

A delivery driver wearing a white uniform and a helmet is riding a motorcycle. A large black delivery box is mounted on the back of the motorcycle. The box has the 'JUST EAT' logo on it. The background is a blurred city street.

# hiya

## Staying ahead of the competition with faster deliveries and happier customers

How Just Eat Italy is improving the delivery experience for their restaurant partners and customers

Just Eat is a leading global hybrid marketplace for online food delivery that provides customers and restaurants with an easy and secure way to order, pay and have food delivered. Operating in 13 countries, Just Eat is a subsidiary of Just Eat Takeaway, and recently announced the acquisition of US-based GrubHub.

### The Issue

When it comes to food delivery, every second counts. Speed of service is critical and customer expectations must be met in order to stay ahead of the competition. So Just Eat relies on the voice channel to resolve issues swiftly, including changes to orders and delivery status as well as delivery location clarification.

Two years ago, in response to GDPR regulations, Just Eat Italy began masking phone numbers. The aim being to grant consumer and restaurant privacy end to end, while allowing the two parties to get in touch with each other if needed. This meant that when a restaurant wanted to provide an update that an order was running late, the call would come from Just Eat's bank of phone numbers and appear to be coming from their local headquarters in Milan. With an unrecognizable number coming from a 02 Milan prefix, customers stopped answering the phone. Answer rates significantly tumbled for restaurant orders outside of Milan where customers would never expect their neighborhood restaurant to be calling from a different city.

For Just Eat, this became a larger problem. When restaurants need to contact their customers and can't, they call the Just Eat contact center. This increased the volume of inbound calls for Just Eat, flooding their network and increasing costs. It was also causing harm to Just Eat's relationship with their restaurant partners adding to their costs as well. When a driver fails to connect with a customer due to repeated missed calls, orders are returned and food is wasted.

### The Solution

Just Eat tried to fix the issue internally, but couldn't find a solution. They turned to Hiya to bring Branded Call to their outbound calls, adding the Just Eat name, logo and a short message that there was an update to the customer order. Just Eat has also made registration with Hiya a key part of their guidance for subscription. By downloading the Hiya app, their customers are ensured to get the best customer experience possible.

“ **Our ongoing vision is to increase the quality of our customer experience and provide top service to restaurants and their customers. Hiya helps us do that by increasing answer rates, which saves time and added costs, and allows us to deliver a quality service experience.**

- Federica Galli, Italy Operations Manager

### Just Eat Italy

**Headquarters**  
Milan, Italy

**Founded**  
2001

**Public/private**  
Public

**Industry**  
Online food delivery

**Call Type**  
Issue resolution



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## Retaining satisfied customers with Hiya

Within the first few months with Hiya, Just Eat saw answer rates jump 9% from 75.2% to 83.6%. Now, 86.7% of calls are answered on the first attempt, and call quality has increased with calls lasting 15 seconds or longer rising 8% to 27.3%. Today nearly 92% of customers can be reached to resolve order issues.

**83.6%**

answer rate<sup>1</sup>

**86.7%**

of calls are answered on the first attempt

**91.5%**

reach rate

Based on calls made through June 2020

For Just Eat, even single digit increases have made a considerable impact on customer satisfaction with the speed and experience of their service. Additionally, restaurants can complete more orders per day, minimizing the frustration and time of their drivers to connect with customers. This also means a reduction in the number of orders returned and food loss. Increased customer satisfaction is not only a win for restaurant partners and their customers, but for Just Eat themselves as they look to beat their competitors. With an increase in their reach rate, customers are getting more timely deliveries and are more satisfied with Just Eat as a food delivery service. Superior service ultimately means higher repeat business and better customer retention. This is more critical than ever in this industry where many play, but where mergers and acquisitions are quickly consolidating the players. For Just Eat, Hiya has been a win for them, a win for their restaurant partners and a win for their customers.

**hiya** Connect

Learn more about Hiya Connect

Visit [hiya.com/Connect](https://hiya.com/Connect) or email us today [connect@hiya.com](mailto:connect@hiya.com)

### ABOUT HIYA

Hiya is modernizing voice with trust, identity, and intelligence that drive unsurpassed performance of the voice channel. Carriers and enterprises worldwide are transforming voice with Hiya's Voice Performance Platform, achieving full call integrity, superior experience, and higher connection rates that delight customers and deliver new levels of value for the business.