



RESTAURANT OPERATOR
TECHNOLOGY GUIDE



Utilizing technology to recover restaurant delivery losses: A complete guide to why and how

DIG IN

Introduction

Third-party delivery losses are tricky for everyone – and unavoidable due to an everchanging delivery landscape.

There are three truths savvy multi-unit operators need to be aware of to master the art of delivery sales:

- 01** Delivery losses have a major impact to delivery channel margins.
- 02** Recovering these delivery losses efficiently and effectively is one of the greatest and most accessible opportunities for operators to increase their revenue.
- 03** Even more crucially, consolidated delivery and recovery data is a valuable asset. It can be utilized to fine-tune delivery operations, reduce losses over time, and enhance the end-user experience.

Use this guide to navigate the process of selecting a delivery vendor and increase delivery profits immediately. Let's get started!

USES + APPLICATIONS

In this guide you'll learn

- + The biggest problems operators are facing with delivery loss recovery
- + The benefits of leveraging technology for delivery loss recovery
- + Questions to ask prospective delivery recovery vendors
- + BONUS: A self-evaluation you can use to audit your current delivery loss recovery process



The 4 biggest problems operators are facing with recovering DSP losses

01 Wasting hundreds of hours recovering manually (if recovering in-house)

For operators tasking someone in-house to recover manually, the hours “wasted” may be the biggest challenge. The average operator has 30 orders requiring disputing monthly PER STORE, and the manual process can take up to 6-10 hours per location, per month.

HOW +RECOVERY SOLVES FOR THIS

Very little effort required to recover

Enjoy the convenience of automated recovery without the need for extensive manual intervention. Automated recovery tools like Delaget +Recovery can allow you to simply set parameters and watch as the tool rakes in disputed dollars.

02 Lack of visibility

Multiple DSPs—Multiple portals to dispute in. And then you’ve got multiple units, too! The inability to view all delivery losses, details on disputes, and results in one place may make it difficult for operators to see what’s going on with their delivery channels, and makes reconciliation even more tedious and difficult.

HOW +RECOVERY SOLVES FOR THIS

Full visibility into recovery totals and delivery happenings

Gain access to a free data dashboard and receive weekly emails sharing recovery totals. Data consolidation is a beautiful thing—and necessary for fast and accurate reporting and reconciliation.



03

Missing out on dollars that could have been recovered

Whether you're recovering manually or using a third-party vendor to recover, there could be money "left on the table". If the process relies on human labor, there's always a possibility of human error and/or inefficiencies.

HOW +RECOVERY SOLVES FOR THIS

Recovers more \$\$\$

When technology is disputing, rather than humans, there is less room for error and oftentimes a higher return from recovery efforts. This is because the technology is advanced enough to focus on your recovery priorities and know how to recover the most effective way.

TIP

When selecting a vendor, always get an ROI or recovery estimate from multiple vendors! Many recovery services use human labor vs. technology, and some technologies are superior to others. Compare ROI reports and estimates to select the best vendor—Not all recovery solutions are equal.

04

Inability to scale efficiently

With manual dispute processes come hurdles when scaling. Adding stores in other brands or store acquisitions can be tricky due to human labor needs or onboarding of additional stores to a time-consuming process.

HOW +RECOVERY SOLVES FOR THIS

Ability to scale

Another great benefit of using technology to recover: Scaling is possible and can happen at any time. Add any units in additional brands or acquired restaurants at any time.



Important questions to ask potential vendors

01 Is your solution technology-driven or do humans do the disputing? Who manages and accesses your data and what does that include?

The key is to find a solution that leverages technology and automated processes rather than cheap overseas labor.

WHY? With humans come human errors, possible security concerns, and inefficiencies. It may also be more difficult to scale if you acquire more stores or want to onboard another brand that you franchise.

02 Is my dashboard free? Do you provide weekly updates on performance? Will the data provided allow me to reconcile between PoS and DSP data?

Operators' DSP and POS data is separate, meaning cancelled and adjusted orders are not included in POS Net Sales and Delivery sales channel. The difference between these two numbers is delivery loss. To come to a true Net Sales amount, operators must reconcile between their POS and DSP data—Which requires clear and accurate reporting from your recovery vendor.

03 What details are provided on my invoice?

Some recovery vendors will provide you with an invoice that does not break down totals by delivery aggregators or show much for details on which stores recovered how much.

04 What support do I get once I'm signed up? Do I get a client success manager? Do you outsource your support?

Support is key through onboarding and once you're set up and disputing. You should get a success contact and have access to in-house, US-based support.

SOMETHING TO KEEP IN MIND

Lower delivery rates \neq higher payouts

While vetting vendors, you'll find a wide range of pricing. Most vendors charge a % of your recovered amount. It may be tempting to go with the vendor that charges the lowest percentage of recovered revenue—But a lower % taken might not mean more money in your pocket.

Consider viewing your recovery ROI holistically. Get ROIs from multiple companies and do the math to determine which company will truly bring back the most money, despite the % charged.



Delivery loss recovery self-evaluation

This guide has delved into the core problems operators like you face and illuminated the benefits of embracing automated recovery tools, with a spotlight on Delaget +Recovery.

The efficiency, increased recovery potential, 24/7 monitoring, and secure processes provided by this technology offer a compelling case for a modernized approach to delivery loss recovery.

Use this self-evaluation to audit your current delivery loss recovery process and find areas for improvement. This evaluation will empower you with insights into next steps forward in your delivery recovery journey. A more streamlined and profitable delivery operation begins with informed and strategic choices.

- Conduct cost-benefit analysis of your manual recovery efforts.**
 - Determine your total cost of labor to do in-house manual recovery. Compare with what you're recovering.
 - Ask: How do you create a repeatable process? Example: One DSP changed the reporting headers 20X in one month.
 - How do you measure the success and performance of in-house manual recovery?

- Complete a quick audit of your invoices.**
 - If you are using another recovery vendor, check invoices: Are you receiving these funds? Are you being charged appropriately?
 - If you're doing in-house, reconcile between DSP and POS data: Is everything accurate?
If you don't know how to do this, our team of experts will walk you through the process: delaget.com/lets-talk





Request a Recovery ROI report to see how much YOU could recover

Our team of delivery recovery experts will put together a custom ROI sharing estimates on how much +Recovery could help you recover monthly based on your brand(s), locations, and unique delivery needs.

www.delaget.com/recovery



DELAGET™

ABOUT US

Delaget is the top data provider to restaurant operators and is nationally recognized for their reliable, user-friendly solutions: Delaget Coach, Detect, Delivery, and +Recovery - saving operators hundreds of hours each year, while ensuring data transparency and integrity to enable growth.



25,000+

RESTAURANTS RUNNING ON DELAGET



50%+

OF TOP 200 QSR FRANCHISEES WORK WITH DELAGET



150+

EXISTING INTEGRATIONS STREAMLINE ONBOARDING



98%

CLIENT RETENTION RATE



“It’s simple, the process is easy, and I don’t have to think about it. I can sit back and focus on running other facets of my business.”

- Rocky Bretting, CFO, Glencoe Management

