



Avoidable wait time

What is avoidable wait time?

An avoidable wait occurs when a delivery driver waits for an order longer than the estimated preparation time. This estimated time is typically provided through a tablet or point-of-sale integration, or it may be set by the delivery platform based on the restaurant's real-time and historical data.

Target benchmark

**3 minutes +
30 seconds**

The impact of long driver wait times



Customer complaints

Frequent delays can lead to customers receiving their orders later than expected, resulting in complaints and decreased satisfaction



Lost revenue

Excessive wait times can lower customer ratings, deter drivers from accepting orders, and ultimately decrease revenue.



Damaged reputation

A reputation for long driver wait times can negatively impact your restaurant's image and customer loyalty.



Canceled orders

Customers may become frustrated with lengthy wait times and cancel their orders, even after the preparation process has begun.



Store downtime

Delivery service providers may deactivate your restaurant due to excessive driver wait times, leading to lost sales and reduced customer accessibility.

4 tactics to improve avoidable driver wait times

01

Accurate prep times

Ensure your prep times accurately reflect your team's capacity to avoid unnecessary delays.

02

Dedicated delivery support

Assign a staff member to assist delivery drivers, answer questions, and process orders efficiently.

03

Clear pickup area

Designate a pickup area for delivery drivers to avoid confusion and reduce wait times.

04

Detailed instructions

The merchant portals should provide clear instructions to guide drivers through pickup and address potential issues.