

Below is an overview of each major online food delivery provider to help weigh up the pros and cons. The information is intended as a guide only and accurate as of November 2018.

MENULOG



Overview and history:

Menulog is an Australian online food delivery marketplace that operates across Australia and New Zealand. Connecting more than 11,000 local restaurants with over three million active customers via native mobile apps and an easy-to-use website, Menulog offers partners the choice of delivery, pick up or catering orders.

Having pioneered the online food delivery industry, Menulog now delivers to more than 90 percent of Australian addresses.

Headquartered in Sydney, Menulog has a large, locally based- technology, operations, marketing, customer and restaurant support team. Menulog also has access to a world-class global network via its parent company, Just Eat, which acquired the Menulog Group in 2015, following Menulog's merger with Eat Now in 2014.

How it works:

The Menulog business is founded on a simple premise; building its customer base by giving consumers access to the greatest number of restaurants, which, in turn, provides restaurants with the opportunity to tap into an unparalleled customer network. The network effect of this relationship, enabled by technology, has driven exponential growth for Menulog and its network of restaurant partners since its launch in 2006.

Options for restaurants:

Menulog is a hybrid model that both supports self-delivery restaurants and enables restaurants to use its Menulog Delivery Service, which connects restaurants with couriers. Customers using Menulog can opt for delivery, 'click and collect' or use the service for catering orders.

Areas covered:

Menulog has truly nationwide reach. The service doesn't just focus on CBD areas, but connects restaurants with local customers in suburban and regional areas across the country. The Menulog Delivery Service is currently available in Sydney, Melbourne and Brisbane with plans to roll out further across Australia in 2019.

Technology:

Menulog provides its partners with world-class technology to facilitate online ordering and delivery, including in-store devices, a free website (if the restaurant does not have one), 'order now' buttons on existing websites and delivery tracking. Additionally, Menulog provides all restaurants with orderpads which offer a superior customer experience and help streamline kitchen operations.

Menulog also uses predictive analytics and machine learning technology to tailor recommendations on restaurants, cuisines types and deals for customers. Restaurants can use these insights to better understand popular meals by location and peak ordering times, enabling them to efficiently map out staffing, resources and to really 'get to know' to their customers. The Menulog website and mobile apps also provide additional features and data to communicate with customers, including specials and deals

built into the interface. Restaurants can also quickly and efficiently build and edit their menu on the platform through recently upgraded menu functionality of the website and apps.

Restaurant support: As well as around-the-clock customer service, Menulog provides its restaurant partners with a dedicated support team, which encompasses a local account management team in the Sydney Head office, as well as a number of territory managers across the country. This team works with restaurant partners to proactively optimise their Menulog listing, as well as working to resolve any queries or issues a restaurant partner has. Armed with tailored data for each and every Menulog restaurant partner, these support teams regularly review variables such as delivery areas, operating hours, minimum order amounts and delivery fees to ensure restaurants can continue to grow their business profitably.

Cost structure: Menulog's priority is to help its restaurant partners grow and increase their profits - its business does not succeed unless its restaurant partners do. Menulog has worked with its network of restaurant partners to set a fair revenue sharing system that sees Menulog take a percentage of orders placed through the platform for each restaurant.

Menulog restaurants providing their own delivery pay a standard percentage. Furthermore, there are no 'service fees' or lock in contracts, meaning restaurants do not pay anything to leave the service. Menulog restaurant partners can also opt for an 'Order Now' button for their website, which is set at a reduced rate. Menulog also enables these restaurants to set their own minimum order amount and delivery fee, which is paid directly to the restaurant.

Restaurants without their own drivers now have the opportunity to leverage the Menulog Delivery Service. As this is a new stream, Menulog are working to develop a cost structure that will see ongoing profitability for both restaurants and couriers.

In return, restaurants receive:

- Credit card processing
- Fraud protection
- Free in-store ordering device
- Customer service and restaurant support
- Website build (if restaurants do not already have one)
- Customer payment methods: Debit or credit card, PayPal or cash on arrival.
- Summary of key benefits and considerations:
- Immediate access to a national network of over three million active customers
- A suite of ordering and delivery solutions, enabling restaurants to choose an option that best suits their business.
- Nationwide reach, covering 90% of Australian addresses.
- Specialist marketing and technology services for local restaurants to grow their own business.
- Access to insights from Menulog's customer database including valuable data for restaurants to optimise their business for the local market (e.g. popular dishes, offers or time for online orders, opportunities to expand in new areas etc).
- No lock in contracts or exit fees.
- Covers the cost of all credit card processing fees, fraud protection, around-the-clock restaurant and customer support.
- Facilitates partner reviews and star ratings with each order to enhance the customer experience and frequency of orders.

More information: menulog.com.au/content/join-menulog/

DELIVEROO



Overview and history: Deliveroo is an award-winning food delivery service founded in 2013 in the UK by William Shu and Greg Orlowski. Deliveroo works with over 50,000 of the world's best-loved restaurants globally, as well as 50,000 riders to provide the best food delivery experience in the world. Deliveroo is headquartered in London, with 2000 employees in offices around the globe.

Deliveroo operates in over 500 towns and cities across 13 countries, including Australia, Belgium, France, Germany, Hong Kong, Italy, Ireland, Netherlands, Singapore, Spain, Taiwan, United Arab Emirates and the United Kingdom.

How it works: Deliveroo's number one priority is to deliver restaurant's dishes exactly as they meant them to be served. After learning from delivering millions of orders all over the world, Deliveroo have designed their delivery zones in a way that ensures restaurants' food spends as little time as possible in transit. In fact, Deliveroo's average delivery time from restaurant to customer is just seven minutes.

Options for restaurants: Deliveroo's purpose is to bring amazing food from the best local restaurants, directly to customers – fast, fresh and hassle-free. Deliveroo recently launched their second delivery-only super kitchen in Collingwood, Melbourne, after the success of the original Windsor kitchen, which will be approximately 5 times larger, and create access to new foods and restaurants for nearly 500,000 new customers in Melbourne.

Deliveroo also recently announced the launch of Marketplace+, a service that will allow restaurants with existing delivery options to join Deliveroo and make use of their 6,500-strong rider fleet, providing restaurants with more delivery options and increasing the availability of delivery services to their customers.

Deliveroo are committed to bringing its platform to customers across Australia while providing well-paid work to more riders and generating new revenue streams to more restaurants – to that end, Deliveroo are pleased to have just launched 16 new delivery zones across Australia that will see an additional 1.5 million people able to access the Deliveroo platform for the first time.

Areas covered: Deliveroo operates in 13 cities across Australia; Sydney, Melbourne, Brisbane, Gold Coast, Perth, Adelaide, Canberra, Geelong, Wollongong, Penrith and most recently, Hobart, Newcastle and Cairns.

Technology: Deliveroo's variety of apps use a 12-timestamp process to follow the progress of each and every order – allowing for full transparency between customer, restaurant and rider. This means customers will always see an accurate delivery estimate based on restaurants' own preparation times – so restaurants will never need to rush.

Restaurant support: Deliveroo's customer service team provide round-the-clock support. The team are always on hand to answer any questions and monitor each individual order and rider. Each area also has account managers, who are local experts at optimising restaurants performance and can provide restaurants with reporting and insights.

Additionally, Deliveroo are always keen to shine the spotlight on their partners; from emails and social media to large-scale advertising campaigns. Deliveroo will also send one of their experienced photographers to restaurants to show their food in its best light.

Cost structure: Deliveroo strive to keep their fees transparent and fair, sharing the cost between the customer and the restaurant. Customers are charged a delivery fee for their order, and Deliveroo take a commission for those placed through them. That's it – no hidden fees – no extra charges. Deliveroo don't make money unless restaurants do too.

Customer payment methods: Customers can order either on the website or by using the Deliveroo app, available on iOS and Android. They simply need to add their postcode to find all the great restaurants delivering in their area, choose their food and place their order.

With Deliveroo, there is no cash in hand. They only take card payments because it lets them provide customers and restaurants with the best possible, hassle-free experience and it creates a safer working environment for riders too.

Summary of key benefits and considerations:

- Deliveroo is the perfect way to drive extra sales and increase restaurants' customer base.
- Working with Deliveroo could boost restaurants' revenue by up to 30%; from new customers who've just discovered their restaurants through Deliveroo, or their regulars who fancy a night in.
- Restaurants will get more orders without any extra overheads.
- Restaurants can increase their brand awareness and put their restaurants in front of thousands of hungry customers everyday
- Take advantage of regular marketing and PR campaigns which highlight outstanding local and national restaurants.

More information: restaurants.deliveroo.com

UBEREATS



NB. Information obtained from Ubereats website.

Overview and history: Uber Eats was launched by Uber, the global transportation network company in 2014 in California, United States. Uber Eats' purpose, as stated on its website, is to help restaurants promote their menu through the Uber Eats app, website, and various other channels. Uber Eats claims to have 15,000 restaurants available on the platform in Australia, according to an article on Choice online.

How it works: Via the Uber Eats marketplace, Uber Eats states that it enables restaurants to purchase delivery services from delivery-partners, and resell those delivery services, along with their food, to their customers, as referenced on its website. By tapping into a network of driver-partners, Uber Eats claims that restaurants are able to get their food to more customers.

Once the customer has placed an order through the app, restaurants can use their Uber Eats tablet to accept the order, as referenced on the Uber Eats website. After restaurants have fulfilled the order, restaurants can hand it off to a delivery partner to deliver to the customer, who can track the order's progress through the app. The Uber Eats website claims that customers can also leave a tip for the delivery of their order if they wish.

Uber Eats delivery partners earn money for each trip based on number of trips and the distance between the restaurant and the drop off location, as stated on its website. Uber drivers who currently provide rides for Uber are also able to sign up to do delivery as well according to the Uber Eats website. Meals are delivered by couriers using cars, bikes, or on foot. Upon ordering, the customer is notified of the total price combining delivery fee and meal price.

Options for restaurants: Uber Eats states, on its website, that it offers a delivery model for restaurants whereby it handles the logistics of delivery while the restaurant makes the food.

Areas covered: According to its website, in Australia, Uber Eats is available in Adelaide, Ballarat, Bendigo, Brisbane, Cairns, Canberra, Geelong, Gold Coast, Hobart, Melbourne, Newcastle, Perth, Sunshine Coast, Sydney, Toowoomba, Townsville and Wollongong in Australia.

Technology: According to an online interview with Skift Table UberEats offers two pieces of software to its restaurant partners: Restaurant Dashboard, which runs on a tablet inside the restaurant, and Restaurant Manager, a web-based tool for owners and managers to see analytics including dish popularity and performance over time. Restaurant Dashboard and the associated app for couriers looks like the regular ride hailing Uber app as it uses much of the same technology that matches customers with a driver. When a restaurant signifies an order is ready, Uber searches for the closest available couriers.

Restaurant support: The Uber Eats website states that when restaurants partner with them, they have access to 24/7 operational support, as well as tech support, marketing campaigns and business insights. The Uber Eats website states that restaurants that launch with them can expect to be included in everything from large customer-facing brand campaigns to emails to Uber's rider base, to snackable social posts.

Cost structure: According to the Uber Eats website, the platform collects a service fee, which is calculated as a percentage of restaurants' sales on Uber Eats. An article on Choice online, states that this service fee is a commission of up to 35% and drivers pay a service fee of 30- 35%.

Customer payment methods: Credit card or PayPal, as referenced on the Uber Eats website.

Summary of key benefits and considerations: According to the Uber Eats website, the platform can help grow businesses in three ways:

- Driving more orders- restaurants can deliver around the clock so they can accept more orders, more often.
- Getting food there fast- Uber Eats delivery partners deliver restaurants' food to hungry customers fast.
- Partnering for success- Uber Eats works with restaurants to improve operations and promote their businesses to the Uber Eats rider audience.

More information: about.ubereats.com/en_au/restaurants/