

Re-Imagining consumer experience through “No-Contact” pizza delivery

Contact-Less Solution: Defying COVID-19



Problem Statement / Business Challenge

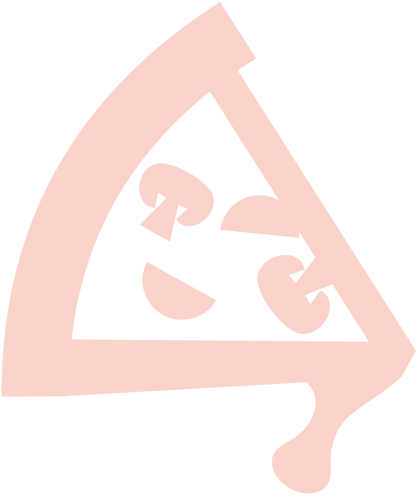
With the advent of the **COVID-19** global spread, a **leading pizza delivery restaurant** chain in the United States, noted a dip in spend pattern of the consumers – mostly attributed to the fear of virus spread through external contact during home delivery. Therefore, in the current scenario of COVID-19, where social distancing has become a primary norm and the restrictive interactions with the consumers are driving the organization's operations, the pizza chain expressed their interest in developing a solution prototype which can be implemented as a web app/ native mobile app – thus enabling a mechanism of 'no touch' with the consumers during the pizza delivery, thus offering a seamless customer experience.



HCL Understanding of the Business Objective and the Proposed Solution:

The objective of the business is to establish a **No Contact Delivery** mechanism for the consumers – thereby protecting the pizza chain employees' health and in turn protecting the consumers, thus helping improve the pizza chain's brand perception and maintain social distancing.

To meet an evolving need in the context of COVID-19, HCL partnered with the pizza chain to develop a **minimum viable product (MVP)** that included the conceptualization and implementation of the **No Contact** delivery feature on web, mobile Apps, and point of sale (POS) terminals in line with the global #SocialDistancing initiative.



The prototype MVP solution included CX features enhancement -> **App implementations -> Store tech changes -> Testing -> Rollout.**

The MVP solution includes key changes such as providing the customer an option of 'leave at my door', updating driver receipt, blaster labels, driver messages with no contact message, and developing training materials amongst other things.



Solution Proposition Salient Features:



Customer Experience

- Customer receives option of 'leave at my door' when ordering pizza through of any of the chosen medium (mobile, web)
- Payment is done via credit card only (no cash) without a need of signature
- Tips are allowed only via credit card (no cash) with advance tip option available



Team Member Experience

- Driver receives the instructions on box that this should be 'No Contact delivery'



Approach

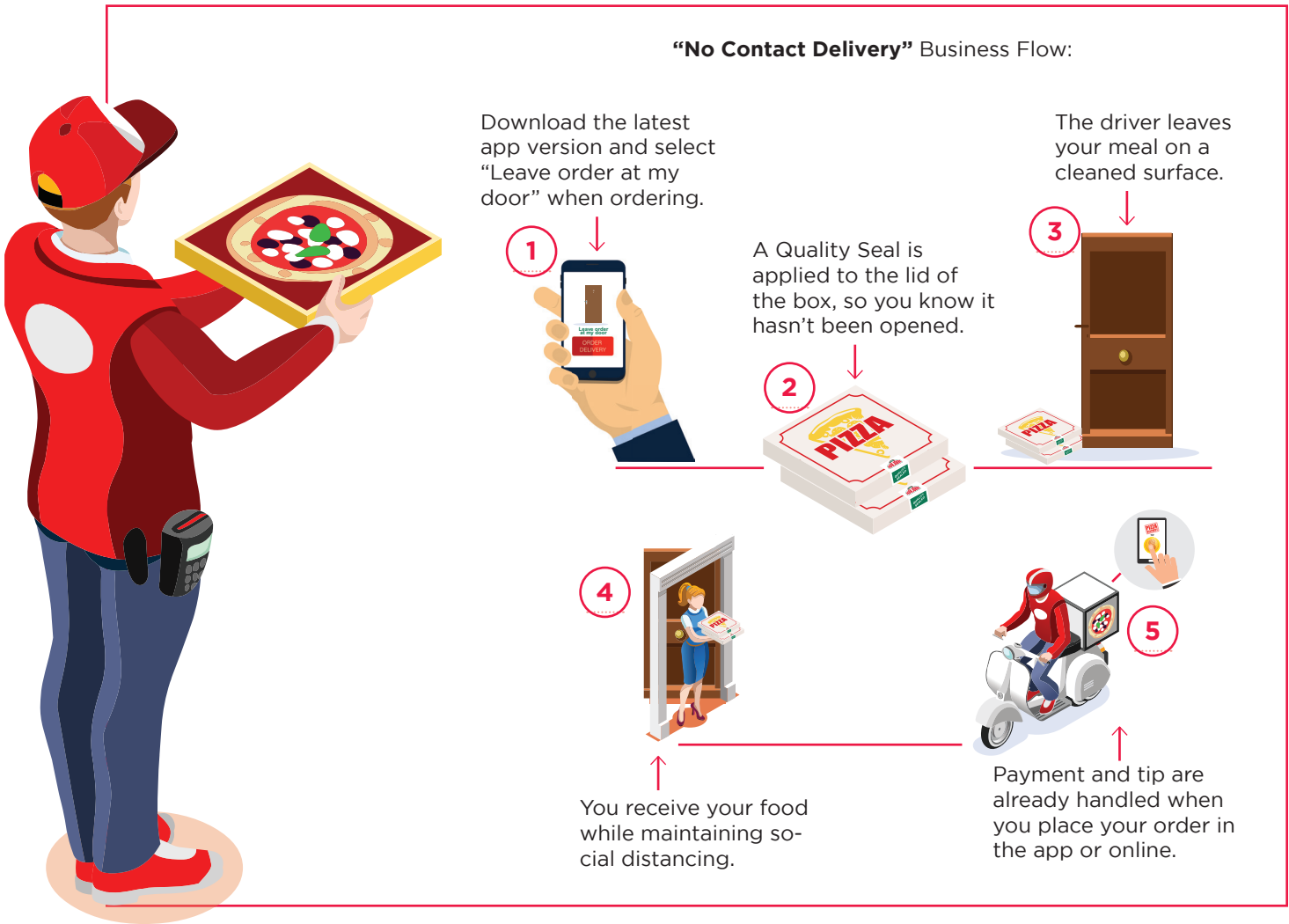
- Opt-In is based on customer preference, focused on "at the door delivery" experience
- Benchmark experience is set against current offerings from Postmates and Dominos



Key Performance Indicator

- Reduction in delivery percentage of the driver and the consumer coming within 6 feet contact
- Improve people's perception towards contactless delivery





Solution Fitment and Key Benefits in Covid-19 Scenario

Fast and timely delivery of this solution not only improves customer experience, boost sales but also enables the brand to safely serve the communities and protect its team workers.

Post rollout of the solution, the pizza chain brought normalization in its pizza sales set against the historical patterns and customer appreciations were evident on social engagement channels. Moreover, it protected their employee's health and helped improve its brand perception.

The long-term impact is seen as a differentiated brand positioning of the pizza chain in consumer mindset leading to a strong brand recall in crisis situations and also an increasing level of consumers' affiliation for the brand – thus improving the brand equity.



For more details contact: cs_marketing@hcl.com



www.hcltech.com

Hello there! I am an Ideapreneur. I believe that sustainable business outcomes are driven by relationships nurtured through values like trust, transparency and flexibility. I respect the contract, but believe in going beyond through collaboration, applied innovation and new generation partnership models that put your interest above everything else. Right now 149,000 Ideapreneurs are in a Relationship Beyond the Contract™ with 500 customers in 45 countries.

How can I help you?

HCL