



What to Consider Before Diving into Delivery

Now more than ever, consumers want their food to come to them. And while there's an upside to offering delivery service (ahem, increased revenue!), it comes with a level of complexity. But, if you do it right, it can pay massive dividends.

Turn to this guide for considerations to make as you navigate the decision-making process.

DELIVERY BY THE NUMBERS

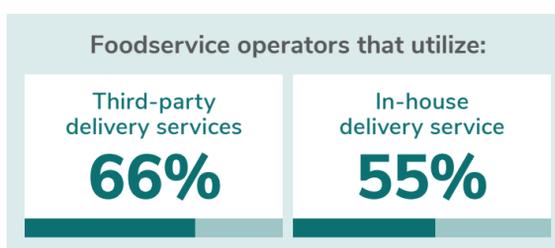
Delivery service is on the rise. Considering the potential to drive more sales, it's easy to see why so many restaurants are jumping aboard the delivery train.



of consumers **utilize delivery service more than they did a year ago**



of consumers would **order delivery if it's free**



IN-HOUSE DELIVERY VS. THIRD-PARTY DELIVERY

In-house delivery and third-party delivery both come with their pros and cons, so it boils down to which service model suits your business best.



of consumers are **more comfortable using a third-party service** for delivery.



of consumers are **more likely to order directly from the restaurant** if delivery fees are lower.

IN-HOUSE DELIVERY		THIRD-PARTY DELIVERY	
PROS	CONS	PROS	CONS
Brand loyalty	More complex	Better visibility	More liability
No service fees	Higher overhead	Increased sales	More unknowns
Quality control	Expensive training	Less training	Service fees
Fewer unknowns	Insurance costs	Ease of use	More expensive for customers

COMMON DELIVERY PITFALLS TO AVOID

To successfully integrate delivery service, cover all of your bases. Assess your staffing, operations, and space to make sure you're set up for success. **By doing so, you can avoid these common delivery pitfalls:**



Long wait times



Lukewarm food



Driver shortage



Subpar packaging



Inefficient workflow

DELIVERY EQUIPMENT MUST-HAVES

To do delivery well (and avoid the common pitfalls), you need the right equipment. If you decide to add delivery service, Hatco has a range of solutions to help you maximize your throughput and preserve food quality, so you can do more with less.

To explore our solutions, click on a button below.

SOURCES: Restaurant Business Online, [The Off-Premise Evolution](#), Dec. 2018, Datassential, [One Table Consumer Report](#), July 2020.

