



HOW TO DO SELF DELIVERY WITHOUT HIRING ANY DRIVERS

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What if you could take control of your customers' delivery experience and maximize your restaurant's profitability without hiring any delivery drivers?

Sounds interesting, right?

By now, you're probably already signed up to a marketplace app such as DoorDash that controls your delivery operations—and these are still an essential source of revenue for many business owners. In fact, the industry witnessed most restaurant operators jump into the deep end of the delivery pool in 2020.

Third-party delivery was a much-needed lifeline for operators at a time when they desperately needed it, and that service is here to stay.

Today, as the dust of the pandemic settles, you may have considered offering your own self delivery, which typically means hiring new employees or transitioning existing staff over to delivery drivers.



A woman with curly hair is working at a computer in a restaurant setting. She is looking at the screen and has a slight smile. The background is slightly blurred, showing a modern interior with a ceiling fan and some plants.

But did you know that there's another option for restaurant self delivery?

Today, there's software available that doesn't involve the implementation of marketplace apps or hiring your own drivers, allowing you to choose between a combination of in-house delivery staff, drivers from marketplace platforms and/or drivers from local delivery service providers.

Using software that integrates into any POS system, you can now deliver and manage orders from your restaurant without hiring or training delivery drivers. This means that you regain control over your food deliveries without the recruitment headache, at a time when employees are very difficult to find.

Keep reading to find out how self delivery with zero in-house drivers works, and how easy it is to start delivery in your own restaurant.



Bringing delivery in-house

If you're still reading, maybe you've been considering bringing delivery in-house for a while, and you're not alone.

Food delivery numbers rose to record-breaking heights in the US over the past couple of years. Operators quickly sprang into action, doing anything and everything they could to keep customers happy and money flowing into the business.

Now, as expenses continue to rise on restaurant essentials such as cooking oil and to-go containers, operators are seeking new ways to **minimize labor costs and fees**, and regain control of things like:



Rejected orders

The reduction or elimination of revenue/customer loss due to rejected orders



Tracking

Delivery tracking technology that alerts customers to the whereabouts of their order



Branding

The ability to send brand messaging, videos, images, coupons, and promotions before, during and after an online order and delivery



Customer data

Ownership of customer data.

Hiring a team of drivers for the restaurant is one solution. But doing so comes with its own set of challenges, including:

1

Hiring and training a team of delivery drivers

2

Finding room in the budget for delivery driver vehicle insurance, gas, phone, etc.

3

Juggling an ever-changing schedule of deliveries

4

Managing delivery operations and customer complaints

Using Local Delivery Service Providers



The simplest alternative, and one that will **save both time and money**, is to utilize local delivery service partners (DSPs) without hiring in-house drivers.

Orders placed online through your restaurant website or an ordering app come directly into your POS as a local delivery driver is immediately dispatched.

What does it mean to work with local DSPs?

Working with local DSPs helps your restaurant:

- Avoid the need to hire in-house delivery drivers
- Automate your delivery operation
- Retain valuable customer data that can then be used to send future promotions
- Lower delivery transaction fees
- Get deliveries out faster
- Expand delivery zones
- Enhance your guests' experience
- Chat directly with drivers and see real-time location insights
- Successfully manage and predict the costs of a delivery operations

How the Process Works



Working with local DSPs is straightforward.

Here's how the process would look to you, your customers, and the driver if you were working with VROMO's automated delivery management software.

1

ORDER

A customer orders food from your website or a local delivery service provider's app

2

DISPATCH

The order appears in your POS and is dispatched to the appropriate driver, through a network of local delivery fleets, with instructions for the delivery

3

TRACKING

VROMO sends an order confirmation to your POS and notifications to the customer with live order tracking that's branded with your restaurant's marketing content

4

DELIVERY

Driver delivers order

5

HAPPY CUSTOMER

Customer is happy and reorders from your restaurant in the future with the help of promotional offers and reminders sent through the app

If you're still on the fence about offering delivery, here are a few compelling reasons to reconsider:

- 53% of adults (64% of Millennials) consider takeout and delivery food to be an essential part of modern living (QSR)
- 71% of Millennials are more likely to get their food delivered than they were before the pandemic (QSR)
- Between March 2020 and March 2021, food delivery orders increased by 142% in the United States (Statista)
- 64% of adults (79% of Baby Boomers) prefer to order directly through a restaurant for delivery (QSR)
- Sales from delivery are expected to grow by 17% each year until 2025 (Food Institute)



Any restaurant can benefit from integrating local delivery service providers into its delivery operations.

Whether you're running an a burger joint with 20+ locations or a pizzeria with close to 100 stores, the benefits of bringing delivery management, customer data, and an enhanced customer experience in house have never been greater.

See how easy it is to deliver without in-house drivers. Fill out the form [here](#) and a VROMO specialist will be in touch soon to answer your questions.

