Prevent delivery app outages: the restaurant operator's guide

Practical tips to keep your restaurant online and profitable

In this guide

Are you unknowingly losing sales due to store outages on delivery apps? Delivery platforms like Uber Eats, Grubhub, and DoorDash are essential to the success of modern restaurants, but many operators don't realize how often their stores are going offline. Even a brief service interruption can lead to missed revenue and frustrated customers.

The average store faces **3.5 hours of downtime per month**, costing around **$24 in lost sales per hour** (Delaget). For a multi-unit operation, that can quickly add up to **thousands of dollars** in monthly losses. This guide will help you understand the causes of downtime, how to prevent it, and practical strategies to keep your stores online and your profits flowing.

Delivery service interruptions—often referred to as "downtime," "pausing," or "going offline" —occur when your store becomes unavailable on delivery platforms. While downtime might seem like a minor issue at first, it can have a significant impact on your business.

The hidden cost of downtime

Did you know that even a few hours of downtime each month can severely impact your bottom line? The average downtime per store is 3.5 hours, but for the worst-performing locations, it's as much as **58 hours per month**, which translates to more than **$1,400 in lost sales** per store (Delaget). Over a year, that's nearly **$17,000** in missed revenue—per location.

In today's highly competitive market, every minute your store is offline is an opportunity for competitors to capture your customers. This guide will help you avoid this costly problem and ensure your stores stay active and profitable.

The 4 main causes of delivery service interruptions

To effectively prevent downtime, it's essential to understand what's causing it. Here are the main four reasons why restaurants go offline on delivery apps:

Delivery Service Provider (DSP) actions

DSPs can pause or deactivate your store due to performance issues such as high order cancellations, missed or incorrect orders, or prolonged driver wait times. If your store frequently encounters these problems, the DSP may reroute your orders to other restaurants, costing you valuable sales.

Delivery driver discretion

Drivers have the ability to mark your store as "closed" if they arrive and find it locked or seemingly non-operational. Unfortunately, even a small mistake like leaving the lights off can lead to extended downtime. Worse, once a driver marks your store as closed, it may remain offline until you manually reactivate it.

Intentional store deactivation

Sometimes, store managers or staff might intentionally pause delivery services due to an emergency, staffing issues, or overwhelming order volume. However, forgetting to reactivate the service afterward can lead to significant lost revenue.

POS integration issues

Your POS system is the critical connection point between your restaurant and the delivery platforms. When the integration between the two fails—whether due to internet outages, outdated hardware, or technical glitches—your store may go offline without warning.

Actionable strategies to prevent downtime

Now that you understand the causes of downtime, here are some practical, actionable strategies to keep your stores online and running smoothly:

Train your employees to reactivate the store

Often, store outages go unnoticed simply because no one is checking the delivery platform status. Make it part of your daily routine to check that the store is online, especially first thing in the morning and after any disruptions. Train your staff to recognize when the store is offline and how to reactivate it quickly.

Improve your app performance metrics

Delivery service providers closely monitor your store's metrics—things like order accuracy, cancellation rates, and driver wait times. Managing these effectively will minimize the risk of DSP-initiated pauses. Ensure your staff knows the importance of meeting these performance benchmarks to prevent downtime.

DIY management through merchant apps

Each DSP offers a merchant app where you can monitor your store's status. Make sure to download the apps and set up push notifications for outages. While it might not be ideal to receive alerts at 2 a.m., it's a small price to pay to ensure your store is always online when it's supposed to be.

Check your POS integration regularly

POS issues are often the silent culprit behind downtime. Make sure your systems are regularly updated, your internet connection is stable, and hardware like cables are in good condition. Regular system checks will help prevent unexpected outages caused by technology failures.

Automate monitoring with a tool like Delaget Delivery Operations

If manually monitoring store statuses sounds like too much work, consider using a tool like Delaget Delivery. The Activate feature monitors your stores in real-time and reactivate them if they go offline, all without requiring manual intervention. It's the easiest way to ensure uptime while minimizing the burden on your staff.
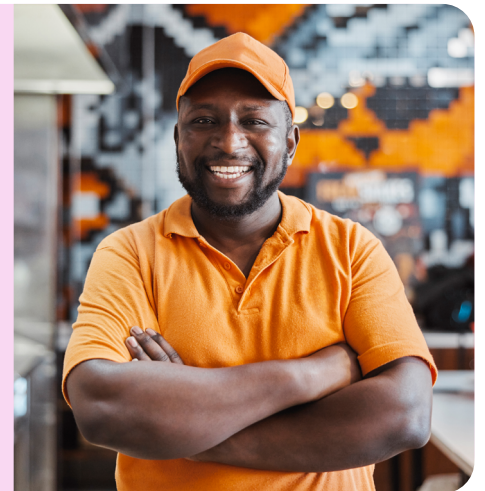
Here's a quick checklist of tools and strategies you can use to ensure your stores remain active on delivery platforms:

☐ ### Monitor delivery service status
Use merchant apps to track the status of your store on each delivery platform.

☐ ### Reactivate stores manually
Ensure staff is trained to quickly bring stores back online if they go down.

☐ ### Track performance metrics
Pay attention to the key metrics DSPs use to decide if your store remains active.

☐ ### Check POS integration
Regularly audit your POS system for updates and connectivity issues.

☐ ### Use automation tools
Leverage tools like Delaget Activate to automate monitoring and reactivation.

Check out **delaget.com/activate** to learn more!

Conclusion

The cost of downtime is higher than most restaurant operators realize. By proactively managing your delivery platforms, training your team, and investing in the right tools, you can minimize downtime, protect your profits, and keep your customers happy. Don't let unnoticed outages continue to eat into your revenue—start implementing these strategies today to ensure your stores stay online.

Delaget Operation's **Activate** feature protects profits by keeping stores online on delivery apps

Advanced algorithm: Keeps stores online selectively, protecting $$$ AND your people

No more monitoring: So you can focus on what's important (not monitoring your delivery apps!)

Downtime metrics page: Provides insights so you can solve operational hiccups

Go to **delaget.com/activate** to learn more!