

# DoorDash Improves the Customer and Merchant Experience With Replicant

DoorDash is a technology company that connects people with the best in their cities through door-to-door delivery. They connect consumers with their favorite restaurants, empower local businesses to expand their reach, and in turn, generate new ways for people to earn, work, and live.

## INDUSTRY

Food delivery

## USE - CASE

Outbound food ordering

## RESULTS

- Significant call center savings
- 94% success rate
- 49% reduction in average handle time
- 35,000+ automated calls a day
- 6 weeks to scale

## PROBLEM

Managing an ecosystem of merchants, Dashers, and customers is an operational challenge. To thrive as a household name in the on-demand delivery space, DoorDash invested in optimizing operational processes end-to-end in order to deliver greater experiences for every player in their network while keeping costs down. With this in mind, DoorDash saw an opportunity to improve the way customer orders are placed over the phone to merchants.

Each time a customer places an order through the DoorDash app, the merchant receives that order digitally or over the phone. With over 450,000 merchants in the DoorDash network, thousands of food orders are processed daily with a portion of merchants preferring to receive order details over the phone — all of which were previously handled by an offshore call center.

This operation quickly became a costly expense for DoorDash, as business grew tremendously in recent years, so did customer demand and so did orders. As DoorDash received higher order volumes, the increase in revenue was dampened by inefficient and ballooning call center operation costs.

## DoorDash scaled outbound calls in six weeks

DoorDash saw an opportunity to drive down costs by automating the tedious process of calling merchants, which would also ensure customer orders were placed faster than before, leading to higher customer satisfaction.

The Global Operations team at DoorDash leveraged Replicant's state-of-the-art voice AI to place 100% of eligible phone orders to restaurants on behalf of DoorDash customers. Within six weeks of launching, Replicant's Thinking Machine™ went from making zero outbound calls a day to over 35,000 calls.

Our goal was to find a high quality solution to handle the erratic demand of our phone order traffic, while minimizing escalations and continuing to lower the costs.

- George McConnell, Global Operations Manager at DoorDash



### The Results

- ◆ Significant cost savings
- ◆ Reduced cost per order
- ◆ Elimination of legacy tech costs (telephony provider, internal tool maintenance)
- ◆ Substantial reduction in escalations

#### **94% Success Rate**

Replicant was able to achieve within 5 percentage points of the call center benchmark placement rate of 85%.

#### **35,000+ automated calls a day**

The Thinking Machine elastically scales with demand, making it easy for DoorDash to handle drastic peaks and dips in call volume minute by minute

#### **6 weeks to scale**

From 0 to over 35,000 calls a day

## Two opportunities for cost savings

Within weeks after launching, the results spoke for themselves. DoorDash realized dramatic savings by moving away from offshore call center agents that had higher costs per task and per minute.

The food delivery business is subject to greater fluctuations in demand throughout the week and even day, with most orders being placed during meal times and on weekends. Order volume can fluctuate dramatically minute by minute. In order to be prepared for potential peaks in volume, many businesses overstaff call centers. This results in unused agent minutes when demand is low, and consequently agent turnover

DoorDash no longer needed to pay for unused agent capacity, since they only pay for the minutes the Thinking Machine is on the phone. By creating elasticity in their costs, DoorDash not only minimized wasted dollars, but could serve more customers.

## Prepared for any call volume

While a call center agent can only handle one call at a time, the Thinking Machine handles hundreds of calls concurrently. For the first time ever, DoorDash was meeting order volumes without skipping a beat — regardless of how demand changed throughout the day or seasonally throughout the year.



Replicant was able to meet or exceed our goals across all major metrics but more importantly, our partner restaurants preferred the AI solution. During our initial pilot we spoke with numerous merchants who explained they preferred speaking with the Thinking Machine since the kitchen is often noisy and the robot is clear.

- George McConnell, Global Operations Manager at DoorDash

## The perfect complement to agents

For DoorDash, it was important that the Thinking Machine's performance could come close to that of human agents. Within the first six weeks, the placement rate of the Thinking Machine was 89% as effective as the offshore agents. By the third month, it was 94% as effective. Outperforming its human counterparts meant 16% fewer calls were escalated to DoorDash's corporate customer service team.

Replicant accomplished this by continuously retraining its machine learning models. The Thinking Machine quickly became more effective at clearly and succinctly communicating customer orders to merchants. These improvements to the conversational experience reduced hangup rates and reengaged merchants that previously preferred to speak to a human agent.

Through testing, Replicant was also able to identify the optimal callback delay and frequency when calls went straight to the merchant's voicemail or the line was busy. This optimization improved the placement rate. But more importantly, it improved the customer experience by avoiding failed orders that were due to a missed connection with the merchant.

## A growing partnership

With Replicant's autonomous contact center, DoorDash improved the merchant experience and customer experience while driving down the total cost of operation. As a growing leader in the online food ordering and delivery industry, DoorDash is now able to scale outbound call capacity one-to-one with demand at a fraction of the cost as compared to an offshore call center.

The DoorDash Global Operations team is a true champion of innovation. Through their partnership with Replicant, they've successfully disrupted an analog and outdated process by replacing it with smart automation that's effective, impactful, and continuously improving. As DoorDash continues to positively impact the merchant and customer experience, they're using their learnings and a little imagination to explore other processes that can be optimized at scale with Replicant.

How will you break the mold  
and deliver exceptional results  
with voice AI?

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