

# Helping Food Delivery Deliver on its Essential Promise

A primary effect of the global pandemic was to redefine what is meant by **essential**. From one week to the next, former nice-to-have services suddenly became indispensable to key segments of society.

This is especially true when it comes to food delivery services. Once a luxury, food delivery quickly emerged as the soul source of sustenance for many of the most vulnerable, world-wide.

At Everise, we established ourselves as food delivery customer experience leaders long before the arrival of Covid-19. Our experience, in addition to strategic on-, near- and off-shore geographic distribution, bolstered by a 90% home-based workforce, allowed us to meet the needs of clients experiencing growth nobody imagined possible.

As our valued clients learned, our premium Customer Experience (CX) resources are backed up by integrated Product Experience (PX) and Digital Experience (DX) transformation solutions providing a full-spectrum approach to support, while identifying and extracting opportunities for enhanced efficiencies.

Learn more about why Everise is the right partner for inspiring loyalty and positive vibes among your current and future consumers, drivers and food-service partners.



Everise is a global customer experience company built upon a philosophy of leveraging technology, geography and data to extend transformative, brand-defining experiences to food delivery customers, drivers and producers.

## Loyalty

In the hyper-competitive food delivery space, user advocacy is a vital differentiator.

Everise agents enter each interaction with an eye toward maximizing user retention, satisfaction and advocacy.

## Cultural Fluency

In many geographies, users expect not only outstanding service, but service that adapts to them, culturally. This means interactions with native speakers whose sense of cultural context is complete and leaves the user feeling truly understood.

Everise has experience centers in seven key markets across three continents, and multilingual hubs in Asia and Europe. Together, these ensure your customers will enjoy native speaking, brand-defining attention in any of over 20 languages.

## Fluid Scalability

Current global conditions mean surges in demand cannot be reliably predicted but must be reliably accommodated.

Everise is expert at accommodating spikes in demand for support through flexible staffing that maximizes cost economy without sacrificing availability. Cross-training, and predictive queue management give us an enormous advantage.

## Effective Fraud Detection

Given the opportunity, bad actors will attempt to game any system, including one as essential as food delivery.

Everise agents scour online forums where tactics for defrauding food delivery services are discussed. We pass this information along to the client and use the knowledge gained to inform our support actions.

## Incident Response Management

High profile incidents have compelled some delivery app makers to include a panic button for users in bad situations.

Everise prepares agents to appropriately handle users' app-based emergency calls, including training in compassion, problem solving, calming and appropriate requests for first responder support -- all in multiple languages.

## App Support

In the food delivery space, the app itself is almost its own constituency.

Everise PX is our product tech support arm and is among the foremost leaders in real-time support for complex connected devices and mobile apps.

## Omnichannel, Omnipresent

The use of a food delivery app presupposes a highly connected user accustomed to interacting with brands on their terms, 24/7. A sustainable food delivery service must offer full-time support options covering the spectrum, from voice to text to email to video to social media to chat.

Everise is an industry leader in building robust yet economical omnichannel support solutions that connect your brand to your users, wherever they are and however they choose to connect.

## Back Office Efficiency

The job isn't complete until all the matters raised in each contact are seen through to completion.

The Everise tech stack is PCI compliant and our agents are trained to swiftly and accurately manage after call work covering payment processing, refunds, exchanges, credits, exceptions, and much more.

## User-to-User Support

Avid users are an invaluable but often untapped source of support.

Everise is expert at developing and moderating vibrant, positive and gamified user support communities that allow the natural-born mavens among your users to help others out.

## AI-Powered Automation

When correctly applied, artificial intelligence dramatically improves the user experience.

Everise DX builds multilingual, AI-powered technologies that preemptively resolve substantial incoming contact volume and squeeze out additional savings behind the scenes through the application of robotic process automation.

# CASE STUDY: RAPIDLY SCALING NATIVE LANGUAGE, HOME-BASED FOOD DELIVERY SUPPORT, MID- PANDEMIC

EVERISE CX

## CLIENT

A global, high-growth, multifaceted logistics and food delivery company.

## CHALLENGE

The client's unexpectedly rapid success in the Japan, Taiwan and Korean markets resulted in an unanticipated surge of incoming contacts. Everise CX was tasked with rapidly but economically recruiting and training native speakers to guarantee ongoing premium support for the client's drivers and food-service partners.

## SOLUTION

Everise employed innovative recruiting techniques to quickly scale the program, while offering in-house English language training and unique perks to help our agents acclimatize to a new geography quickly and happily.

When a global pandemic caused movement restrictions in Malaysia and our client's food delivery business to explode, Everise once again nimbly and swiftly moved over one-hundred support agents into a home-based environment within one week.

## RESULT

Everise's continuous improvements and rapid response has made us the client's number one partner on all productivity and performance metrics. We consistently outperform all client-assigned KPIs and were the first to transition teams into a home-based model. Such agile responsiveness is a hallmark of the Everise approach to serving our clients and their customers.

300

Multilingual agents -- many recently recruited expats -- smoothly transitioned to productive home-based work.

7

Days required to fully make the transition.

0

Service interruption experienced by the client.

1

Everise's rank among client's CX partners, based on all productivity and performance metrics.



## CASE STUDY: EXTREMELY AGGRESSIVE RAMPING TO MEET EXTRAORDINARY DEMAND PROJECTIONS

### Background

With the onset of the global pandemic, the act of grocery shopping became a risky one for certain vulnerable populations, and extremely difficult for those under strict lockdown. This sparked enormous demand for our client's service.

### Lessons Learned

A primary strength of Everise is our size.

We're small enough to maintain a distinctly entrepreneurial, can-do spirit, yet large enough to leverage strong recruiting resources, attract impressive reserves of talent and technical know-how.

Put these factors together and you'll find we innovate and stretch ourselves for our clients in ways smaller firms can't and larger firms won't.

This experience also demonstrates the value of a happy workforce, eager to assist in the recruiting process. We couldn't have been successful without so many outstanding employee referrals.



### CLIENT

High growth, international grocery delivery service



### CHALLENGE

Our client saw demand skyrocket with the majority of new users being unfamiliar with grocery delivery services and thus in need of extra support. Everise was asked to recruit, hire and train over 1,000 home-based agents in a months' time to meet the unprecedented demand.

This required rapidly solving significant challenges of recruiting, training and equipping.



### STRATEGY

#### Recruiting

Everise advertised broadly and even worked with former competitors to hire their employees laid off as a result of the pandemic. However, our most fruitful recruiting channel was employee referrals, which amounted to over 600 new hires within days.

Notably, we never met any of the eventual 1,200 home-based agents in person.

#### Equipping

Having hired 1,200 home-based agents, the next challenge became acquiring, provisioning and delivering their hardware despite the limitations imposed by notoriously strict Filipino curfews.

In the end, an army of technical and logistics experts guiding 15 vans operating every moment permissible managed to deliver 1,200 prepared workstations to agents across sprawling Metro Manila.

#### Training

The client's training curriculum was rapidly adapted for remote delivery, compressed to fit into just three days and tested on a class of 100 brave guinea pigs, whose unequivocal success meant it could be rolled out more broadly.

Subsequent classes numbered 250, 300 and finally 600.



### OUTCOME

In one month's time, Everise delivered on the promise of adding 1,200 trained and equipped home-based workers to meet the client's overwhelming demand.

# COMPLEMENTARY SOLUTIONS INTEGRATION



**Everise CX is premium multilingual, omnichannel support engineered for high-growth businesses.**

- Omnichannel Customer Care and Loyalty
- Work-at-Home CX
- Asian and European Language Multilingual Hubs
- Social Media Support
- Back Office Support



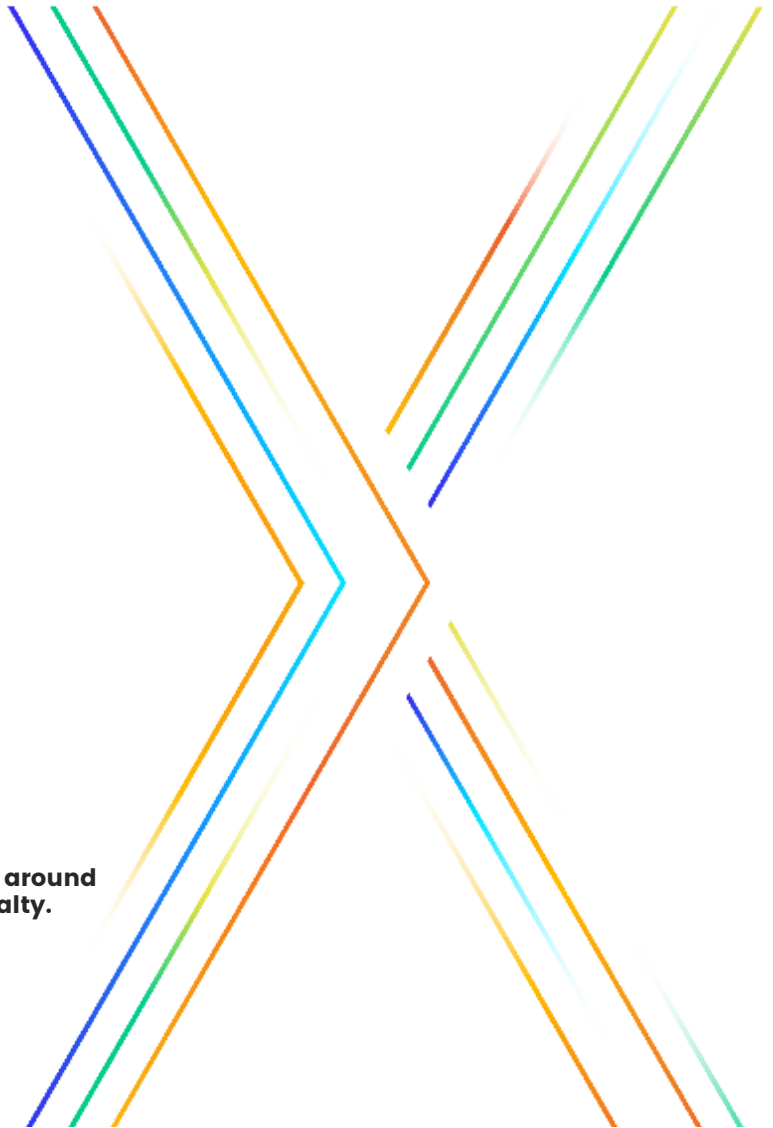
**Everise DX is conversational artificial intelligence-powered solutions that revolutionize customer and employee experiences.**

- Natural Language IVR
- Support Chatbots
- AI-Candidate Screening
- Smart Employee Experiences
- Robotic Process Automation
- Business Intelligence and Agent Analytics



**Everise PX is connected device support designed around deep user-product integration and customer loyalty.**

- Premium Connected Device Support
- Reseller Fraud Detection
- Remote Apple Helpdesk
- Hardware Field Testing
- Community Moderation
- Content Moderation



## STRATEGIC GEOGRAPHIES

12,000 employees  
90% home-based  
575,000 daily experiences  
Eight strategic markets  
20 languages



# AWARD-WINNING CULTURE

## Our Values:

We are *people-first*

We *celebrate diversity*

We *incubate innovation*

Everise believes elevating customer experiences requires a people-first corporate culture.

Our award-winning culture (25 awards in 2019 alone) allows us to attract and retain top talent.

In this industry, the best team wins.

— TOP10 —  
**MOST INNOVATIVE  
COMPANY TO WORK FOR**  
2019 • STEVIE INTERNATIONAL  
BUSINESS AWARD

— TOP10 —  
**CONTACT CENTER**  
2019 • CIO APPLICATIONS MAGAZINE

— TOP50 —  
**WORKPLACES**  
2019 • SILICON REVIEW

CHIEF LEARNING OFFICER®  
**LEARNING IN PRACTICE  
AWARDS**  
BUSINESS PARTNERSHIP AWARD DIVISION  
— BRONZE —

**CUSTOMER CONTACT CENTER  
TECHNOLOGY AWARD**  
— 2018 —

**BPO INNOVATOR  
OF THE YEAR**  
2019 • CMO ASIA

— TOP20 —  
**AI SOLUTION  
PROVIDERS**  
2019 • CIO OUTLOOK APAC

— BEST —  
**PLACE TO WORK**  
2019 • HR ASIA

**CUSTOMER EXPERIENCE  
PARTNER SITE OF THE YEAR**  
— MCGREGOR —  
2019 • HUMANA RSO

**OUTSOURCING PROVIDER  
OF THE YEAR**  
CMO ASIA

**CUSTOMER EXPERIENCE  
PARTNER SITE OF THE YEAR**  
— SALT LAKE CITY —  
2019 • HUMANA RSO

**CUSTOMER  
SERVICE DEPARTMENT  
OF THE YEAR**  
2019 • STEVIE • BRONZE

  
**glassdoor**  
4.4 ★★★★★



Recommend  
to a Friend



Approve of  
CEO



Sudhir  
Agarwal  
1,330 Ratings

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