



## Case Study: How delivery.com Optimized Their Operations and Merchant Data Entry

delivery.com is the leading destination for local online and mobile ordering connecting users to thousands of local merchants including restaurants, grocery stores, liquor stores, and dry cleaners. *"Our mission is to help people order from their favorite local businesses and the ones they've yet to discover with our simple website and mobile app,"* says Kate McGee, Chief Marketing Officer at delivery.com. *"As consumers increasingly expect convenience and speed, delivery.com provides people with fast, convenient delivery and pickup from their favorite local merchants. We work hard to have every corner of the neighborhood covered."*

### What they did

As delivery.com expands both geographically into more cities, and vertically, into more merchant categories, on-boarding these merchants, which includes the hefty and detail-oriented task of entering merchant menu data, has quickly become an operational challenge to execute at scale. Additionally, existing merchants request changes to their menu and other key business information, which is also a challenge to keep up with.

Previously, delivery.com had an outsourced team in India manually enter new and merchant data and existing merchant updates directly in its system. The time zone differences (delivery.com operates across the continental U.S.) of working with the team in India meant that it could take up to 24 hours to have local restaurant's menu information edited. Delayed communication with an outsourced team created an increased number of errors in data entry, which - given the customers expect accurate menus from which to order - resulted in customer dissatisfaction for delivery.com. Customers complained about menus not reflecting what the merchants had "in stock" which negatively impacted delivery.com's core business of being a marketplace platform where people could expect accurate merchant partner menu and inventory information. Incorrect information also increased customer service inquiries. With the on-demand delivery space heating up, delivery.com needed to figure out the way to optimize their operations.

### How they did it

delivery.com started to search for partners in the market to help them improve their operations and merchant data entry. They ultimately landed on Sprightlii as they believed we could provide fast, reliable and high quality service.

The first menu entry and merchant data update took place over 4 weeks and saw a 57% lower error rate within the first week of Sprightlii data going live. delivery.com received ample resources from Sprightlii to manage back-and-forth communication in real time and, together, to successfully update merchant data.

Sprightlii's team members are fluent English speakers working in New York working hours so improved communication significantly decreased errors in merchant menus and business information. delivery.com leverages two teams of dedicated Sprightlii resources that work 24/7, allowing for merchant information to be updated 3 times faster.



## Results

delivery.com now has hundreds of local merchants data updated in less than 24 hours.

Over the **4 weeks period**, delivery.com saw:

- **40% increase in data entry rate**
- **200% increase in number of daily merchant updates**
- **57% decrease in number of daily data entry errors**

*"Being able to onboard merchants quickly and keep their information up-to-date are linchpins to our business - once a merchant agrees to join delivery.com, it is imperative we start sending them orders ASAP; and once they are live, we must be sure customers are seeing the right information so they can place orders the merchant can process. With SprightlII, we have seen a dramatic increase in merchant and customer satisfaction,"* said Olivier Hepner, Senior Director of Operations.