

CASE STUDY

Restaurant Menu Content Management

How Well We Understand Customer Business and Delivered Fruitful Results

ABOUT CLIENT:

This company was established in 2006 as an online takeout meal ordering and delivery service. Users may look up nearby eateries and browse takeout menus before placing an order online, which would then be delivered by the restaurant for a modest service fee. a U.K.-based online food delivery and takeout service that offers a variety of cuisines and specialties. Before placing an online order, consumers can search for restaurants and explore nearby takeaway menus.

CLIENT EXPECTATIONS:

Client was looking for a team setup in India who can help them to clear their backlog of the thousands + menus entry in their system, clearing up a seller cloud menus data for their pending menus of the existing client's restaurants.

A variety of cuisines, including Indian, Chinese, Thai, Mexican, etc., were on the client's pending menus kitty.

The client intended to enter every single menu item into their software so that they could provide customers a service that would allow them to order a variety of cuisines from various

restaurants for various locations, depending on their preferences and tastes.

They provided a thorough scope guideline outlining the requirements for menu entry for adding food items to their software. They wanted a sourcing partner who could comprehend their data needs and deliver a competent solution on time and with 100% data accuracy.

They had very strict requirements for all menu types and the option to add additional items to existing menu items

(toppings, side, flavors, sizes, extras, etc.)

They have a large-scale strategy to reach a wide audience for their selected categories in order to offer them the best meal selection choice via mobile app and website.

They established a deadline for completing each category (New Menus & Menu Changes) so that their backend team could QA the final data for their software and make the information available to users for food ordering.

THE GOAL:

- Menu Entries by Outsourcing Partner
- Maintain Accuracy, Providing 100% Quality Work
- Working on the Different Cuisine Types
- Completing Backlog for New Menus & Update the Existing Menus
- Daily Targets and TAT to complete the Received Menus Within 48 Hrs.
- Providing Outstanding Service to their Customers
- Utilizing Best Practice and Strategies to Accomplish the Work
- Close monitoring of the Seller could Data for Updated Details
- Better Daily Communication via Email
- Data Driven Expertise with Qualified Staff
- Fulfilling the Customers Online Food Ordering Requirements

PROPOSED SOLUTION:

Our Data Entry Experts performed a thorough assessment of the client's provided data, SOP's and the platform. It allowed us to gain a comprehensive picture of the client's job requirements as per their need. The investigation also identified flaws that needed to be addressed. Giving the best solution & holistic service to our clientele is our specialty, which we successfully offer with the aid of our experienced staff, which is skilled in resolving customer problems and delivering the best results with efficiency.

For the best result we aligned a team on this project who has great understanding and highly experienced in Data Entry and especially dealing with different tools and delivering maximum productivity with utmost sincerity, the team conducted an experiment to determine which extensive approach would help to complete this project! and we leveraged our skills to deliver this job on time.

Our work pattern is dynamic, & completely fact driven. Before commencing work, we research project objectives, expectations, and strategy before beginning work to ensure our clients' success.

CLIENT TARGETED CATEGORIES:

- Adding New Food Items for Restaurant
- Menu Change in Old Menus with Price Upgrade & Launching New Items
- Copying Menus for Different Locations of the Same Restaurant
- And more...

HOW IT BEGINS:

- Begins with day-to-day communication with client to understand their expectation and business process.
- First, we start going through the SOPs for menu entries, to make sure our team should follow proper guideline.
- Start Menu Entry with the client priority categories.
- Menus Entry divided in two teams (Productivity & Auditing) to deliver work with efficiency.
- Maintain all the entries with our system and trackers sheet.
- Regularly sharing daily end day productivity report with client.
- Finalize the data and get approval from the client on submitted entries.
- Verified the audit data and rectify the issues.
- Had weekly client feedback call to know their feedback for completed menus.
- Had random touch base call with their technical POC for any updates and new assignments.

RESULT:

As a result, we set a target to complete the task within the allotted time limit, and our client appreciated the effort we made to complete the task promptly and satisfactorily. We met the SLA to put the restaurant menus live and available for customer orders while maintaining the 100% Accuracy with the aid of our knowledgeable staff.

Thank You