

# THE RESTAURANT'S GUIDE TO CURBSIDE COMMERCE

5 Steps to Executing  
Seamless Curbside Pickup  
Using Text Messaging



**Medallia** Zingle

# Introduction

A recent study from Datassential, a food service research firm, revealed that 80% of consumers felt most comfortable and safe ordering ahead for curbside pickup, well ahead of the 42% who felt the same about dining in. Although many restaurants offered takeout long before the pandemic, contactless curbside pickup options are becoming far more commonplace now at fast-casual, chain and even fine-dining restaurants.

When done right, it provides an efficient, convenient and most importantly,

contactless experience for both the customer and the business. What will differentiate restaurants moving forward is not that they offer curbside pickup, but that they can execute it efficiently and provide a fast, seamless and contactless experience for their customers.

Coordinating a successful pickup requires restaurants to clearly communicate with customers throughout their experience. In a recent consumer research study commissioned by Zingle, 80% of consumers

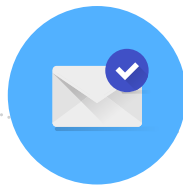
said using text messaging to communicate with a business would make curbside pickup faster and easier.

For restaurants, it could also minimize tedious processes for front-line workers already facing new safety protocols and urgent questions from anxious customers. Sophisticated messaging platforms can make it easy for restaurants to quickly deploy and configure texting in a variety of different ways to deliver a fast and seamless curbside pickup experience.

## Anatomy of a Seamless Curbside Pickup Experience



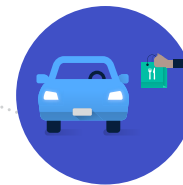
**STEP 1**  
Customer Places Order



**STEP 2**  
Customer Receives Order Confirmation



**STEP 3**  
Customer Gets Order Ready Alert



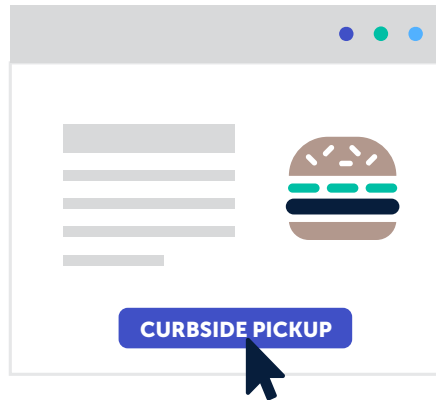
**STEP 4**  
Customer Picks up Order Curbside



**STEP 5**  
Order Complete, Survey Sent

# Step 1: Ordering

The customer orders as they normally would through the restaurant's online channels or by phone and opts for curbside pickup. Or depending on the use case and integration, it is possible they could order directly through texting or social messaging apps and receive a return message from the restaurant with a link to its preferred payment solution, like Square or Stripe, for example, to complete the transaction.



## **PRO-TIP**

Make sure you're communicating on the channels your customers prefer. With Zingle's intelligent messaging platform, consumers can message the restaurant using not just SMS or MMS text, but also Facebook Messenger, webchat, WhatsApp and other popular apps.



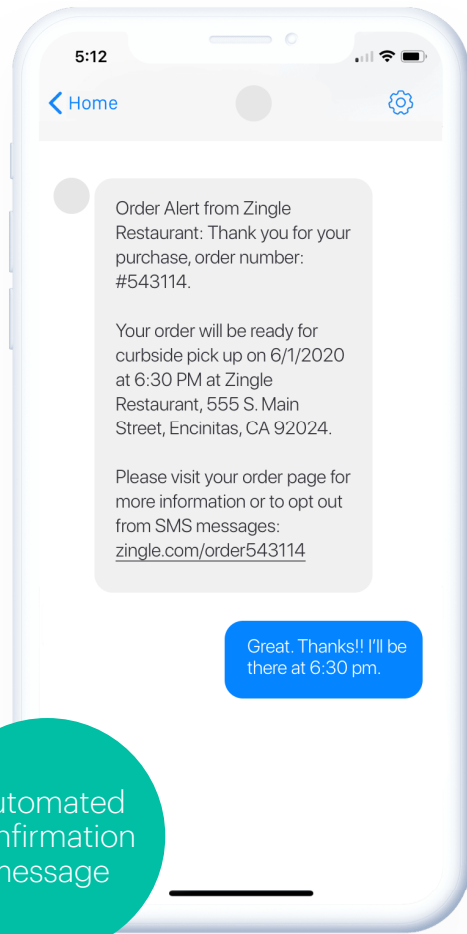
# 84%

of consumers say they will continue to minimize visiting businesses in person over the next six months.

Source: Zingle Consumer Report

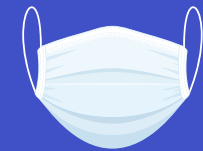
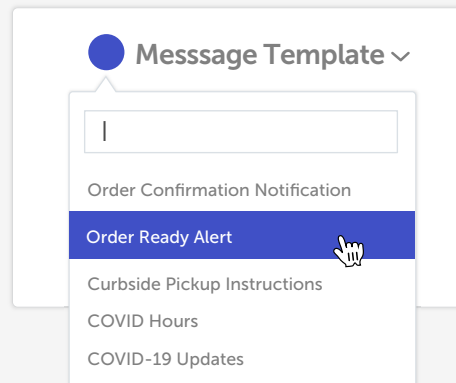
# Step 2: Order Confirmation

After the purchase is complete, the customer receives an automated text message or email confirmation explaining the protocol for pickup and the expected time it will be ready.



## PRO-TIP

Eliminate manual processes and use customizable message templates within the Zingle platform to quickly and proactively communicate all the information your customer needs.




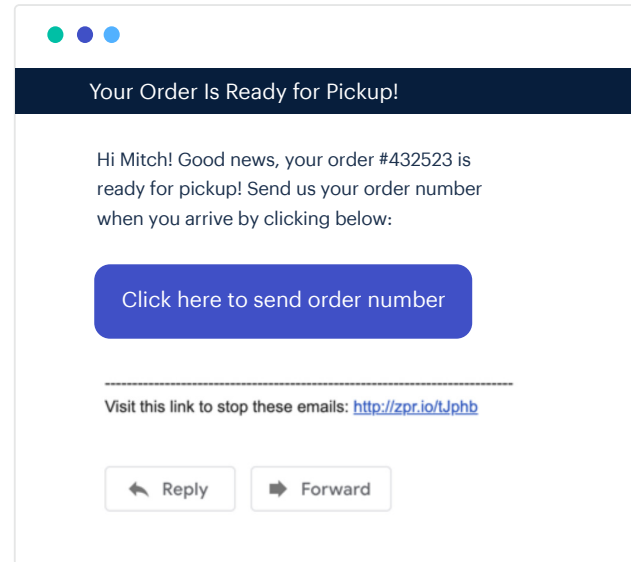
# 82%

of consumers say it would increase their likelihood to visit a business if it were to proactively communicate its safety standards and processes.

Source: Zingle Consumer Report

## Step 3: Order Ready

When the order is ready, the customer receives a text message alert or an email with a button in it the customer can pull up on their mobile device and click when they arrive for pickup at the retail location. If the order is ready immediately after purchase, this information would be included in the confirmation and this step could be eliminated.



**PRO-TIP**

Use two-way communication and empower customers to message you with additional questions. You can automate responses to common questions with Zingle and your staff can quickly respond to others with pre-built templates. Inversely, restaurants could turn this feature off and use an autoresponder.



# 77%


of consumers say that going forward the amount of in-person interaction required at the business will factor into their decision of visiting it.

Source: Zingle Consumer Report

# Step 4: Pickup

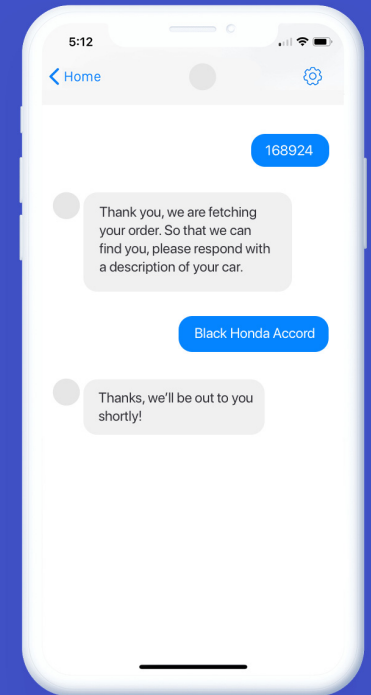
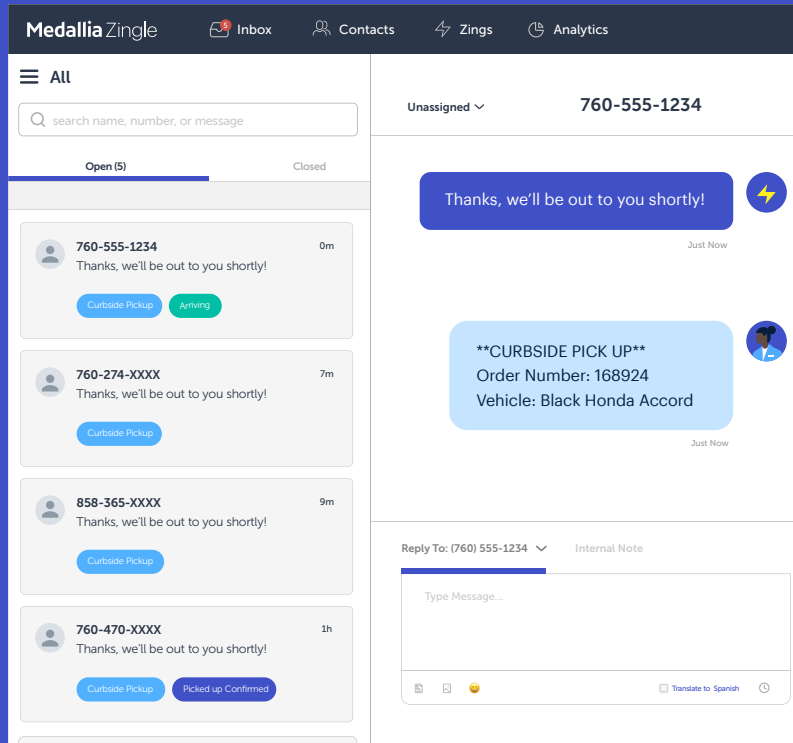
Upon arrival at the restaurant, the customer replies to the previous text message with the words 'HERE' or they click the button in the email, which pre-populates a text message to the business with the order number that they can quickly send to the restaurant.

Either way, this automatically alerts the business that the customer has arrived and provides the associated order number for expedited retrieval. It also triggers an automated response message to the customer that the restaurant is fetching the order and asks the customer for their car type and/or parking location.



**80%** of consumers say it would be easier and faster to use text messaging to coordinate curbside pickup.

Source: Zingle Consumer Report

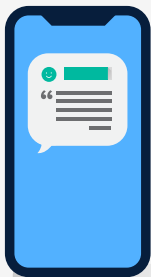
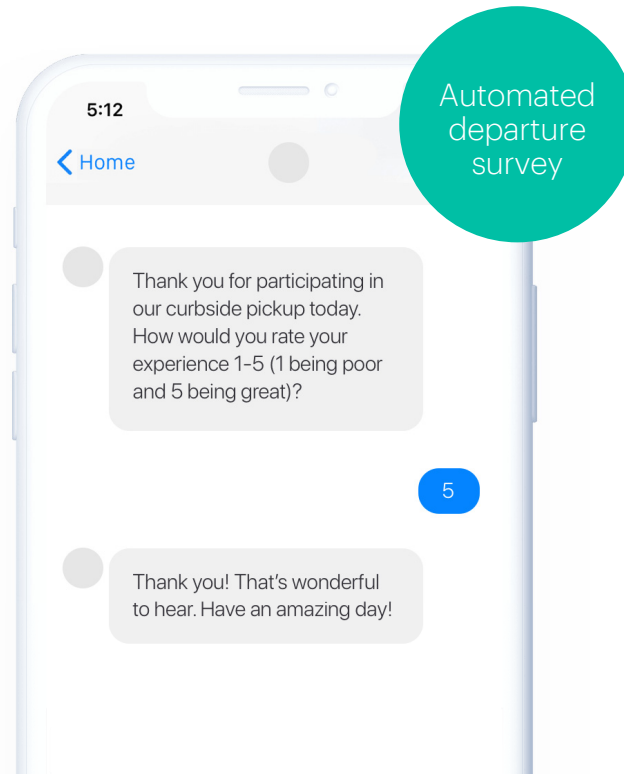


## PRO-TIP

Increase efficiency and expedite service with smart automations. Use a Zing — an automated and prebuilt workflow within the Zingle platform that can be easily customized to fit any business or use case — that is triggered automatically after the customer messages the business upon arrival.

# Step 5: Order Complete

After the restaurant delivers the order to the customer's car and the order is complete, the employee can run another prebuilt automated workflow that closes the order. This automates a final text to the customer, thanking them for their business and asking them to rate their experience with a short anonymous survey.



## PRO-TIP

Don't just thank your customers, ask them how their experience was. Use a short Medallia survey to capture and analyze your customers' feedback so you can continually improve on the experiences you're delivering.



# 36%

of consumers say their experience with curbside pickup has been rocky.

# 11%

say it has been poor, with slow or incorrect order pickups.

Source: Zingle Consumer Report

# Conclusion

While many restaurants offered a form of curbside pickup before the pandemic, it was done for convenience, not the safety necessity it quickly became. As COVID-19 fears dissipate over time, restaurants able to execute an efficient and seamless pickup experience will find they have a new set of loyal customers happy to continue enjoying the convenience and flexibility of their contactless curbside service.

## Does your restaurant provide a seamless curbside pickup experience?

Ask yourself these six questions and think about it from your customers' perspective. If you answer no to any, consider reviewing and improving your processes and execution.

- 1 Are you clearly communicating the pickup process at the time of the transaction?
- 2 Are you keeping customers informed on the timing of the pickup?
- 3 Are you making it easy for customers to communicate with you when they arrive at your business?
- 4 Are you communicating with your customers on the channels they prefer?
- 5 Are you able to bring the order to your customer within five minutes of their arrival?
- 6 Are you able to bring the right order to your customer at least 99% of the time?



# 87%

of consumers want brands to continue offering curbside pickup options.

Source: Zingle Consumer Report



## About Medallia Zingle

Medallia Zingle empowers businesses to engage, support and respond to customers in more meaningful and impactful ways. Zingle's customer engagement platform combines artificial intelligence and machine learning with workflow automation and mobile messaging, allowing brands to easily deliver exceptional customer experiences in real time. Leading brands across different verticals, including hospitality, food & beverage, retail, and more, use Zingle to increase efficiency, improve operations and delight their customers. Zingle is a division of Medallia, the pioneer and market leader in experience management. Find out more at [zingle.com](https://zingle.com).

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Contact Us: [sales@zingleme.com](mailto:sales@zingleme.com) | Follow Us: [in](#) zingle-me [🐦](#) @zingleme

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