# DELAGET™

# Improve delivery margins fast through recovery and reconciliation

A delivery health playbook for restaurant operators of every size

# INTRODUCTION

While working with our clients to identify solutions to improve their delivery margins, we realized that nobody in the market was seeking to solve all the problems at hand – poor operational delivery tools, lack of visibility into delivery metrics and sales, and cancelled and adjusted orders. **Addressing only some of these symptoms results in poor delivery operations and leaves a business vulnerable.**

With this, we coined the term "Delivery Health". To achieve Delivery Health, all units would have seamless delivery operations from start to finish, resulting in minimal unpaid cancels and error charges/adjustments, and they would have crystal clear, accurate reporting available to reconcile sales.

It's our mission at Delaget to help our clients achieve optimal Delivery Health and **minimize their need to recover lost revenue from DSPs** (Delivery Service Providers, like GrubHub, UberEATS, and DoorDash). We want nothing more for our clients than smooth sailing and maximum profits.

In this guide, we'll give an overview of the problem and how delivery loss occurs in your restaurants. Then, we'll outline your options to reconcile and recover— By doing it manually, in-house, or by leveraging Delivery +Recovery™.

We hope this guide serves you and your organization and helps you on your journey to Delivery Health.

*- The Delaget Team*

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# The problem: An overview

When a delivery service provider does not pay a restaurant for some or all the items in an order.

There are two common forms of delivery loss:

**01 Canceled not paid**

When an order is canceled by the customer, delivery service provider, or restaurant with a zero-dollar value

**02 Error charges/adjustments**

When a customer is missing items, receives incorrect items, or incorrect orders which are less than the value paid

Delivery loss due to lack of visibility into DSP happenings, like unpaid cancels and error charges/adjustments, wreak havoc on restaurant delivery operations for operators of every size—but they're not often addressed due to a lack of understanding around the problem itself.

Addressing Delivery Health through reconciliation and recovery is one of the greatest and most accessible opportunities for operators to increase their revenue and tighten up their operations.

# The problem: An overview, cont.

Over the past three years, we've gotten a handful of questions about delivery reconciliation and recovery again and again— Here are those questions, and the answers to them, to help you better navigate the issues relating to your third-party delivery health.

## What are the repercussions of not reconciling properly?

If your accounting team fails to reconcile POS data with DSP data, you could be inaccurately reporting sales, and therefore overpaying on taxes and royalties. Additionally, you could be missing out on recoverable revenue and payouts from DSPs.

## Why should I recover lost revenue?

If you aren't recovering with DSPs, you're leaving money on the table—Money that could be going back into your business, money that is yours! Whether you choose to do so manually, or by utilizing Delaget +Recovery, recovering delivery losses is the juice worth the squeeze.

## What are the benefits of having visibility into DSP order details?

There are numerous benefits to having visibility into DSP order details in one easy-to-use dashboard. Here are some of the most impactful:

+ Accurately reported sales, taxes, and royalties paid—Maximizing the profitability of your third-party delivery channel
+ The ability to hone in on which stores, days of the week, the dayparts may require more attention and coaching
+ Easily accessible records and sight into delivery losses to ethically and accurately dispute with DSPs if doing so manually, and records on-hand for organizational insights if doing so with smart technology

## Why "Delivery Health"?

We believe that it's important to address delivery holistically, instead of just tending to a *symptom* of the problem (losses), you have to look at the whole picture—operations, finances, and all. By reconciling, gaining visibility into financial discrepancies, *and* recovering losses to recoup revenue, you solve the underlying issues and have the ability to remedy operations and stop losses at the source.

# Manual Reconciliation and Recovery Process

# Get the data

## MANUAL PROCESS

**01 Weekly process**

- Export location's "weekly" orders (only one location at a time)
- Run POS Delivery reports for Net Sales amounts
- Repeat steps 1-2 in each DSP (Delivery Service Provider, like DoorDash, GrubHub and UberEATS) **for each location**

**02 Monthly process**

- Export location's "monthly" financial reports within DSP portals
- Run POS Delivery reports for Net Sales amounts
- Repeat steps 1-2 in each DSP
- Run deposit reports from banks
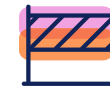


## Limitations

- There are 3 separate, siloed DSP portals
- Time-consuming, tedious manual process
- Metric names differ in all three DSP portals
- Room for human error

# Reconcile DSPs with PoS

## MANUAL PROCESS

**01**  Create delivery spreadsheets, copy, and paste the information

**02**  Weekly workflow

- Input weekly DSP payout files and update prior week's data on your spreadsheet
- End-of-week payout file true-up
- Financial verification for end-of-week to make end-of-month easier

**03**  Monthly roll-up of the data above

- Tie out all weeks in spreadsheets
- Bank requisition (location payout vs. bank deposits)
- Financial verification
- Manually input spreadsheet data into an accounting software
- Pay royalty fees

## Limitations

- Little-to-no insights on why the data discrepancies are occurring between PoS Delivery Net Sales vs DSP Delivery Net Sales

- Highly manual and time-consuming

- Requires additional resources (i.e. time, reports, etc) needed to reconcile fees

# Improve operations to prevent and reduce losses

## MANUAL PROCESS

01    Log in to DSP portal

02    Select the location and 'orders'

03    Select the date range

04    Find orders with issues (interface varies)

05    Repeat steps for remaining DSPs

## APPLICATION

Use this data to spot trends and identify stores that have the most loss, or items that are often forgotten. Utilize this information to improve store operations and coach store employees to success.
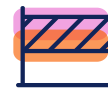
## Limitations

- DSP portals are all separate and therefore make this process very time-consuming

- New process requires development, training

# Recover revenue on orders with unpaid adjustments

## MANUAL PROCESS

**01** Log in to DSP portal

**02** Select the location and enter in date range

**03** Scroll through the orders and find all orders marked "Cancelled not paid" and "Missing item"

**04** Document the following information from the "Cancelled not paid" and "Missing item" instances

+ Order date
+ Restaurant number
+ Order ID
+ Subtotal
+ Customer name
+ Amount reimbursed

**05** Dispute. Most DSPs will have their own web form available to dispute online, or you can opt to dispute via phone call or email.

**06** Repeat steps 1-5 for other DSPs (Example: If you just finished steps 1-5 for GrubHub, you can now move on to UberEATS and DoorDash portals)

Please note that these steps will vary by DSP. Not every DSP portal is the same, and their dispute process may change over time.

## Limitations

• DSPs impose limits on orders per call (Ex: DoorDash has a limit of 9 orders per call)

• Room for human error

• Not as effective as a streamlined, automated process

OPTION TWO

# Automated Reconciliation and Recovery Process

# Automation allows you to maximize payouts and achieve optimal Delivery Health outcomes with minimal effort

Consider Delaget Delivery +Recovery and let us take care of the reconciliation and recovery process, so you can focus on your to-do list instead, and rake in extra revenue without lifting a finger.

## DELAGET™
### DELIVERY

### Delivery

Delaget Delivery is our automated delivery reconciliation tool, for use by your finance/ accounting team and your operations team. This tool has an intuitive dashboard view that automatically shows you discrepancies between DSPs and PoS data—and gives you a simple export to use to reconcile and tie out.

BENEFITS:

+ 30+ hours a month in time-savings for accounting and finance roles

+ Automation = accuracy: no human errors

+ Addresses the overall health of your delivery operation and gives visibility to operations to nip loss in the bud

## DELAGET™
### +RECOVERY

### +Recovery

Delaget +Recovery is our automated delivery revenue recovery service. Sit back and relax while we handle the tedious revenue recovery process —allowing you to boost your overall sales with zero efforts and zero set-up fees.

BENEFITS:

+ Full control over what's disputed vs. what is not

+ Boost in sales and increase in the profitability of delivery

+ Access to in-house, US-based support team and dedicated client success managers

# DELAGET™

## ABOUT US

Delaget is the top data provider to restaurant and QSR 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.

**13,000+**
RESTAURANTS RUNNING ON DELAGET

**20%**
OF TOP 400 QSR FRANCHISEES WORK WITH DELAGET

**150+**
EXISTING INTEGRATIONS STREAMLINE ONBOARDING

**98%**
CLIENT RETENTION RATE

"I'm very pleased with the personal service, quick turnaround, and great communication! Thank you for delivery support and service, Delaget!"

*- Delaget Customer*

# Still have questions?

Our dedicated team of restaurant experts is happy to help!