

LEARN HOW INTELLIGENT AGENT MAPPING HELPED A LEADING QSR FRANCHISE REDUCE ITS OPERATIONAL COSTS BY 33%.

ABOUT THE BRAND

An American fast-food organization, serving more than 69 million clients in more than 100 countries, pivoted to D2C.

But for this multinational QSR chain, higher operational costs were a major concern. As it turned out, inefficiencies in their fleet management system prevented them from achieving their goal(s).

KEY CHALLENGES:

- Poor management of auto-assignment of orders to delivery fleet
- High operational cost due to inefficient fleet resource allocation
- Unavailability of flexible payment methods to incentivize delivery agents



SOLUTION:

This leading QSR chain partnered with Tookan to overcome the challenges. And here's how Tookan's delivery management solution helped this leading multinational food chain reduce its operational cost by 33%.

INTELLIGENT AUTO-ASSIGNMENT:

Tookan's automated dispatch feature resolved the manual auto-assignment of orders and set up a batch-wise allocation. Through the batch-wise allocation, the riders within a particular radius will receive the notification, and any available rider can pick up the task.

It also made sure that if a rider was not assigned in the first request, the system will run on a loop in every 1-2 minutes till an agent is assigned for the task.

BUNCHING OF ORDERS:

It was most important for them to have a system where orders could be bunched to the same rider in order to reduce operational cost.

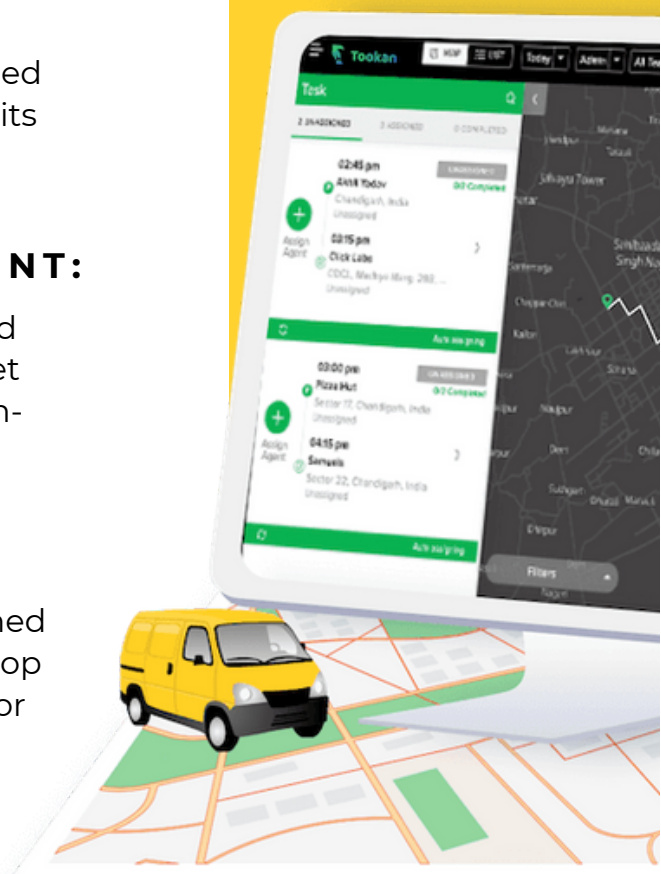
In simple terms, bunching of orders is, if a rider is within a particular range (set up by the admin), the orders started getting assigned to the same rider.

Here, Tookan provided bunching of orders by giving certain criteria to the admin to bunch the orders based on serving radius and pick-up time.

TAG-BASED INCENTIVE MODEL:

Tookan allowed the leading QSR to incentivize their agents through tags based incentive model.

There are some hard-to-reach areas where delivery is a challenge. As a solution, Tookan allocate tags to each agent and orders as well. So based on that the agents will be mapped, and the pricing will be evaluated.



BENEFITS OF INTELLIGENT AUTO-ASSIGNMENT, BUNCHING OF ORDERS AND TAG-BASED INCENTIVE MODEL

As a result of Tookan's integration with this leading QSR player's ordering system, the pickup, and delivery experience was greatly improved. The following is a quick overview of all the benefits the QSR franchise achieved by deploying Tookan.

- Reduced operational cost by 33% due to bunching of orders
- Increased efficiency of the fleet through the batch-wise allocation
- Enhanced profitability due to cost-effective and intelligent resource planning
- Increased fleet productivity as a result of real-time tracking
- Improved productivity of riders by Tookan's tag-based incentive system

ABOUT TOOKAN

Tookan is an intelligent delivery management platform. It is the best-in-class route planning, fleet tracking and last-mile delivery solution for both B2C and B2B segments. Tookan is powering retailers and carriers to do faster, more reliable, customer-centric deliveries at scale.

Businesses have changed their outlook toward the last-mile delivery service. Delivering orders within the same day has now become a crucial metric for customer satisfaction and for growth as well.

With Tookan, reinforce your delivery services and scale your business operations efficiently to ensure on-time deliveries and delightful customer experiences.



Begin your transformation journey today with Tookan!