



# WHERE RESTAURANTS AND TECH CONNECT



Sept. 16-18, 2024 | Gaylord Texan, Grapevine, TX



**Technomic**<sup>®</sup>

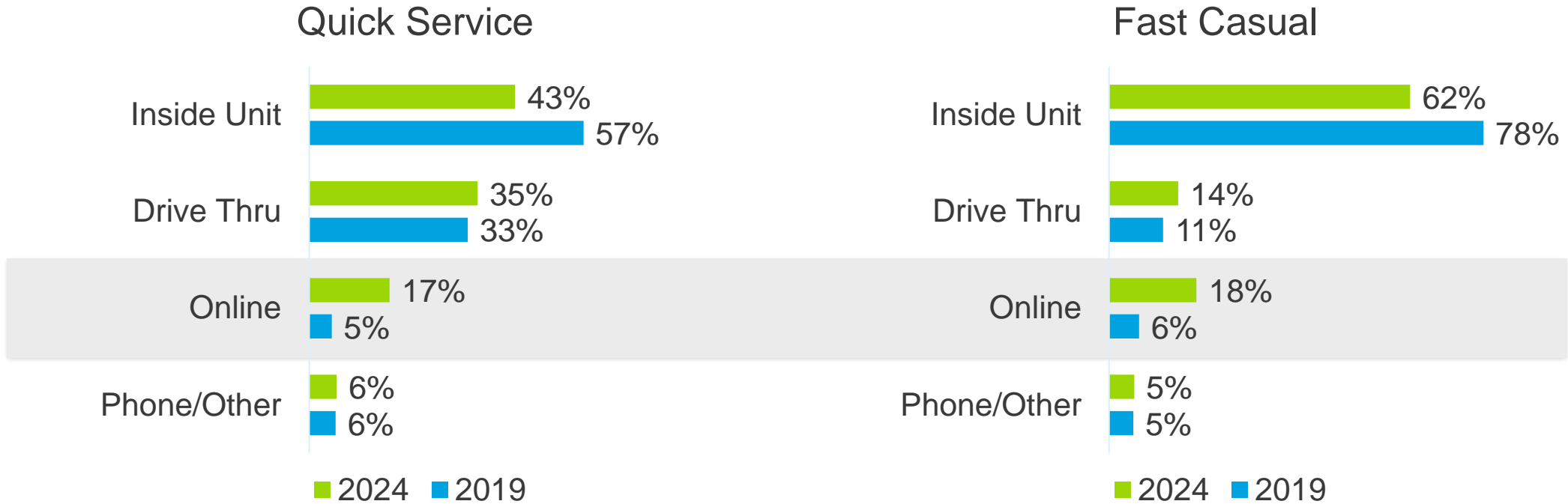
# The Path to 3<sup>rd</sup> Party Delivery Excellence



# Today's Session Content

- Importance and growth of digital and third-party channels
- Delivery service partner performance metrics
  - Speed
  - Premiums & Fees
  - Accuracy
  - Satisfaction
- Restaurant vs Convenience Store comparisons
- Delivery service partner rankings

# Share of online orders up more than 3X across limited service segments

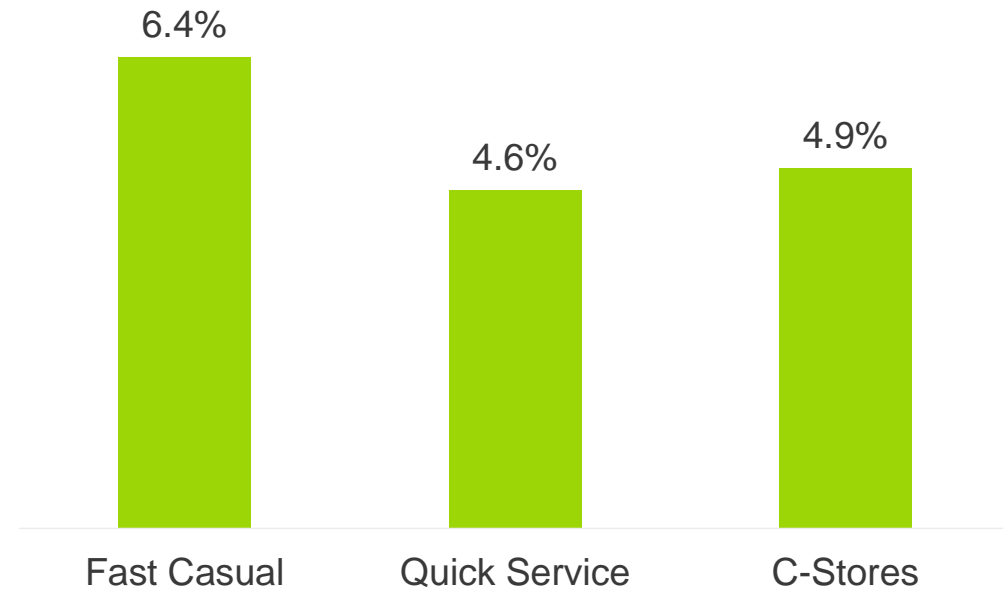


Source: Technomic Ignite Consumer



# Convenience foodservice poised for greater yearly growth than QSR

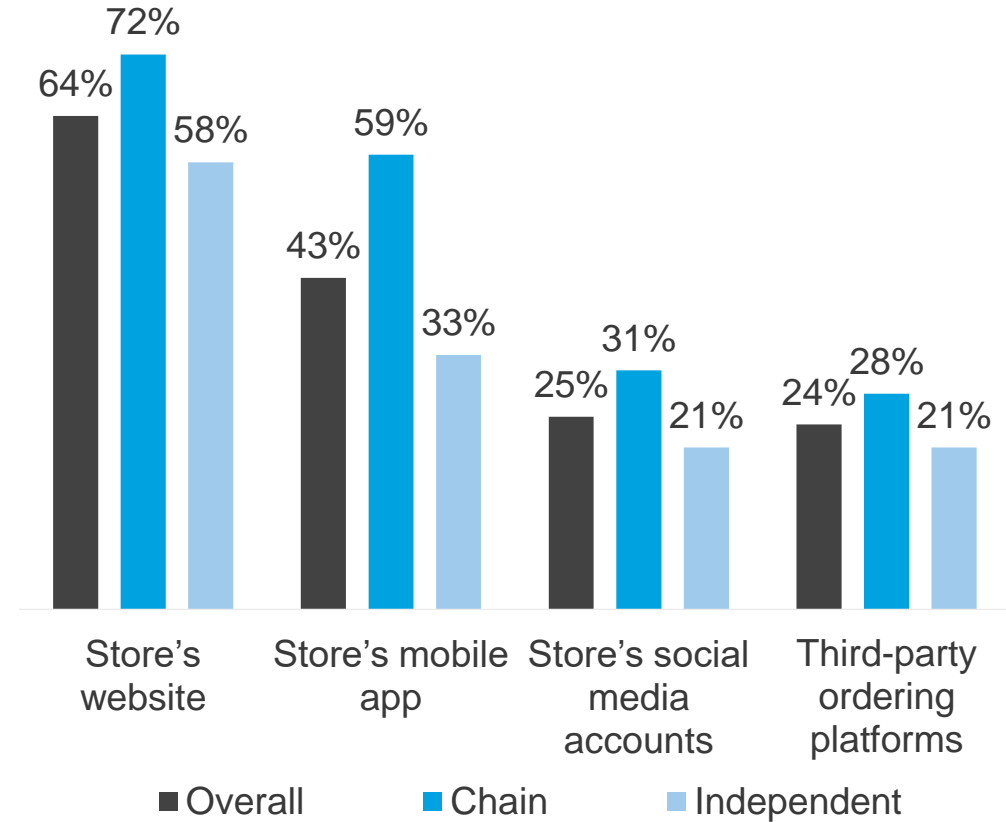
2024 NOMINAL GROWTH  
FORECAST



Source: Technomic Ignite Company

# A growing majority of convenience retailers offer digital ordering

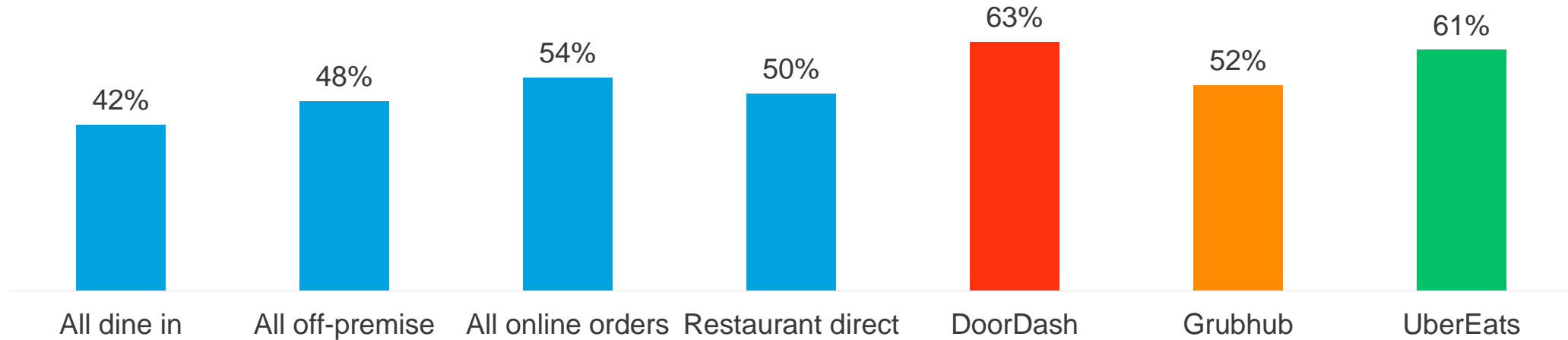
## AVAILABLE DIGITAL FOODSERVICE ORDER CHANNELS AT C-STORES



Source: Technomic C-Store Operator Update Report

# The occasion setting differs across ordering channels

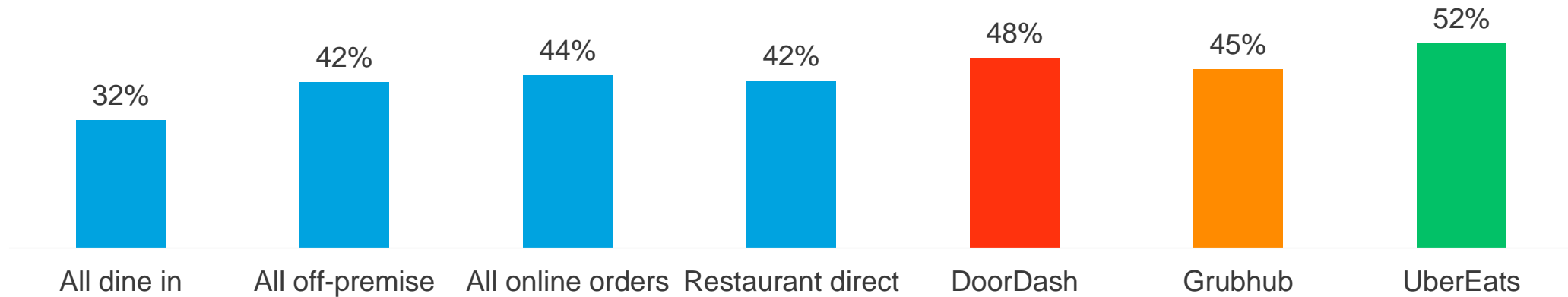
PERCENT OF RECENT OCCASIONS: SPONTANEOUS OR UNPLANNED ORDERS AT LIMITED-SERVICE



Source: Technomic Ignite Consumer

# Cravings drive third party orders

PERCENT OF RECENT LIMITED-SERVICE OCCASIONS: I CHOSE THIS RESTAURANT TO SATISFY A CRAVING



Source: Technomic Ignite Consumer



# About the Study

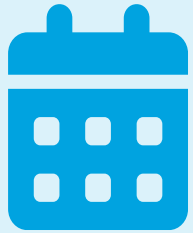
- Inaugural benchmark study on **third-party delivery**.
- Examines key metrics for orders placed for **made-to-order food**.
- Orders placed for food from both **Restaurants** (QSR & Fast Casual) and **Convenience Stores**.



## Brands Evaluated



# Methodology



600 mystery shops performed between April 2024 and June 2024 between the hours of 5:00 am - 11:00 pm EST.



Each delivery service had 200 shops: 100 from convenience stores and 100 from quick-serve or fast-casual restaurants.



Geographically distributed across the USA.



Could not use paid tiers or priority delivery.



# What We Measured & Key Findings

**Average  
Delivery Time**

**33 minutes  
24 seconds**

**Order  
Accuracy**

**90%**

**Ease of Use of  
the App**

**98%**

**Ability to  
Customize**

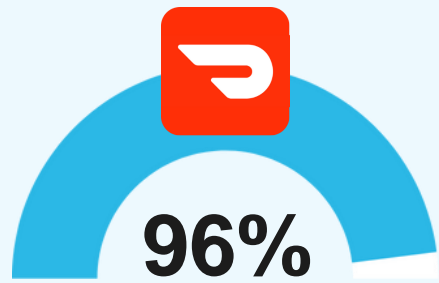
**93%**

**Overall  
Satisfaction**

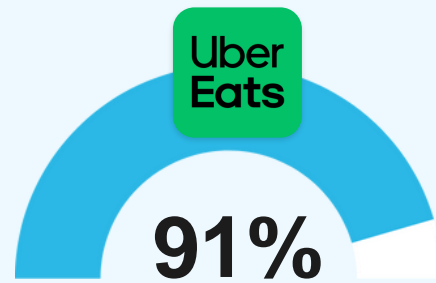
**91%**



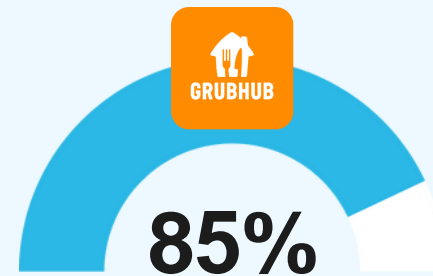
# Overall, how satisfied were you with your experience?



Convenience Store: 84%



Convenience Store: 82%



Convenience Store: 73%



## Average Delivery Time

33 minutes and 24 seconds



### 1. DoorDash

26 minutes and  
24 seconds



### 2. Grubhub

35 minutes and  
49 seconds



### 3. Uber Eats

38 minutes and  
4 seconds

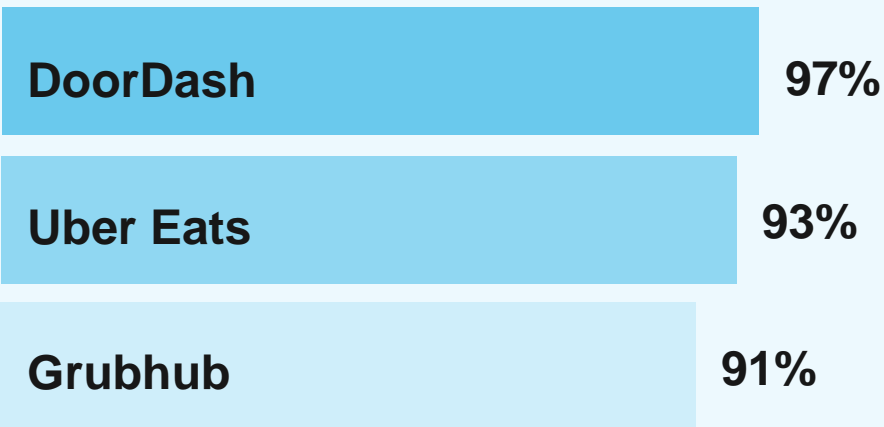
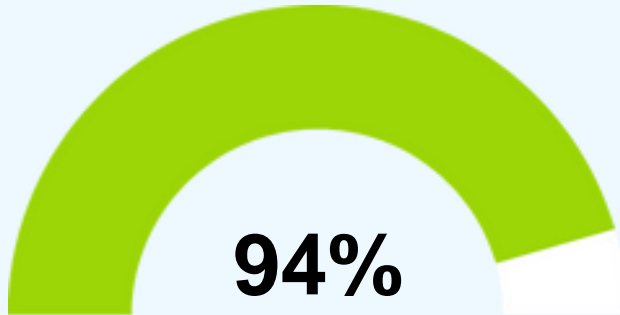


Third-party delivery orders placed with convenience stores were on average, 43 seconds faster than restaurant orders



## Satisfaction with the Speed of Service

Were you satisfied with the time it took to deliver your order?



Comparison to C-Stores Avg. 88%



1. DoorDash: 91%



2. Uber Eats: 90%



3. Grubhub: 84%



# Adherence to Promoted Time

## Promoted Delivery Time

The advertised delivery time shown in the app prior to placing an order.



### Percent of Orders Delivered According to Promoted Delivery Time

**Early: 73%**

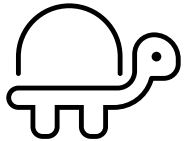


Grubhub: 76%  
DoorDash: 75%  
Uber Eats: 68%

**On Time: 2%**

Grubhub: 2%  
DoorDash: 2%  
Uber Eats: 2%

**Late: 25%**



GrubHub: 22%  
DoorDash: 24%  
Uber Eats: 30%

# Adherence to **Estimated Time**

## Estimated Delivery Time

The delivery time is given after placing the order.



### Percent of Orders Delivered According to **Estimated Delivery Time**

**Early: 56%**

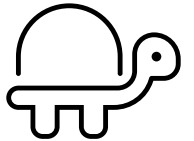


Grubhub: 63%  
DoorDash: 56%  
Uber Eats: 48%

**On Time: 5%**

Grubhub: 2%  
DoorDash: 6%  
Uber Eats: 7%

**Late: 39%**



Grubhub: 35%  
DoorDash: 38%  
Uber Eats: 44%



# How long is too long?

Orders where the shopper was satisfied arrived **10 minutes and 12 seconds faster** than those who were not satisfied.

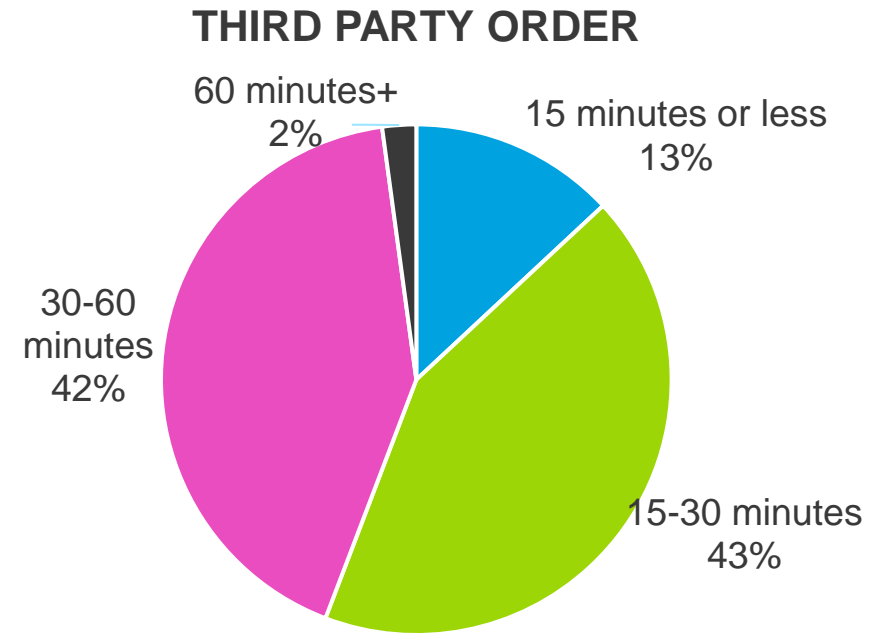
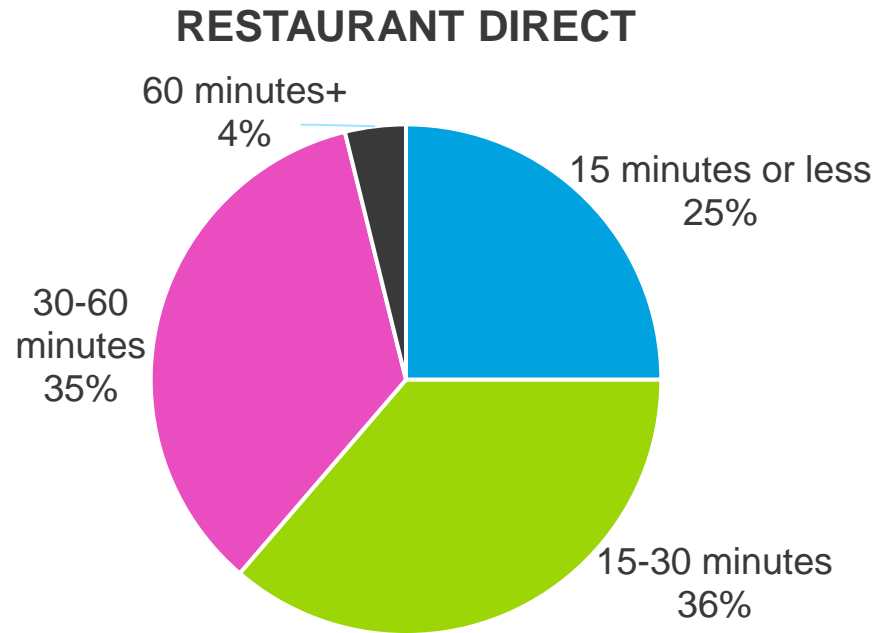
Average delivery time when shoppers were:

**Satisfied: 31 minutes and 34 seconds**

**Not Satisfied: 41 minutes and 46 seconds**

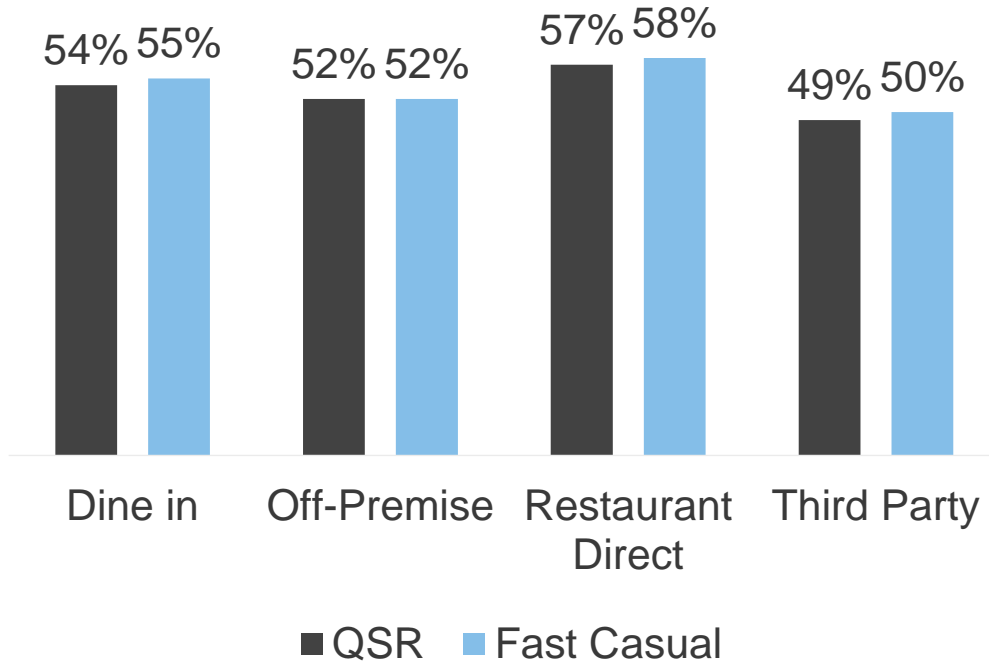


# Consumers report longer wait times for third party delivery



Source: Technomic Ignite Consumer

**SPEED OF VISIT: TOP BOX (%  
VERY GOOD)**



Source: Technomic Ignite Consumer



**Diner perceptions  
of 3PD speed  
significantly  
lower than  
restaurant direct**



## Price Difference of Main Item on Third-Party App vs Brand's Website

1. Uber Eats

+\$1.77

2. DoorDash

+\$1.71

3. Grubhub

+\$1.66

Chain

+\$1.90

vs.

Independent

+\$1.25

# Price Difference of Main Item on Third-Party App vs Brand's Website

By Food Category



Chicken

Avg.  
**\$2.25**



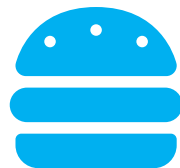
Mexican

Avg.  
**\$1.97**



Sandwich

Avg.  
**\$1.94**



Burger

Avg.  
**\$1.69**



Pizza

Avg.  
**\$1.59**






Asian

Avg.  
**\$1.49**



# Fees

Brand	Avg. Delivery Fee	Avg. Service Fee	Total Fees
	\$0.45	\$3.63	<b>\$4.08</b>
	\$1.34	\$4.91	<b>\$6.25</b>
	\$2.20	\$3.54	<b>\$5.74</b>



Orders where the shopper was satisfied spent \$1.12 less on their delivery fee than those who were not satisfied.

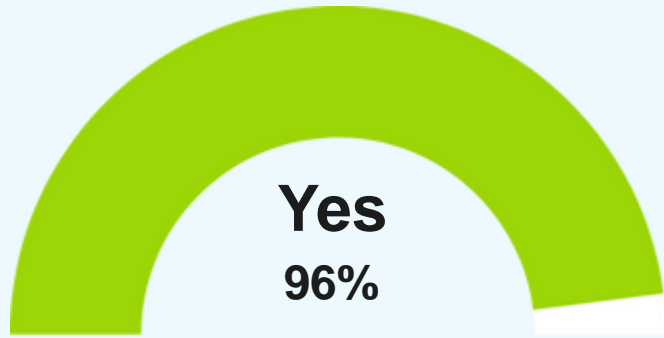
**Delivery fees** charged when customers were:

Satisfied: \$1.23

Not Satisfied: \$2.35



### Was placing your order easy?



1. DoorDash

99%



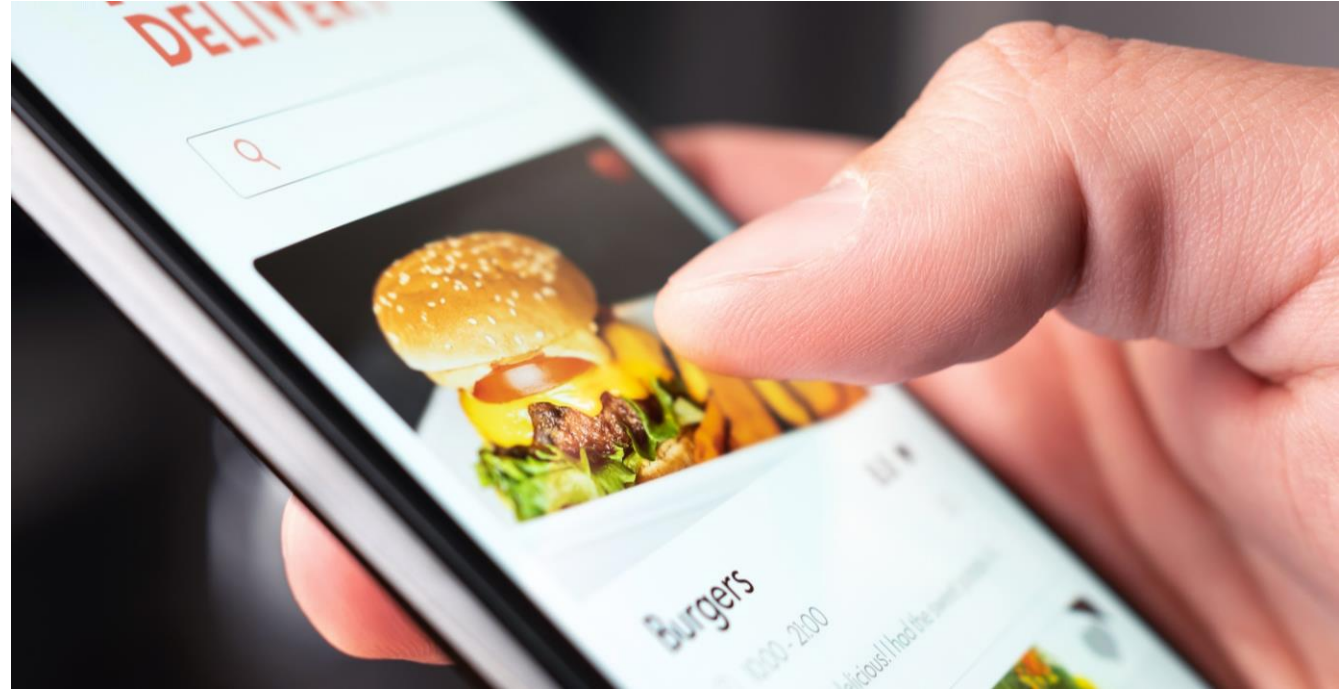
2. Uber Eats

96%



3. Grubhub

93%

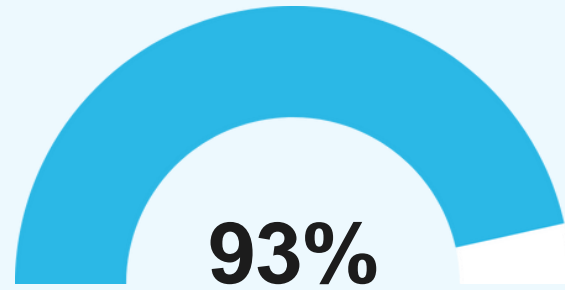


Overall satisfaction was 28% higher when the shopper found the app easy to place their order.

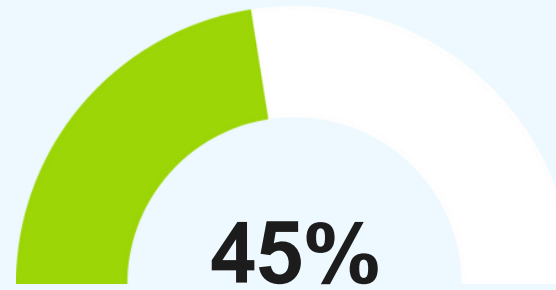
## Ability to Customize Order

**Yes: 69%**

Restaurant



C-store

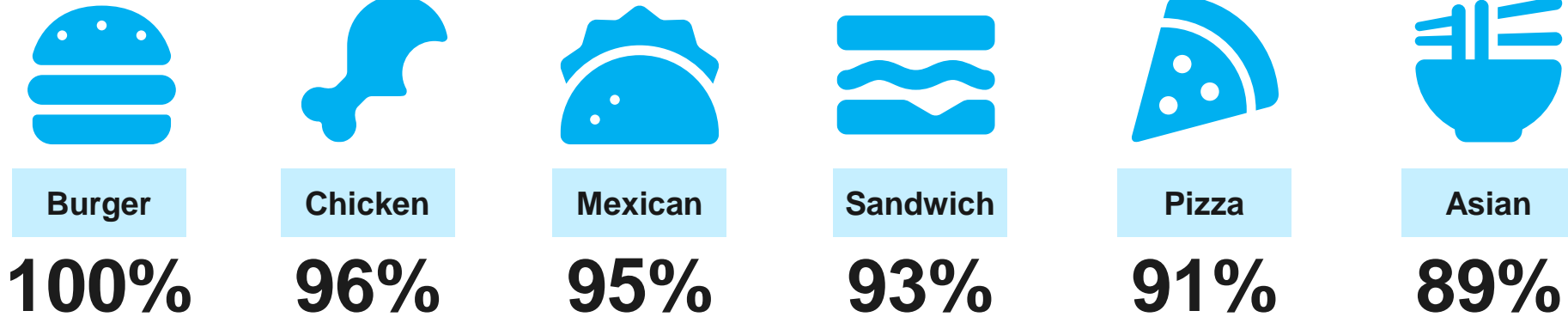


*All 3 delivery services performed within 3 percent of each other for both segments.*

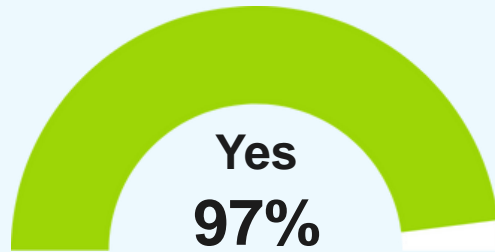





# Ability to Customize Order



**Was it easy to customize  
your order?**



 Order accuracy was 5% higher when the shopper found it easy to customize their order.

 Overall satisfaction was 6% higher when the shopper found it easy to customize their order.



# Delivered to the Correct Location



1. DoorDash

**99%**



2. Uber Eats

**98%**



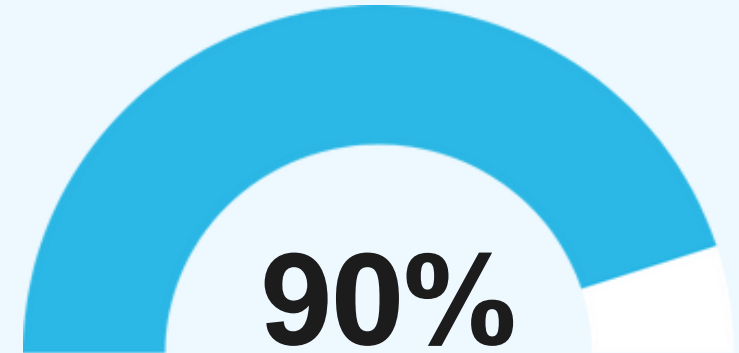
3. Grubhub

**95%**





## Accuracy for Restaurant Orders



Convenience Stores: 77%

### Restaurant Type:

Independent



Chain



# Order Accuracy



Asian

100%



Sandwich

90%



Pizza

86%



Burger

86%



Mexican

86%



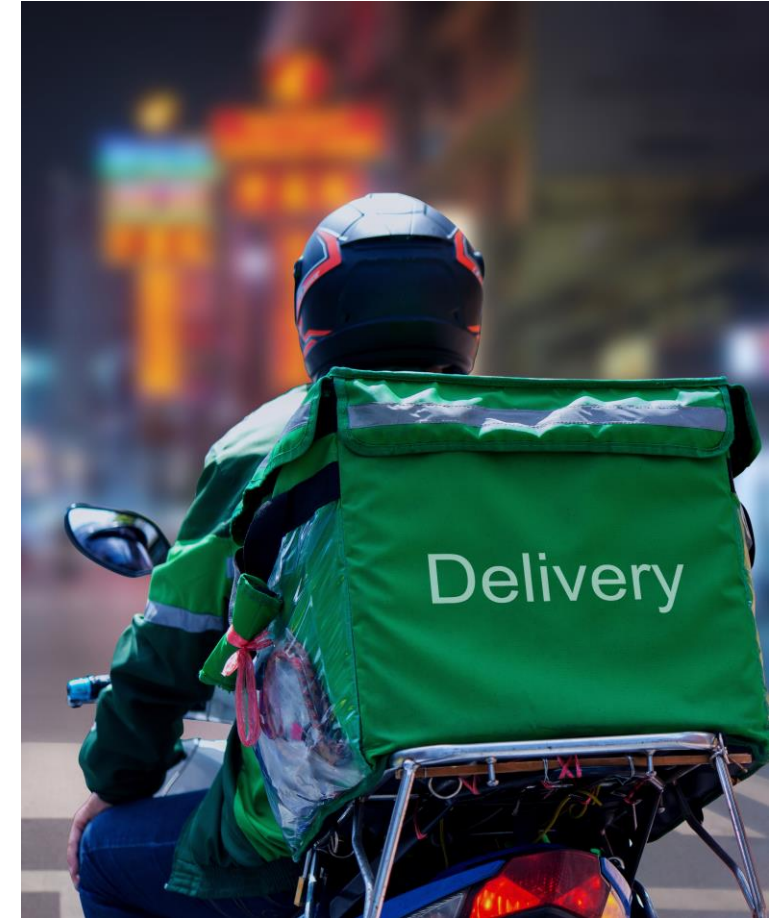
Chicken

79%



# Order Accuracy by Time of Day

	Restaurant Orders	C-store Orders
Breakfast (5:00am – 10:29am)	94%	82%
Lunch (10:30am – 1:30pm)	91%	74%
Late afternoon (1:31pm – 4:00pm)	87%	73%
Dinner (4:01pm – 8:00pm)	91%	79%
Late night (8:01pm – 11:00pm)	86%	81%





# Food Temperature

Independent

96%

Chain

89%



# Food temperature

Restaurant Data: Overall Score: 94%



1. DoorDash

94%



2. Grubhub

94%

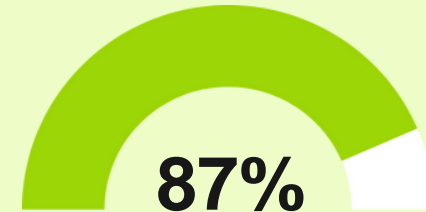


3. Uber Eats

93%

## Comparison to C-Stores

Overall Score





# Time vs Temp



Shoppers reported that food **delivered at the correct temperature** arrived, on average, **9 minutes and 52 seconds faster** than food delivered at the incorrect temperature.

## Average Delivery Times

Food at correct temperature:

**32 minutes and 7 seconds**

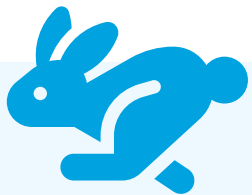
Food at incorrect temperature:

**41 minutes and 59 seconds**



# Impact of order batching

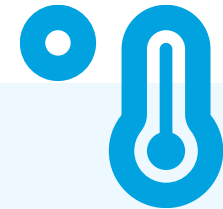
When the driver delivered the order  
**DIRECTLY** to the customer...



The order arrived  
**13 minutes and 34**  
seconds faster.



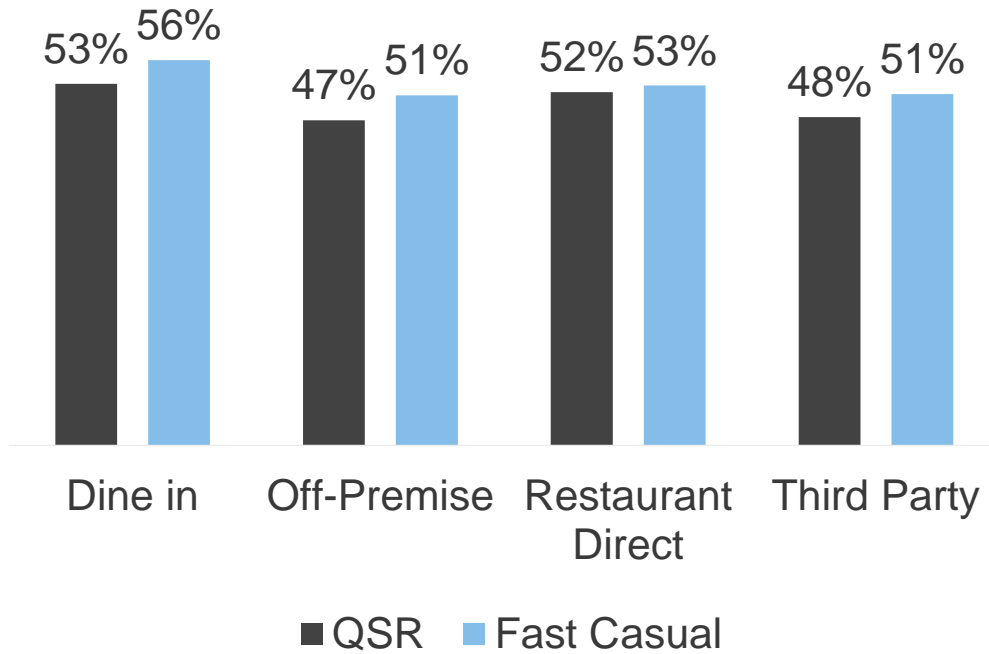
Overall satisfaction was  
**10 percentage points**  
higher.



Food arrived at the correct  
temperature **18 percentage**  
**points** more frequently.



**OVERALL SATISFACTION: TOP  
BOX (% EXCELLENT)**

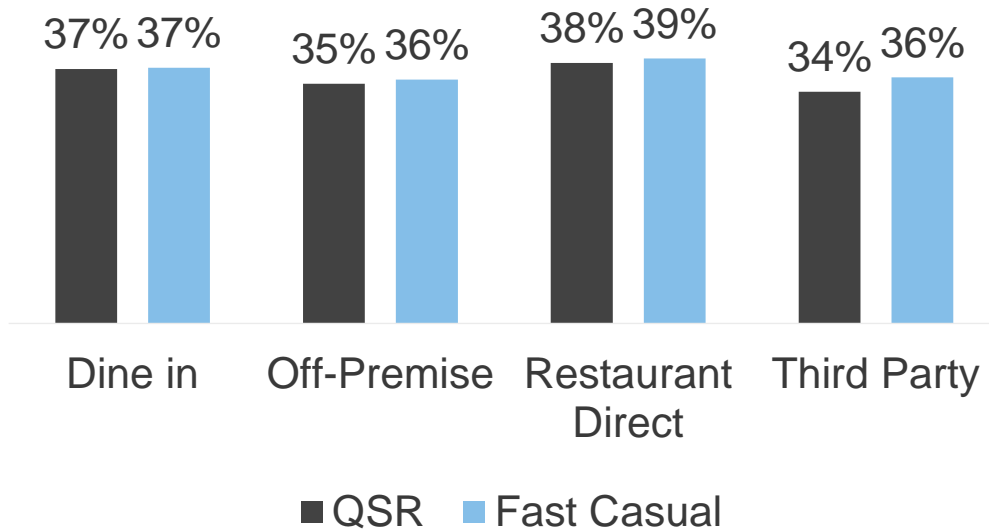


Source: Technomic Ignite Consumer



**Third-party  
impact on  
satisfaction is  
more of an issue  
at QSRs**

**INTENT TO RETURN: TOP BOX  
(% STRONGLY AGREE)**



**QSR sees lower  
intent to return to  
that restaurant  
after third-party  
occasions**



Source: Technomic Ignite Consumer





**Technomic®**

# Thank you!

**Have questions? Feel free to reach out.**



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