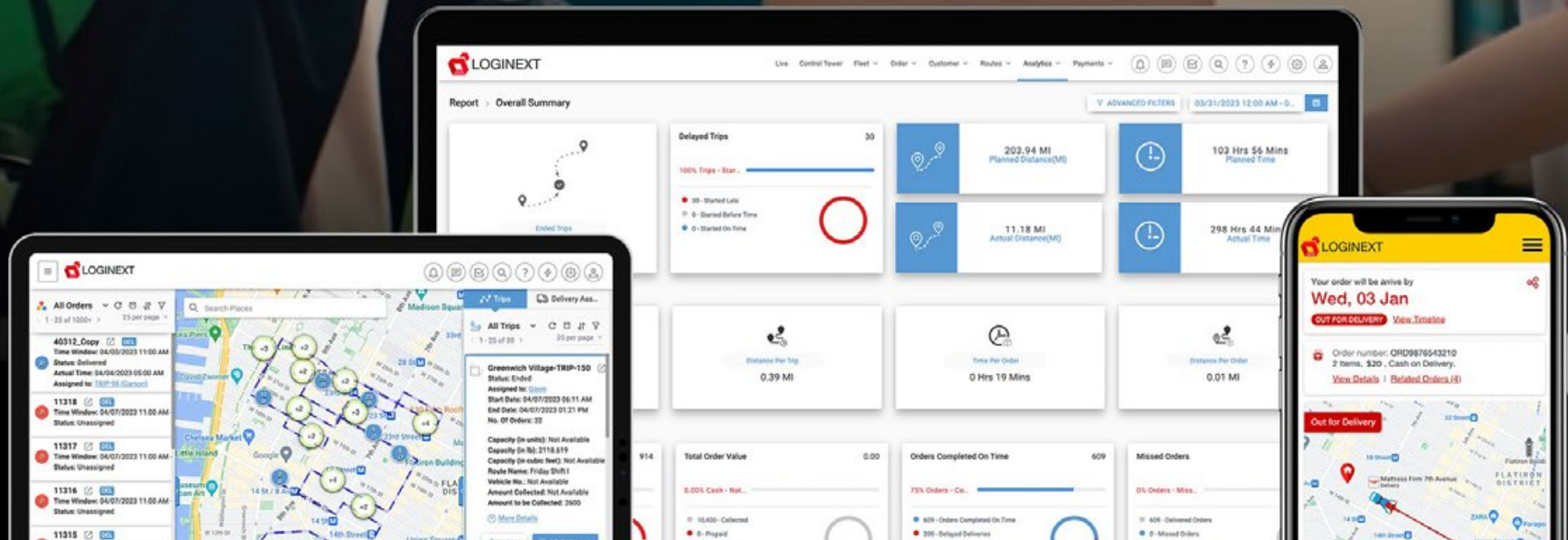


### **Customer Feedback Integration:**

Responding to customer feedback and making necessary improvements can result in a 10-15% increase in customer retention rates.

## Chapter 8

# Conclusion





The food delivery industry is no more on the brink of transformation. All of us are already witnessing the transformation and making the most of it. As everyone with a smartphone has access to hundreds of restaurants in their locality, your business can't afford to operate at less than peak efficiency. While fully-equipped delivery operations are at the heart of the food delivery industry, choosing the most reliable food logistics partner is a must.

If you are still operating your business on a largely manually operated processes, you might not expect to have a longer run in the game. In order to avoid obvious situations like not being able to operate during peak hours or with order surge, disappoint customers with delivery services, full optimization of fleet capacity, your business needs a logistics delivery partner like LogiNext.

We offer features and capabilities that are beyond routing and can be a stepping stone towards success for your food business. Today, fast and predictable delivery is essential for every business but when it comes to food delivery, it is a non negotiable. Wish to capitalize on top tools, technologies and trends for your business? LogiNext has got you covered!



# About LogiNext

LogiNext is a global technology firm that offers a SaaS based Delivery Automation Platform. The software helps brands across Food & Beverage, Courier, Express and Parcel, eCommerce & Retail and Transportation (3PLs, 4PLs, etc.) to digitize, optimize and automate deliveries across the supply chain.

Growing at an average rate of 120% YoY, LogiNext has 200+ enterprise clients in 50+ countries with headquarters in New York and regional offices in Mumbai, Jakarta, Delhi and Dubai.


The logistics technology firm is backed with \$49.5 million across three rounds of private equity investments by Tiger Global Management, Steadview Capital and Alibaba Group of companies.

Founded in: 2015

Headquarters: New Jersey, USA

Founder & Chief Executive Officer: Dhruvil Sanghvi

**TALK TO AN EXPERT**

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