



Runnr now Zomato depends on Kaleyra for reaching customers faster



Executive Summary

The food delivery market stands at a whopping €83 Billion market and is expected to grow five fold in the coming years worldwide, according to a report by McKinsey. Until few years ago, food delivery across the world was restricted only to Chinese restaurants or local pizza joint where the order was placed by customers on phone and the restaurant person would show up with the order after what seemed like a long wait. The customer on the other hand had no update whatsoever. But with the rise of digital technology, more customers are inclined to use online platforms like website or app for smooth shopping experience. When it comes to food ordering, they expect the same ease with which order for food can be placed from their favorite restaurant and get it delivered to the place chosen.

Online food delivery is mainly categorized into two categories, the more well known **aggregators** and the recently emerged **delivery players** who have changed the face of online food delivery. The boost for delivery players increased by switching from traditional models to newer technologically advanced platforms like Cloud Telephony. This was exactly what customers needed to track their order right from the minute they place the order to the delivery at their doorstep. Cloud telephony helped these delivery industry to provide real-time communication. It could be an SMS to their phone with the order details, delivery personnel number, a URL link to track the status of delivery etc. If timely message updates brought in a minute to minute tracking, cloud telephony's voice solutions upped the game with their unique solutions like **Click 2 Call** or **Number masking** to protect customer's privacy and helping delivery personnel to reach customers more easily without getting lost along the way.

This case study will explain how **Kaleyra's Cloud telephony solutions** helped delivery industry giant **Runnr** to ease business communications with customers and keep them posted in real-time about the status of their orders.

Runnr

Runnr is one of India's largest provider of on demand delivery drivers to various restaurants and e-commerce partners at a minimal delivery price. Headquartered in Bengaluru, India, this hyper-logistics partner helps businesses book, track and manage deliveries at scale. Runnr makes it possible through a large fleet of drivers all over the subcontinent. Runnr provides services in currently most of the Tier 1 cities like Bengaluru, Hyderabad, Delhi, Chennai, Mumbai, Kolkata etc. With an easy pay as you go model and no set up costs, Runnr truly believes in using technology purely that has helped them build a reliable and efficient delivery channel. With **5000+ happy merchants** and **10,000+ happy partners**, Runnr was acquired by **Zomato** recently making it part of India's largest food aggregator giant's delivery partner.

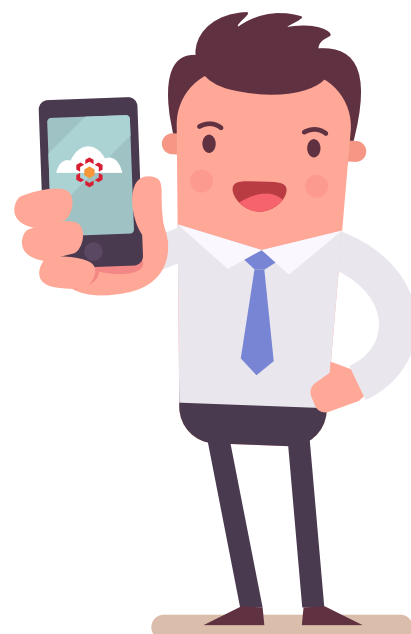


Initial challenges faced the delivery giant

Runnr has a large number of delivery personnel who handle millions of orders on a monthly basis. Delivering orders in a matter of minutes was the business statement Runnr was functioning on, but in the era where digitalization has hit its peak, it's very important to enable real-time communication to end users to achieve customer satisfaction. Runnr was looking for technology that could provide them live tracking and thus simplify order management. Kaleyra's cloud telephony platform was the perfect fit for Runnr's requirements. It helped in providing real-time communication through technologically advanced messaging and voice platform to help the logistics provider track and analyze every order with detailed analytics and real-time data all in one place.

Kaleyra's Cloud solutions offered to Runnr

Given the nature of multiple stakeholders involved for a single order placed, after doing research on the business requirements, Kaleyra provided cloud-based Voice solutions like **Click 2 Call**, **IVR** and **Number masking** solutions to the logistics provider. With the massive amount of orders being received every day, it was necessary to provide real-time communication between customers and the aggregator. By using cloud-based voice solutions it gives the logistics provider the capability to track order status, analyze the issues faced and get useful insights on the performance of the business.



Click 2 Call connects customers and merchants in real-time

Kaleyra's Click 2 Call is a unique solution that connects customers and agents in real-time with the help of a click. Click 2 Call is changing the way businesses enable customer communication. Kaleyra's Click 2 Call services used by Runnr enables its customers and merchants to get in touch with the logistics provider instantly on their website with just a click. As soon as the external stakeholders drop their number, the agents can get in touch with them and resolve issues instantly.

Kaleyra's API helps trigger call between agents and the external stakeholders like customers and merchants connecting them in real-time without any glitches. By providing this solution it ensures zero waiting time for customers/merchants and also gives flexibility to agents to handle calls based on priority. The queries might be anything related to orders, status of orders, connecting delivery personnel to customers etc. in real-time. Kaleyra's voice solutions helped Runnr scale their business and handles thousands of calls seamlessly.

With Kaleyra's Click 2 Call, it was easier for Runnr to track the number of people dropping their numbers on the website and calls initiated by agents. Detailed reports and call recordings helped channelize business operations of Runnr in a more systematic way after using Kaleyra's voice solutions.

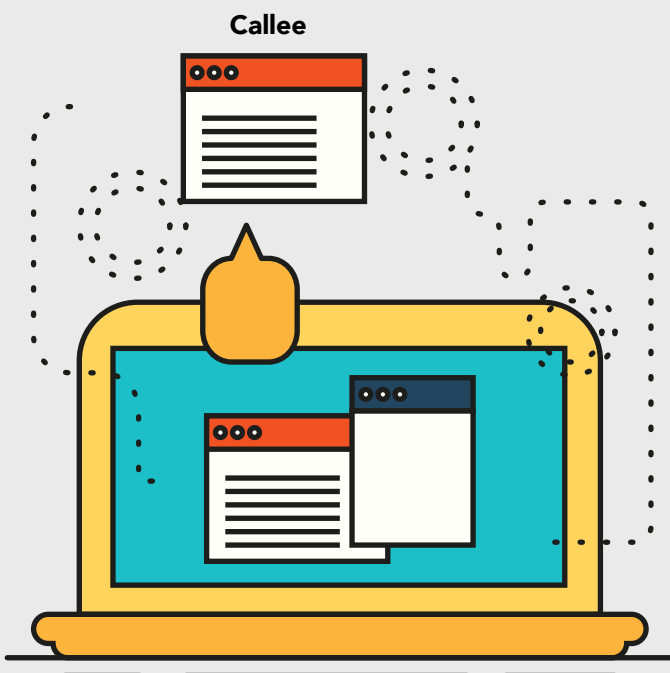
To enhance the productivity and offer a user friendly solution, Kaleyra provides browser extension called **"Callee."** **Callee** allows agents to call customers directly from browser and mimic the call center functionality from any business tool.



Click 2 Call allowed agents to easily set up auto-follow up calls reducing the manual effort of following up with customer. This not only increased call center performance, it gave the customers/merchants of Runnr a superior user experience leaving them gloating about the customer satisfaction experience.

Kaleyra's Click 2 Call also served as one of the simplest way to generate and nurture leads without having to invest in third party lead generation tools. The detailed real-time reports allowed Runnr to check customer/merchant details easily and categorize them based on queries thereby allowing agents to reach out to more leads and in the process generating more revenue.

Click 2 Call also acts a training tool since all the call recordings are available to the client helping to monitor quality of the service provided, identify gaps and bridge them by providing the right training to team members and ultimately contributing to customer satisfaction and achieving brand loyalty.



Kaleyra's IVR studio allows customers to reach Runnr faster

If Click 2 Call allowed customers/merchants to drop their numbers on Runnr's website for agents to get in touch, there might be instances where customers/merchants would want immediate resolution and prefer waiting to get connected to agents rather than dropping their numbers on website.

Kaleyra's Interactive voice response (IVR) studio helps businesses build customer experience through call flows that are tailor-made to make business communication seamless. The call quality while using Kaleyra's IVR studio is of extremely good quality which allows Runnr's users to get their queries resolved in a smooth way. Kaleyra's IVR is multiple widget-based, simple, user friendly dashboard that allowed Runnr to customize call flow and assign key press according to the most preferred department. Read on further to know the various features of Kaleyra's IVR studio that helped Runnr to provide a satisfying user experience to its customers and merchants.

Multiple widgets makes support centre agents resolve queries faster by reducing manual efforts and automating processes. Agents can now take **call notes** and **disposition codes** during a live call and help keep track of customer query history. Agents do not have to worry about manually entering reminders for follow-up call. **Auto-follow up** helps reduce manual intervention and dial automatically to the customer at their preferred time. IVR helps businesses to choose the **business hours** for their support team through widgets that will render the support centre to be functional only during the mentioned hours. The customers who reach post business hours can leave their message through **Voicemail** widget that will allow agents to get in touch with them during the operational hours.

Kaleyra's IVR studio also helped Runnr to enable **Live-call monitor** and track, analyze calls in real time thereby helping them listen to customer queries and provide instant solutions. **Call barging, call whispering, call conferencing** options allowed Runnr to function better by addressing customer issues in real-time and also suited as one of the best models for training through which agents can learn for future references and achieve first call resolution.

IVR studio also has Text to Speech and Speech to text which allows professional voice and custom greetings to customers giving them a great user experience. Multi-language support, creating a professional brand image, and also reducing operational costs are few of the other advantages Runnr could achieve by using Kaleyra's IVR studio.

Kaleyra's IVR studio provided Runnr a secure platform to handle calls since agent access roles provided allows defining user permissions thereby controlling the amount of information to be seen by agent. It also helped company to keep track about agent productivity, availability and thus distribute calls equally among all agents.

If Kaleyra's IVR studio helped increase support team productivity, it also helped customers enjoy a smooth and hassle-free experience due to technological capabilities that helped Runnr run the customer support experience smoothly.



Kaleyra's capabilities takes Runnr on the next step

As Runnr was growing, Kaleyra's platform helped scale the logistics providers' business from a few hundred calls to millions of calls. Runnr acquired by **Zomato** continues till date to choose Kaleyra's cloud-based voice solutions due to the secure and reliable technology that is being provided. With Zomato acquiring Runnr, the call volumes raised close to **35 million calls per month** from customers side and **3 million calls from merchants** side which is being handled by Kaleyra's platform without any glitches. As Zomato is scaling up its operation now spread across **24+ countries across the world and 15+ cities in India**, Kaleyra continues to provide its voice solutions to meet the ever growing requirements of its clients. Having tied up with 1.3 Million+ restaurant partners, Zomato depends on Kaleyra's platform to provide a smooth diner experience and make it more enjoyable for its 90 million customers by providing a glitch-free service.



Key Takeaways

With competition so acute, food delivery startups are trying newer ways to attract customers on their portal thereby driving a steep increase in sales. According to market research, food delivery startups are expected to grow 15% every quarter. With a growth this huge, more and more startups are opting for cloud kitchen delivery every day. It is placed right in the front and centre of growing businesses. Cloud based technology is the one thing all these startups are choosing due to ease of use, budget-friendly, top quality reliable services provided by cloud telephony providers.

Startups are of the opinion that investing in technologically advanced platform like cloud telephony works best for the businesses to not only reach a larger target audience but also gloat about providing superior customer experience. Once the customer experience is nailed, brand loyalty automatically follows. So, opting for cloud telephony messaging and voice services have been a proven successful business strategy to reach customers on their fingertips and keep them happy. In a digitally forward era, Cloud telephony is the most reliable and secure form of communication that helps businesses bridge the gaps for its customers paving way for a success story.

Choose cloud telephony today to enjoy a seamless, technologically advanced business solution and reach your customers faster and allow them to reach you faster as well. Switch to cloud telephony today and manage your call centre by cutting down on navigation time and work more efficiently.

Schedule a live demo with our team by dropping an email at sales@kaleyra.com. Know more about our products by visiting www.kaleyra.com and contact us at 080-4027555 today! You can also sign up for a free trial of one week on our website and experience Kaleyra's cloud telephony platform first-hand.

This information is based on research conducted within Kaleyra.

