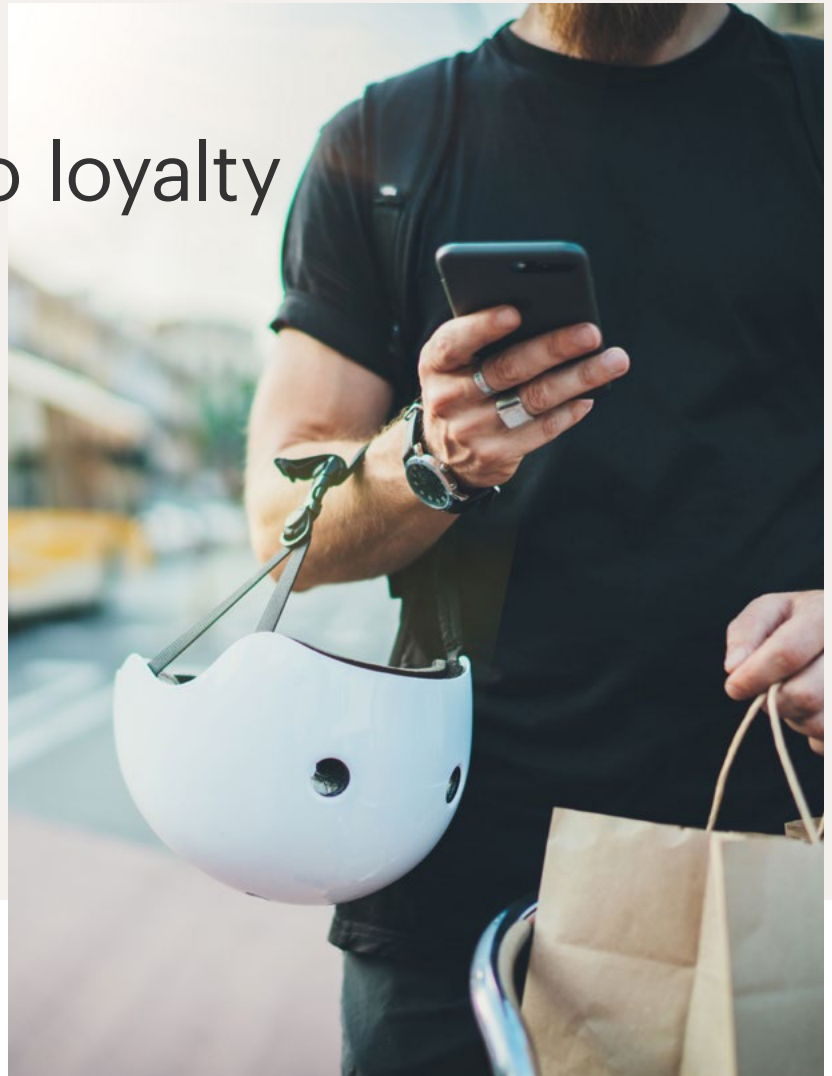


CUSTOMER SPOTLIGHT



Transforming feedback into loyalty and revenue



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The ability to connect our customer experience activity to revenue has been a game changer.”

John White Head Of Customer Experience, Deliveroo

DELIVEROO
Industry: Consumer Services

Medallia

SUMMARY

- To gain competitive advantage, Deliveroo needed to rationalise many separate customer experience initiatives into a single platform.
- Medallia and Deliveroo worked to launch a voice of the customer programme using real-time feedback and text analytics to enable insights and prioritise improvements.
- Deliveroo's close-the-loop activity is now supporting them in converting detractors into repeat customers.
- Going forward, the company is ramping up its close-the-loop calls and rolling out its new customer experience programme to other areas of the business.

Challenge

Online food delivery company Deliveroo operates in a fiercely competitive environment, with global and local players fighting hard for a share of consumers' takeaway wallets. Competitor brands devote big budgets to marketing, and margins are tight across the sector.

Deliveroo needed to attract and maintain three distinct sets of customers: consumers of takeaway food, restaurant partners and delivery riders who transport orders from restaurants to consumers. To develop loyalty among these three groups and gain competitive advantage, the company wanted to create a fully aligned and consistent customer experience programme.

In developing a centralised programme of measurement, the team piloted the work with the biggest of the groups – consumers.

Action

As Deliveroo is a fast-paced organisation, it was imperative to show progress quickly. Deliveroo joined forces with Medallia, and the two teams formed a close collaborative relationship where Medallia operated almost as an extension of the internal team to roll out the 'Roo Voices' voice of the customer programme.

Through the Medallia platform, Deliveroo created feedback designs reflecting the brand's own look and feel. Across all of their markets, consumers are invited to share their feedback after each order, and each time a consumer engages with the company's customer service arm. Consumers also provide feedback about the overall relationship twice a year.

Deliveroo also implemented Medallia Text Analytics capability to further capture the voice of the customer. Every piece of verbatim feedback is now tagged according to a taxonomy of topics, allowing the team to quickly identify and focus on the improvement areas where they can really turn the dial on operational efficiency and customer experience. Deliveroo is now able to take feedback and pivot quickly to ensure safety for both consumers and drivers by being one of the first food delivery services to allow orders to be left outside people's addresses so that the rider does not have to come into contact with the customer.



Impact

With voice of the customer data now readily available on a single platform, Deliveroo has transformed feedback into action in the form of a powerful customer experience programme—across all of their survey types.

Reducing churn is another key aim. The Roo Voices programme is a key part of reducing churn at Deliveroo, with Medallia's alerts capability supporting the Deliveroo Care team to prioritise who to callback and what course of action to take with the customer.

Having gained enduring successes in the B2C part of the business, next Deliveroo plans to extend their voice of the customer programme to their restaurant partners. This means the team will integrate Medallia with Salesforce, aiming to enable their account teams to close the loop in real time and use the insights they develop to inform quarterly planning.

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Medallia has empowered us to create a more robust measurement approach that helps us identify the customer experience improvements that matter most to our business.”

John White

Head of Customer Experience, Deliveroo

Learn more at medallia.com

About Us

Medallia is the pioneer and market leader in Experience Management. Medallia's award-winning SaaS platform, the Medallia Experience Cloud, leads the market in the understanding and management of experience for customers, employees and citizens. Using Medallia customers can reduce churn, turn detractors into promoters and buyers and create in-the-moment cross-sell and up-sell opportunities, enabling clear returns on investment. [Medallia.com](https://medallia.com).