

Just Eat apologises to customers by text message

Business need

Just Eat are exploring ways of apologising to and maintaining the custom of a small proportion of customers each weekend whose Just Eat orders are rejected.

The solution

For a variety of reasons beyond the control of Just Eat, each weekend – when there aren't enough customer service representatives available to monitor and correct on-the-fly service issues – a number of take-away orders placed through Just Eat are rejected by the restaurant.

Rather than leave these customers 'hanging', and possibly leaving the service as pressure from competitive services heats up, Just Eat explored sending these customers a text message apologising for the order rejection on the Monday morning.

By way of a test, a proportion of customers were sent a £5 voucher, redeemable off their next Just Eat order.

Results

- The first week this was conducted (Monday 15 July '13), around 1,300 affected customers were sent an SMS.
- 883 with a voucher
 - 816 with only an apology message
 - Overall, there 440 click-throughs (50%)
 - 68% of recipients reordered overall
 - 72% of voucher recipients ordered – higher than the email voucher!

34.7%
clicked

