eXotel

SWIGGY
FOOD DELIVERY APP

Case Study

Summary

Swiggy's success depends heavily on one thing – communication between all the relevant stakeholders. In an operation heavy business, the trick is to strike the right balance between maintaining productivity while keeping the cost low.

Here's where Exotel comes in.

Using Exotel's cloud telephony services, Swiggy was able to redefine the entire customer experience. Swiggy's entire business model revolves around interactions between the customers and delivery agents. Therefore, getting in touch within a specific timeframe is the key to running their business operations efficiently. Exotel helped Swiggy focus on productivity by taking care of their communication operations. The value added features revamped the customer experience on Swiggy.

About Swiggy

Swiggy has redefined food ordering and delivery in India. Started in August 2014, Swiggy was inspired by the thought of providing a complete food ordering and delivery solution from the best neighbourhood restaurants. Tailored for the urban foodie, Swiggy has one of India's largest delivery fleets to pick up orders from restaurants and deliver it to customers.

Objectives

- Running their day-to-day business via phone calls through a platform that they could easily track, scale and rely on.

- Safeguarding Customer privacy.

- Weed out bogus COD orders

Swiggy deployed Exotel for following Challenges

Problem: *Notifying the restaurant about the order without any delays*

When an order is placed, restaurants sometimes don't realise that they have a new order waiting. To avoid any delays, Swiggy's team reminds restaurant about new orders as they come in. But manually calling and confirming every order with the restaurant is not a scalable solution.

Solution:

Automated Calls to avoid manual effort

Exotel's Automated calls feature helped save effort and cost spend on manual work. When an order is placed, the restaurant gets an automated call with the order notification. This automated call helps reduce delivery delays.

Problem: *Safeguarding customer privacy during delivery*

The delivery person calls the customer in a few instances – problems with finding the address, to inform the customer once they reach the location or if there are any unexpected delayed. While all of the above are legitimate circumstances, this also means sharing the customer's phone number with the delivery agent which may raise questions about customer privacy.

Solution:

Number Masking using Exotel to protect the customer's privacy

Number masking allows the agent to reach the customer over a call in case they need to without having access to their phone number. The delivery person clicks on the call button in the Swiggy app. Based on the order number, the call is connected to the right customer by Exotel's system.

Problem: *Bogus COD orders*

Cash on delivery orders are always tricky. It is also one of the leading sources of operational loss due to cancellations and bogus orders.Sometimes, the orders are refused after a delivery agent shows up with the food.

Solution:

Automated IVR call for confirmation

When a COD order comes in, Swiggy places an automated IVR call via Exotel. Based on the IVR prompt, the customer is required to confirm the order by pressing the relevant key on his dial-pad.This additional confirmation step helps weed out bogus orders.
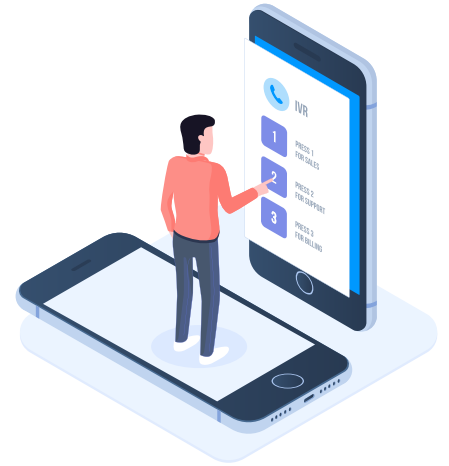
Problem: *Hiring Delivery Personnel*

Hiring delivery personnel is a task that is not easy. It also is an ongoing activity for the Swiggy team. The demand for delivery personnel is always high.

Solution:

Automated screening over an IVR call

Technology may not always seem like the first choice to solve problems in areas like hiring and marketing. But, at Exotel, we have seen how simple tech solutions can solve seemingly large problems with ease. The demand for delivery personnel is always high. So, once they procure a list of potential candidates, an automated call with a few relevant questions is a simple way to assess interest levels before going forward.
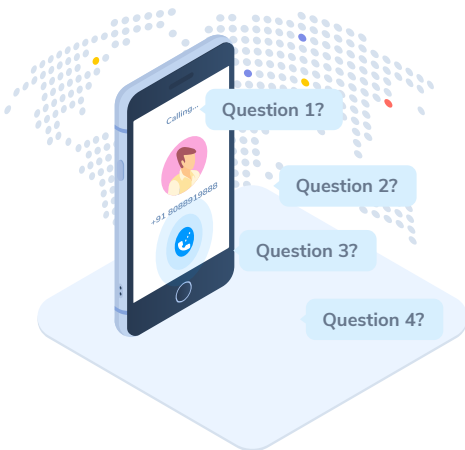
Result

Automated calls have helped Swiggy in increasing their service levels and in reducing costs since there is no need for any manual intervention.

Number masking helps Swiggy provide a seamless experience to customers by ensuring that they never compromise with their customer information.

Tracking calls have enabled Swiggy to reduce unnecessary calls happening between a delivery executive and a customer.

Swiggy speak

" A lot of our products and processes are built with the help of data. We use Exotel dashboards and data to understand more about different interactions in the system. We also get to keep track of how much we are spending on these interactions. For instance, by tracking calls, we have been able to reduce unnecessary calls happening between a delivery executive and a customer.The end goal is to use calls efficiently and only where necessary. We continue to work towards reducing unwanted interactions in the process "

Rajkishan
Operations & Strategy, Swiggy

Signup for free trial

Get started

or

Let us show how this works

Schedule a demo

WHY EXOTEL

Founded in 2011, Exotel is the largest cloud telephony platform in Southeast Asia.

99.96% uptimes

18x7 dedicated support

5 million calls powered everyday

Unlimited channel capacity

Quick and easy setup

START