



Food delivery training 101

The complete training guide for delivery excellence



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Designing your training manual



Why Delivery is Important to Your Business

A growing number of time-pressed diners are opting for the speed and convenience of food delivery. In fact, the average American spends \$1,100 on online food delivery each year. By teaching your restaurant's front- and back-of-house staff all there is to know about delivery, you can begin capitalizing on this opportunity.

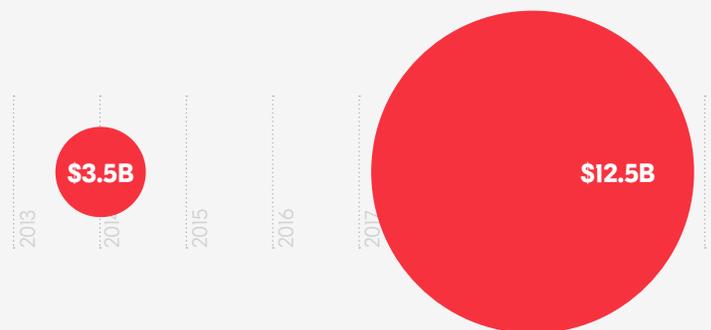
Delivery availability influences consumer dining decisions

According to the National Restaurant Association's (NRA) 2015 Restaurant Industry Forecast, nearly half of all adults—as well as six out of 10 millennials—say the availability of takeout and delivery options is an important factor in choosing a table service restaurant.²



Consumer spending on food delivery shows no signs of slowing down

In 2014, U.S. consumers spent about \$3.5 billion on food delivery from independent restaurants. This number is projected to reach \$12.5 billion by 2019.³



¹ Butterball

² National Restaurant Association: 2015 Restaurant Industry Forecast

³ Guggenheim Securities

How-to: Taking orders online or by phone

Although online ordering is the preferred choice of many diners, it's important that your staff knows how to handle food delivery orders regardless of whether they're placed online or by phone.



Online Orders

1 Learn the system

Show your employees how to manage orders via the phone, tablet, or computer. This will cut down on the time it takes for your front- and back-of-house staff to get comfortable with an online ordering system. Make this type of training session mandatory for new hires and hold company-wide meetings to reinforce best practices and review any updates to the ordering system.

2 Put a plan in place

At the start of each shift, designate who is in charge of reviewing online orders as they roll in. You should also consider assigning the responsibility to a second staff member in case the first person gets caught up in the kitchen or dining room.



“From driving to dispatch and operations, I’ve spent nearly 20 years in the food delivery industry. If there’s one thing I’ve learned during that time, it’s that you should never underestimate the importance of accuracy. Even if you’re running short on time, take a few minutes to make sure every item is included in an order before it heads out for delivery. Most diners won’t mind waiting a little longer as long as it means their food will arrive just the way they like it.”

Jeff Smith, LA Regional Manager, Grubhub



Phone Orders

1 Recap the customer’s order

Maintain accuracy by teaching your staff to repeat all phone orders at least once. Going over the order with the customer will ensure you catch any special requests that may have been missed due to a bad connection.

2 Open the door for additional items

Drum up extra revenue by asking customers if they’d like to add anything else to their order. A little nudge can be all it takes to turn a small order into a family-sized meal.

3 State the total

Ring up the total cost of each order to make sure diners aren’t left wondering how much they’re expected to pay. Not only will this give diners more time to figure out what kind of tip they plan on leaving, but it will also give your staff an opportunity to double-check any totals that don’t add up.

4 Offer an estimated time of delivery

Speed up the delivery process by letting diners know when their order will arrive. Sharing a specific time of delivery will make it much more likely that diners are ready and waiting for their order. Perhaps even more importantly, an accurate time of delivery will help your restaurant begin to build trust with customers.

Make a list, check it twice

Check to make sure each online order includes these five items before heading out the door for delivery.



01

Napkins



02

Utensils



03

Appropriate
condiments



04

Receipt



05

Paper menu

What to ask for

Be sure to gather these three details from customers placing phone orders before letting them go.



01

First and last name



02

Home address



03

Phone number

Bonus tip: Offer phone customers a small discount in exchange for their email address.

Post-order submission: Delivering on the ETA

Follow these three tips to ensure your restaurant doesn't keep diners waiting longer than expected.



Stay aware of traffic conditions

Ask a member of your front-of-house staff to monitor the weather as well as traffic conditions using a smartphone or mobile device. Knowing about severe storms, ongoing construction or accidents ahead of time will allow you to find alternative routes.



Check in with the kitchen

As orders start to pile up, your back-of-house staff may need a few extra minutes to wrap up an order. Rather than rushing food out the door, push back the estimated time of delivery a few minutes to ensure the quality of your food remains high.



Clearly communicate delays

Whether by text message, email or phone call, keep customers updated on any delays that arise during delivery. If the issue lasts more than 15 minutes, consider offering diners a discount on their next order to make up for any lost time and let them know you value their business.

Did you know? 92% of consumers want their food delivered between 15 and 30 minutes.⁴ Unfortunately, 87% of all food orders take more than 60 minutes to be delivered. Cater to the expectations of consumers by slashing the time it takes for your restaurant staff to get dishes from the kitchen to a diner's front door.

⁴ Orderlord

The do's and don'ts of food delivery packaging



Do's

Put sauce on the side

Seal containers tightly

Separate hot and cold items

Include promo items and menu copies

Use sustainable packaging



Don'ts

Use oversized containers

Forget to label dishes

Run out of packaging supplies

Miss out on branding

Leave packages unsecured



Keeping hot food hot and cold food cold

Use separate bags

Placing hot and cold food in separate containers is an important first step, but stacking food items of varying temperatures on top of one another can quickly diminish the integrity of your dishes. Use separate bags—one for hot food and another for cold food—to avoid transferring heat between a sizzling burger and a cool, crisp salad.

Invest in ventilation

While it may seem counterintuitive, a container that successfully traps every last bit of heat can actually speed up food degradation. Use ventilated packaging that won't allow condensation to form inside. Customers will appreciate taking a bite into crispy dishes that haven't wilted during delivery.

Stay local

Try to limit your delivery area to homes that are no more than a 15-minute drive away. When you're deciding where to deliver, keep in mind that traffic delays in a big city could make it difficult to travel more than a few blocks during that time frame.

“When it comes to maintaining the quality of your restaurant’s dishes throughout a delivery, the right packaging can make all the difference. Consider trying out ventilated packaging that will prevent condensation from dripping all over a dish. It’s also important that you separate hot and cold food so that each dish stays at just the right temperature.”

Jeff Smith, LA Regional Manager, Grubhub

Just the right temperature. The U.S. Department of Agriculture recommends keeping hot food at or above 140°F while being delivered. On the other hand, cold food should be transported at or below 40°F. Maintain the quality of your food by using the proper packaging.

Training delivery drivers

Consider adding the following to your delivery training program to help your drivers better understand their role.



Organize a ride-along

Give new hires the opportunity to sit in on a food delivery with one of your restaurant's top drivers. In addition to experiencing all that goes into a delivery, the new driver will also have the chance to ask any questions that come to mind.

Encourage relationship-building

Teach your new drivers the importance of building a strong relationship with the front- or back-of-house staff member that's responsible for putting together delivery orders. Getting on the same page will often help drivers receive their food faster, leading to greater customer satisfaction and potentially bigger tips.

Stay open to questions

New drivers may have questions long after their training has concluded. Establish an open-door policy to ensure they have the opportunity to talk about any problems that come up on the job. It might also be a good idea to create an online forum that enables drivers to anonymously pose questions they're too afraid to ask in person.

Thinking about these questions before they come up will make it easier for you to provide more accurate and complete answers:

- “What should I do if I’m missing part of a customer’s order?”
- “Do we compensate customers when orders are late?”
- “What’s the fastest way around town?”
- “How many orders can I expect to deliver on a busy night?”

“Whenever new drivers ask me how to reduce their time of delivery, I *always* go back to the same answer—build relationships. Getting to know the front- or back-of-house staff member in charge of preparing orders for delivery will help drivers receive accurate orders faster than ever before. Make sure your food delivery training program includes a lesson on reaching out to staff members responsible for delivery.”

Jeff Smith, LA Regional Manager, Grubhub

The starting point.

Food delivery is becoming an increasingly important part of the restaurant industry. By getting your front- and back-of-house up to speed on food delivery best practices, you can help boost business in no time.

Grubhub is dedicated to helping restaurants add delivery to their operation and making sure their teams are ready to execute on error-free delivery. Contact our team at Grubhub for Restaurants to learn more about how you can take advantage of diners' growing demand for delivery and takeout.

Email sales@grubhub.com

Call 877-805-5081

Visit get.grubhub.com